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SAINTS-SINNERS' CLUB SPLIT

Jobless Operators a Problem; 2,500 Jobs for 6,000 in N. Y.

NEW YORK, Dec. 28.—What to do with the thousands of jobless licensed picture operators is the problem facing local exhibitors and the operators' union. There are about 6,000 licensed operators and, at the very most, only jobs for 2,500 to 3,000.

To help solve the problem Local 306 here is urging the city to order re-examinations of license holders, pointing out that the last exam was held 25 years ago and that the recent Blanshard report revealed graft and corruption in the granting of operator licenses under the Tammany regime. Local 306 is planning a publicity campaign to stir up public sympathy for re-examinations and is understood already having won the support of the LaGuardia administration for such a move.

Plans for 306 to absorb the Allied and Empire State memberships are going ahead. President Joseph D. Basson of 306 says the merger is coming along nicely. The status of the unemployed members of each of the rump unions

in case the merger goes thru has not been determined, however.

The new 306 administration will be installed January 8.

Sarnoff Sees Radio Gains

Expresses optimism on
1936 business, while past
season did well thruout

NEW YORK, Dec. 28.—David Sarnoff, president of Radio Corporation of America, this week expressed optimism for the radio industry in 1936 and stated that the business had made important gains in the year just closing. He said that more important than gains in radio sales and audiences was the number of technical advances made.

That a noticeable gain was made during 1935, said Sarnoff, did not indicate a decline was to follow, but rather that "radio has barely scratched the surface of its possibilities." The president of RCA hailed the all-metal tube as one of the "most revolutionary" improvements of recent years.

After an interval of lower prices there was a trend towards better merchandise.

(See SARNOFF SEES on page 10)

South Carolina State Fair Awarded to World of Mirth

NEW YORK, Dec. 28.—Contract for the 1936 midway of the South Carolina State Fair, Columbia, was awarded to the World of Mirth Shows yesterday. Max Linderman, general manager of the show, announced here.

It will be World of Mirth's first appearance at the fair, which was played by Rubin & Cherry Shows in the past.

Mrs. Flanagan Spurs Lagging WPA Projects in New York

Close to 6,000 on WPA pay roll nationally—3,000 in
New York, with quota at 6,200—unions again urge
liberalizing eligibility rules—Baker denial

NEW YORK, Dec. 28.—With the theatrical unions pressing for liberalization of eligibility rules, the Works Progress Administration theater section here made substantial progress this week in swinging new productions into line. Several units are in rehearsal and others about to open. The Negro Theater is set to open within the next four weeks with *St. Louis Women*, while the Popular Price Theater will open about the same time with *American Holiday*. New vaude units are in rehearsal, as well as new drama units for the local circuit of armories, institutions and settlement houses. Mrs. Halle Flanagan, Federal Theater director who just returned from a cross-country trip, reports "magnificent work" going on under her regional directors "because they see in the project the possible beginning of a subsidized theater in America." She visited Boston, Chicago, San Francisco, Los Angeles and Dallas.

Mrs. Flanagan says there are now 14 professional show people on the Federal Theater Project pay roll, with

(See MRS. FLANAGAN on page 10)

Ackerman Is Out Of Syracuse Post

ALBANY, N. Y., Dec. 30.—Retirement of J. Dan Ackerman as general manager of New York State Fair, Syracuse, was confirmed on Saturday by Commissioner Peter G. Ten Eyck, department of agri-

(See ACKERMAN IS on page 10)

Rudynoff To R-B Leads To Belief H-W Disbanding

SARASOTA, Fla., Dec. 30.—The first local sign of the disbanding of the Hagenbeck-Wallace - 4 - Paw & Sells Bros. Circus was seen yesterday when Rudy Rudynoff, Hagenbeck horse trainer, arrived to take charge of the ring and saddle stock of the Ringling-Barnum Circus in winter quarters here. Rudy arrived late Sunday and immediately took time off to visit the winter quarters.

The Hagenbeck disbandment will mean a wholesale switch in press agents. Roland Butler, press chief of the Ringling interests, said last night that he had no definite announcements to make but promised them within the next few days.

It was reported that a 15-car train carrying animals, bulls, stock and equipment from Peru, Ind., would arrive here in a few days, but this could not be confirmed.

The return of General Manager Sam W. Gumpertz from a vacation and business trip is awaited for definite announcements as to the future of the many performers, officials, attaches and others affected by the Hagenbeck decision.

Strike Threat Mars Niteries' Hope for Big New Year's Eve

NEW YORK, Dec. 28.—Local night spots are preparing for their biggest New Year's Eve business in seasons. Reservation prices are pretty steep and much above last year's average. Six hotel dining rooms and six night clubs are selling reservations for as high as \$15 a head. They are the New Montmartre, House of Morgan, Trocadero, Stork Club, French Casino and Rainbow Room in Rockefeller Center; also the Waldorf-Astoria's Sert Room, the Plaza's Persian Room, the St. Moritz's Continental Room and the St. Regis' three rooms.

The Hollywood, Paradise, Versailles, the Empire and Starlight rooms of the Waldorf-Astoria and the Trianon Room of the Ambassador are among those charging \$12 to \$12.50 a head.

Only thing expected to possibly mar the anticipated big business that night is the chance of a strike by the United Amusement Group, consisting of 27 theatrical, food-worker and other unions with members working hotel dining spots. The group, thru its secretary, Paul N. Coulcher, has asked the Hotel

Dexter Fellows Group Secedes

Break with national body
follows differences over
a home for old troupers

NEW YORK, Dec. 28.—An open secret for months, the New York tent of the Circus Saints and Sinners' Club of America this week tendered its formal resignation to the national headquarters in Richmond, Va. Resignation document was signed by Tony Sarg, president of the local chapter, known as the Dexter Fellows Tent of the CSSCA, and was sent to John C. Goode, of Richmond, national president and commissioner of revenue, yesterday. Local group was incorporated in New York State recently as the Dexter Fellows Tent of the Circus Saints and Sinners and will adhere to that title.

First hint of coolness between the two groups came last spring when the New York body accepted an offer by S. W. Gumpertz and Mrs. Charles Ringling, of

(See SAINTS-SINNERS' on page 68)

Good Program At Mills Show

16th annual opens Dec. 20
at Olympia, London—pre-
ceded by famous luncheon

LONDON, Dec. 20.—Preceded by the famous luncheon, at which 1,600 guests, headed by the veteran Lord Lonsdale (chairman and president), several members of the British Royal Family, the Lord Mayor of London, the Bishop of London, the British Prime Minister and numerous other celebrities, were present, Bertram Mills' 16th annual circus opened at the Olympia, London, today. The circus runs till January 25.

As usual Mills and his sons have gathered together an enormous inter-

(See GOOD PROGRAM on page 70)

Xmas Dinner Final PCSA '35 Function

LOS ANGELES, Dec. 28.—The final function of the Pacific Coast Showmen's Association during the 1935 administration of President A. S. (Archie) Clark was an elaborate Christmas dinner staged on the 12th floor of the New Orleans Theater Building, where the PCSA has its quarters. Like the other

(See XMAS DINNER on page 62)

In This Issue

Bands	Pages	Pages	
Broadway Beat, The	13	Minstrelsy	26
Burlesque-Tabloid	22-23	Motion Pictures	20-21
Carnivals	41-45	Motor Transportation	53
Chicago Chat	24	Music	13
Circus and Corral	32-34	Night Spots-Gardens	11-13
Classified Advertisements	46-47	Out in the Open	53
Coin Machines	60-74	Parks-Pools	36-37
Endurance Shows	27	Pipes	57-59
Fairs-Events	38-40	Possibilities	26
Feature News	3-5	Radio-Orchestras	6-10
Final Curtain	29	Repertoire-Stock	25
Forum, The	28	Rinks-Skaters	35
General Outdoor	53	Routes	30-31 and 52
Hartmann's Broadcast	53	Sportlands	71
Legitimate	18-19	Thru Sugar's Domino	24
Letter List	48-51	Vaudeville	14-16
Magic	26	Wholesale Merchandise	54-56

Dramatist Guild Wants More Favorable Basic Agreement

Current pact expires March 1—Howard warns changes will be asked—Hollywood dough in Broadway shows viewed as cutting down playwrights' share in film rights

NEW YORK, Dec. 28.—Sidney Howard, president of the Dramatists' Guild of the Authors' League of America, notified producers that the fundamental agreement between playwrights and managers would probably be changed as soon as the present contract expires March 1. Primary factors causing the desire to alter existing conditions are the problems arising from the Hollywood invasion of Broadway. A count made at the end of November attributed one-third of the season's legitimate productions to Hollywood backing. The original playwright-producer agreement dates back to March, 1926, and was revised on small particulars in 1931. Since then, according to Howard, "defects and ambiguities have become evident. It seems advisable, therefore, particularly in an industry in which conditions are constantly changing, that the basic agreement should not be renewed without careful examination and revision." Mr. Joseph P. Bickerton Jr., arbitrator for the actors and managers the last eight years, said playwrights were now confronted with problems totally unknown in 1926. The Guild requests that members and producers send in written suggestions, as "this will afford us the opportunity to co-ordinate all proposals and to bring a new draft of the new agreement to the conference stage."

While not officially stated, it is generally recognized that authors are not pleased with the terms under which their plays are sold. A film company, by investing in a show, automatically becomes entitled to a share in the profits. By virtue of this financial return, the picture organization can easily outbid other film companies for the movie rights. Outside bidders are easily discouraged in this way. Secondly, companies producing legit plays have shown a marked tendency toward refusing to sell the film rights, with the result that potential values are being lowered.

Bickerton, who has foreseen this situation for some time, doubts the playwrights will permit this menace to their livelihood to continue. He believes that a system can be set up which will make "unfair competition" impossible and permit the sale of plays in the open market at a reasonable value.

Upholds Equity's Closing of Play

NEW YORK, Dec. 28.—The Appellate Division, reversing a former court ruling, upheld the right of Actors' Equity Association to close the play, *The Right of Happiness*, on the ground of non-payment of salaries. Gilmore, hearing of the four-to-one decision in favor of Equity, called it a triumph "enormously important" to organized labor.

A previous decision by a Supreme Court jury awarded the producers \$13,358 damages on the claim that Equity had arbitrarily closed the show when the salary of Anne Sutherland, the leading lady, was not forthcoming.

The opinion of the Appellate Court, written by Justice Edward J. Glennon, stated that "the evidence did not show any malicious action on the part of Equity."

Theater Fire; None Hurt

DES MOINES, Ia., Dec. 28.—Fifty patrons rushed from the Orpheum, Fairfield, recently when a \$6,000 fire started in the projection room. Film valued at \$600 was destroyed and the projection machine badly damaged.

Weber Beats Greenbaum To Head Musicians in Frisco

SAN FRANCISCO, Dec. 28.—After a year Walter Weber was restored to the presidency of musicians' union, Local 6, last week in one of the hottest political battles of its history. He defeated Albert Greenbaum by a vote of 887 to 606. Greenbaum, for many years secretary, defeated Weber for the presidency last year in a sensational fight.

New vice-president is Edward S. Moore, who defeated Albert Hubbard, incumbent. Ed Love was retained as recording

B'way Hits on Chicago Stages

Five legit shows in Loop during the Christmas holidays—business good

CHICAGO, Dec. 28.—As the year closes there are five legitimate houses open in Chicago, each with a show that was a hit on Broadway, and three of them give promise of going over big here. A sixth house opens Monday when Ruth Draper comes to the Selwyn to present her character sketches for two weeks.

Personal Appearance, with Gladys George, opened to good business on Friday, December 20, and received fine notices. Business since has held up well and it looks as if the show will be a hit. William Gaxton and Victor Moore in *Anything Goes* opened to capacity Sunday night. Business continues big and the show probably will top everything else in the Loop. Not much chance to make money, however, unless it does close to capacity thruout its stay, as it is an expensive show and the house capacity is not large.

The Old Maid, which opened Monday, is not expected to take so well with the general public, as it is primarily a woman's play. But it has a large subscription sale and should come out on the right side of the ledger on its three-week run. *Squaring the Circle* opened on Christmas night at the Blackstone. It, too, received excellent notices and may make the grade, altho it is not the type of play the public will go for in a big way.

The Great Waltz had a splendid opening Thursday night at the Auditorium and should do well, as it is a very fine show and the Auditorium has ample capacity. It is in for at least four weeks; more if business warrants.

Hallie Flanagan To Speak At Nat'l Theater Conference

CHICAGO, Dec. 28.—Mrs. Hallie Flanagan, director of the WPA Federal Theater Projects, and Thomas Wood Stevens, regional director of the government units here, are slated to appear during the meetings of the National Theater Conference to be held at the Stevens Hotel, starting tomorrow, for three days. They are scheduled for lectures at the Monday afternoon meeting. Mrs. Flanagan's subject will be *The Theater: Looking Forward*, while Stevens has chosen *Theater Adventure*. In the event of Mrs. Flanagan's inability to be present a representative appointed by her will read the paper.

secretary, as was Clarence H. King as secretary-treasurer and Karl Dietrick as business agent. New board of directors is composed of James G. Dewey, Al Jack Haywood, Clark Wilson, Jerry Richard, Elmer Slissman, Walter King, Jules Spiller and Walter Krausgill, the latter two running even for the office, which will necessitate another vote being taken for the seventh directorship. W. A. Belard was made secretary of the Oakland (Calif.) branch of the union.

Yale Puppeteers Open Holiday Stand on Stem

NEW YORK, Dec. 28.—The Yale Puppeteers with their gallant, if somewhat rheumatic, band of wooden men present a frothy piece of fol-de-rol at the Bayes Theater. Despite the disinclination of the Messrs. Burnett and Brown to the terms "cute" and "precious," there is no getting away from the fact that the show is just that. The possibility of the puppeteers making a good thing commercially out of the enterprise seems, to put it frankly, rather remote; for altho the volatile Latins of France and Southern Europe turn out en masse for these presentations, the art—tho admittedly clever—seems destined to be regarded by the Broadway playgoer as the theater's most fanciful parlor trick.

Mister Noah, a musical travesty dealing lightly with the ark and its mixture of human and zoological ballast, together with the *March of Rhyme*, a burlesque of the newsreel, comprise the two halves of the performance. Once the eye is accustomed to the novelty of the string-controlled performers, they lose their mechanical appearance and take on the aspects of true personality. The fact that the second half is more enjoyable than the first may be accounted for by this phenomenon, altho it is also true that the material in the *March of Rhyme* burlesque, involving, as it does, numerous takeoffs on Broadway personalities, is intrinsically more interesting to the average local audience than the didoes of Noah.

The production, which leaves something to be desired from the standpoint of synchronization, is elegant, tasteful and has some devastatingly clever moments. The lyrics, which have more than a touch of genius, are pointed by some of the trickiest rhymes penned in many a moon. For a timely piece of holiday entertainment you may journey much farther and do considerably worse.

P. A.

Ft. Worth Biz Up

FT. WORTH, Tex., Dec. 28.—Movie houses here are enjoying a nice holiday run of business. First-run shops downtown are chalking up the best receipts since the good old days. Suburb and second-run houses also packing them in. Double programs are not so much in evidence as a year ago. However, a few second-runs are still catering to twin bills. Screeno, Tango and bank nights are stimulating the present noticeable attendance. Newest movie house is the Parkway, at Eighth avenue and Park place, a suburban spot, opened a few weeks ago.

Oppose WPA B'way House

Managers and stagehands ask ban on popular-price theater—call it unfair

NEW YORK, Dec. 28.—News that the WPA here has closed a deal to put popular-priced plays into the Manhattan Theater brought the League of New York Theaters and stagehands' union up on their feet and yelling unfair competition. Elmer Rice, WPA director for this district, answered by pointing out that he had informed the unions of his intentions October 28 and that they had not objected then.

Dr. Henry Moskowitz, for the LNYT, and James J. Brennan, for the stagehands, said they opposed any government relief activities in the Times Square district. Vincent Jacobi, also speaking for the stagehands, claims the use of a Broadway house violates an earlier government promise to avoid competition with the commercial stage.

The LNYT sent its protest direct to Equity, demanding Equity should not "discriminate" against any particular WPA activity, as Equity had previously gone on record against the League's "try-out theaters" operating in Manhattan.

Frank Gillmore, president of Equity, said he would take the matter up with his council.

Chicago Film Studio Active

New production company being formed—shooting to start early in new year

CHICAGO, Dec. 28.—If negotiations now under way are consummated the production of motion pictures will again become part of this city's industries. According to R. L. Miller, vice-president in charge of operations for the Wilding Pictures Production Company, plans are being laid for the production of several feature films at their studio here, formerly occupied by the old Essanay Company and recently taken on a 10-year lease by the Wilding firm.

Two of the features are expected to be released thru major distributing organizations, with the third being made for state-right sale. All are to have casts headed by stars either from Hollywood or New York, with the supporting roles and extras chosen from local actors.

One of the first companies to use the newly remodeled Wilding studios is expected to be that headed by Robert (Chief) Redwing, oil operator and said to be the only Indian director and producer in the motion picture business. Redwing produced several features in Hollywood two years ago and contemplates the production of four features here, besides several short subjects. The full-length films will be the *Legend of Starved Rock*, *Hiawatha*, *The Black Hawk Trail* and *Saga of Running Wolf*, the latter to feature a well-known male movie personality now being negotiated for. Two of the films will be in Technicolor. Redwing is at present assembling his staff and hopes to go into production within the next six weeks.

The staff of the Wilding plant announced by R. L. Miller is as follows: L. M. Francisco, managing editor Chicago branch in charge of creative work and sales; J. R. Kneebone, sales manager under Francisco; George Becker, plant maintenance and auditor, and Tom Persons, studio manager and charge of production. Persons was with the old Selig studios here years ago and was with Walter Wanger on the Coast before joining the Wilding firm last September.

Palmerton's Albany Stock Company in 15th Week

ALBANY, Dec. 28.—Denis Gurney, English actor, is playing in *Charley's Aunt* this week for Guy Palmerton's Manhattan Players at the Capitol Theater. This well-balanced group of stock people gave a highly enjoyable performance, creating much applause.

Frank Lyon, leading man, did one of his most capable portrayals. Others who added to the excellence of the production were Nancy Duncan, Josephine Duval, Charles Harrison, Byrd Bruce, Eford Gage, and Thomas C. Stowell, Albany actor who made a hit as the retired British soldier, and Joseph Fellows. Next week's bill, *Apple Sauce*.

TED WEEMS (This Week's Cover Subject)

AN orchestra leader since 1923, when he recruited for his first unit the best musicians at the University of Pennsylvania, which he attended, Ted Weems has been a top-flight leader for just about that time. He has a national reputation, secured by playing thruout the country and in practically every important spot in which an orchestra can play.

Weems was one of the first orchestras to be signed by RCA-Victor for records. On the air, he has played for every network of any importance whatsoever, as well as doing commercials for Canada Dry Ginger Ale, Johnson's Wax, Lucky Strike Cigaretts, Real Silk and others. The hotels and cafes include the best, from the Waldorf-Astoria in New York to the St. Francis, San Francisco.

Since May, Weems has been touring one-nighters and theaters. He reopens January 10 at the Palmer House, Chicago, and will broadcast over the Mutual Broadcasting System.

Court Limits Moss Powers

On Republic case judges rule Moss has no revocation power—may go up

NEW YORK, Dec. 28.—In a three-to-two decision the Appellate Court ruled that License Commissioner Paul Moss cannot revoke a theater's license because of an indecent performance unless there has been a previous conviction based on the Penal Law. Reversing a lower court ruling, a temporary injunction was granted preventing Moss from restraining the operation of Minsky's Republic Theater. Altho in accord with the commissioner that the performance might have been too risqué, the Appellate Division decided that the latter's powers did not enable him to take such drastic measures. This was the essence of the opinion written by Justice Irwin Untermyer.

Two judges, Edgar S. K. Merrell and Justice Francis Martin, disagreed with this view and were of the opinion that a previous amendment to the city ordinances gave the Commissioner of Licenses power to revoke licenses. They were overruled, Untermyer claiming that revocation powers were outlined by a decision of the Court of Appeals in 1922, said decision denying such broad censorship rights to the commissioner.

Moss first threatened the action on the ground that certain stipulations, made when the theater was first licensed, were not being enforced. Since the revocation proceedings the Holly Holding Corporation, which manages the theater, has continued business under the protection of a temporary injunction. The American Civil Liberties Union has also taken an interest in the case and challenges the right of Moss to suspend the license on the ground that it is an example of "pernicious censorship."

Permission will be sought by the commissioner, it was stated, to take the case to the Court of Appeals.

Indoor Circus for Toledo

TOLEDO, Dec. 30.—The National Association of Retired Police and Firemen is planning an indoor circus to be held in the Civic Auditorium. Twenty acts have been contracted for by the committee, as well as other entertainment. The advance sale of tickets is large. Committee consists of Captain John T. Wilson, J. Reilly, Frank G. Thomson, F. William Lutz, Clinton Wedge, Joseph Delehaunty, M. J. Maher, Valentine Kujawa, Henry J. Pratt and J. C. Schlagheck.

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ELMER WRIGHT
Reno Theatre, Oklahoma City, Okla.

SEASON'S GREETINGS

FROM
FRANKIE and KITTY RALSTON

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Versatile People for Med. Show. Change for week. Write, wire JIMMY DAWSON, 1051 Hennepin Ave., Evansville, Ind.

ACTRESS—Young, play Leads, Ingenue, or General Business Specialties, wants work immediately with company playing permanent Stock. Circle or Company playing same one or two bills all season. MISS "KAY," General Delivery, Buffalo, N. Y.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Seven new members joined the Chorus Equity in the past week.

We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Lilela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Faith Harding, Inez Murray, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Last week we suggested that those of our members who had placed claims with the Chorus Equity and who had left the profession before the claims were collected should watch this column in *The Billboard* for the list of checks held. These checks are carried weekly. Naturally, since publicity is given to the fact that money is being held here, the person seeing his name on the list and writing us to ask that the check be paid him should supply us with some identification such as his membership card and the name of the company against which the claim was placed. This morning (See CHORUS EQUITY on page 15)

HARRY BLACKSTONE and his company manager, "Buster" Millen, were visitors at the desk Thursday of last week, the closing day for the Blackstone show at the Shubert, Cincinnati. The company left Thursday midnight for the long journey to Dallas, where it opened at the Majestic Theater December 28—the beginning of a long swing around the Interstate Time in the Southwest.

Glimpsing the Circus Past and Present

By W. U. MONTGOMERY

FORTY-ONE years ago when *The Billboard* made its initial appearance the circus had reached the apex of glamour, gold leaf and promotional publicity. Band chariots, tableau wagons and animal dens carried on their exterior surface displays of wood sculpture and carving that only recourse to adjectives of the old-time press agent would possibly do justice in their description. Only when brought to light from out their abandonment like an antique is the younger generation privileged to view the artistry and gorgeous spectacle they presented. Today they represent a lost art that will doubtless languish among the cobwebs and dust until future generations shall resurrect and restore it to its rightful place in the sun of circus glory.

Horses were king and the overgenerous display of prize equines on circus day was a feature that even herds of ponderous pachyderms could not displace in the minds of the populace who were invariably horse-minded.

Fifty-cage menageries were a reality, and 60 elephants had stood side by

Hardeen-Yvonne All Set To Open on Miami Pier

MIAMI, Dec. 28.—New mystery and magic show, featuring Theodore Hardeen, brother of the late Harry Houdini, and Princess Yvonne, well-known mentalist, managed by Doc M. Irving, is slated to open at the Million-Dollar Pier here shortly after the new year to remain thru the balance of the winter season. Attraction was originally carded to open several weeks ago, but damage to the pier theater's roof caused by the recent hurricane forced a postponement.

Much of the paraphernalia of the late Houdini's show will be used in the new two-hour presentation. Princess Yvonne will double over the radio during the engagement here. Wallie Sackett, well-known agent, who has piloted the tours of many Broadway celebrities, has been engaged as the show's director of publicity. Doc M. Irving is managing director of the organization.

Cannon Girl Is Injured

MILWAUKEE, Dec. 28.—Bobbie Jenne, whose act consists of being shot from a cannon into the arms of two male assistants, was severely injured at a local theater last night when the spring which hurls her from the cannon jammed, causing her to be tossed only halfway to the arms of her associates. Before they could change their positions Miss Jenne crashed to the stage.

LESTER LAKE (Great Marvel) has been successful on club dates in the Cincinnati area in recent weeks. What's more, he has been asking and getting good money for his efforts.

side and clanked their leg chains as they strained bodies to extend their proboscis in begging attitude for sweet meats as eager throngs looked on in amazement.

The world's largest bull, Jumbo, had been exhibited in the United States, even the sacred white elephant with its coating of good old U. S. A. whitewash, not one, but three, had graciously been presented for the edification of curious Americans, while the Bovolapus had elicited inquiry and wonder as to its exact status.

The only pre-announced triple somersault from a trampoline board had been successfully executed.

The greatest spectacle ever presented beneath a circus tent was a matter of history and a street pageant denoting the last word in unique design, pomp and costly presentation had wended its way thru the boulevards of our principal cities.

Forty horses had been driven in parade, ladies shot from cannon; riders, acrobats, aerialists and featured stars

(See GLIMPING THE on page 62)

Menage to Hippodrome

By ALBERT JEROME STEVENS

Pink-skinned whites, creams with flaxen manes and tails, blacks with the glint of satin, the circus horse of bygone days was a splendid animal. No longer does the modern show pay high prices for the ensemble stock of the "haute école." It is not unusual for a big show of today to own 20 to 30 horses broke to a high-school routine. The costly and beautiful solo menage horse is not featured as in the days of yore.

Well done, haute école is one of the highest forms of riding, a delightful act of the arena. The art of breaking and riding menage horses reached its zenith in France more than a century ago. Perhaps the old Frenchman M. Loyal was the king of menage horse trainers. He was first to put the act on the hippodrome track. Until the days of Loyal only the center ring was used for horse acts. All this happened about 75 years ago and the routine has changed but little since that time.

One of the most talented menage horses of history was the old mare billed

as La Mere Tulp. She was owned by Franconi and was one of the few horses to be taught to canter backwards. In modern training Tex Elmond is working on a chestnut stallion in an effort to repeat the early feat of German trainers who taught their horses to high trot with the front feet and "kutch" with the rear legs. The art of menage does not die out. Madame and Sir Victor Bedini, Mr. and Mrs. Fred Bradna, the Carlos family and others own their stock and put on as finely finished work as the famous trainers of the old world school.

Who were the great menage riders of a quarter century or more ago? The feature act of the day was the team of Royal and Bedini, our own old reliable Rhoda Royal and Madame Victor Bedini. The five Ringling brothers billed them as "An Absolutely Original Performance of Supreme Excellence." This same year Rhoda Royal, just a young fellow getting along, worked his black horse Perfection (See MENAGE TO on page 65)

Boston Censors Sued for Plenty

Children's Hour ban brings suits totaling \$300,000 against mayor and 'censor'

BOSTON, Dec. 28. — An attempt to break local censorial powers came Thursday as an aftermath to the recent banning of *The Children's Hour*, in the form of two suits for a total of \$250,000, against Mayor Frederick W. Mansfield and so-called City Censor Herbert L. McNary as co-defendants. The Children's Hour, Inc., is suing for \$200,000 and Herman Schumlin, producer, for \$50,000. Play was seen in New York by McNary and reported to the mayor as subject to banning by local laws. Mayor Mansfield termed the play, unseen by him, as a "filthy play."

Neither the mayor nor McNary make the law under which the play is banned, it being one of the 14 rules established here nearly 30 years ago.

Nor is McNary, in any but a very sketchy way, really a city censor. The censorship rests in a Licensing Board comprising the mayor, the head judge of the Municipal Courts and the Police Commissioner. McNary is merely secretary of that board and, as such, issues licenses and makes reports to the mayor or the board. He is without authority in himself, being merely one of the secretarial staff of the mayor's office.

This board was instituted along with the 14 rules, which cover suggestive dances, obscene language, blasphemy, immoral acts or themes in accord with the ideas of public morals of the time they were passed by the city council. So far as the records show, the board has never officially attended any public performance in a theater, and all of its acts are done by the secretary of the moment, McNary being the present holder of the office.

The banning of *The Children's Hour* was, according to usual form, a statement to the theatrical officials interested that, should it be shown here, the theater would be closed and the license revoked. The board has no known power to close anything before it is played here.

The 14 rules are broken continually and by practically every theater in town, being invoked only when some special occasion, such as *Strange Interlude* or *The Children's Hour*, arises.

There is no precedent for the suit.

NEW YORK, Dec. 28.—Anne Revere, leading lady of *The Children's Hour*, has filed suit for \$50,000 against Mayor Mansfield of Boston, and McNary, the city "censor." She charges slander.

MICKEY KING

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

SPOTLIGHT PLEASE

The American Bar is the favorite rendezvous for so many show people that we're thinking of installing a permanent spotlight.

It's also a good spot for a good drink — mixed by expert bartenders with

the finest ingredients. ★

THE AMERICAN BAR

of the

HOTEL TIMES SQUARE
43d Street West of B'way, New York

WANTED PARTNER, willing to invest small capital in small Circus or Tent Show. I have complete outfit ready to open. Address "SHOW," in Care of L. Jenkins, Tifton, Ga.

WANTED For BLACKIE BLACKBURN'S MILLION-DOLLAR BABY CO., Chorus Girls and Vaudeville Acts going thru. AMERICAN THEATRE, Chattanooga, Tenn.

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

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

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

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

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Smart Rhythms For the Smart Set
Exclusive Management EDW. J. FISHMAN, Orchestra Corp. of America, 1619 Broadway, New York, N. Y.

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The Voice of the Golden Trombone
NOW ON TOUR.

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

Now Playing at the FAMOUS DOOR, New York
WINGY MANNONE
(The New Orleans Swing King and His Jam Band)
Exclusive Mgt. MILLS ARTISTS, INC., 799 7th Avenue, New York City.

★★★★ ERNIE WARREN ★★★★★
AND HIS ORCHESTRA.
Direction, MILLS ARTISTS, INC.
799 7th Avenue, New York, N. Y.

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Conductor
exclusive management
COLUMBIA BROADCASTING CO.

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

STATION NOTES
Address All Communications to the New York Office

KTRH, Houston, had a number of artists living on the north side of the town wade to the studios after leaving their cars at a safe distance from the recent flood waters. Wading barefoot across viaducts to get to the studios, it is expected that an extra dose of sneezes is on the way, or in for some tall sniffing. Announcers handling news descriptions had an even worse time trying to send out first-hand info on the rising waters.

A. L. McKEE, known to Indiana sport lovers as Ol Corntop, has resigned as manager of Station WHBU, Anderson, Ind., as of January 15. McKee has been with the station for the past eight years and has not announced his future plans.

KTUL, Tulsa, CBS outlet, staged three broadcasts by artists from commercial programs and attracted some 7,800 patrons during two weeks in December. W. C. (Bill) Gillespie, general manager of station, believes this is an indication of KTUL's drawing power and may arrange free studio audience of some sort.

KNX, Hollywood, has several new commercials, including *The Saturday Evening Post* spot announcements. Ward Heater Company, Provident Loan Association and other Los Angeles firms. As recently announced in these columns, the Simpers Company, of Philadelphia, is the agency placing *The SEP* business.

WLW, WSAI and W8XAL, of Cincinnati, are still buzzing about the new studios opening downtown. New talent continues to travel to the Queen City, including many writers, of whom there are now 14 at WLW.

PERSONNEL of WJIM, Lansing, Mich., went into the business of providing Christmas cheer with full vim and vigor, raising a total of over \$2,000, which was used to bring food, toys and clothing to the poor. Highly systematized, the WJIM drive was started by a series of broadcasts with Howard Finche as emcee, describing the condition of the needy families and acknowledging the contributions. Toward the close over \$500 was raised in one hour. A Charity Tea Dance was also run by the station, which later hired trucks and delivered all of the presents.

WKRC, Cincinnati, has a new program for the a.m. listeners, show being designed to help the folks start the day off right. Comedy, rhythm and harmony are knit together in *The Upstarts*.

THE TWIN CITY (Minneapolis and St. Paul) Association of Newspapers and Radio Stations has completed the first year of its existence, with the members pretty well satisfied. Originally all four stations belonged, WCCO, KSTP, WTCN and WDGY, but the last-named dropped out a few months ago. Organization on a co-operative basis has done well in establishing agency recognition, checking credits and reporting arrears of advertisers, etc. All five Minneapolis and St. Paul newspapers are members.

TWO OF WWL's staff returned to work recently after operations in hospitals—A. C. Foster is now minus his appendix, while Marianne Parker, mountain ballad singer, has fully recovered from a nose operation. Henry Dupre, announcer for WWL, has revived his *Souvenir* program in answer to thousands of requests that he bring this poem reading period back to the ether. Ruth Marie Claren

has been added to the program director's staff of WWL.

AFTER a lapse of several months KSO, Des Moines, has resumed the *Nickel in the Slot* program of old-fashioned player-piano melodies, with Dr. Toscanini Tipple presiding as maestro of the keyboard.

HIRAM HIGSBY is starting a new program, *Ma, Pa and Me*, on KRNT, to be heard every week-day morning at 8 o'clock for Sears, Roebuck & Company. "Hiram" slips the gals helpful household hints and keeps them amused at the same time.

WHO, Des Moines, has been sued for \$360 by Transradio Press Service, Inc., New York, the press service claiming that amount for news reports supplied the station last June and the contract broken by the broadcasting company.

LOCAL CHARITY went over the top in Des Moines this year. At WHO Gene and Glenn, assisted by more than 50 organizations, got cash donations of \$6,300 and merchandise donations aggregating between \$5,000 and \$7,000, while at Iowa Broadcasting System's Stations KRNT and KSO, in combined "Christmas Road" programs, brought in more than \$12,800 in cash and merchandise.

CHARLES FOLL, formerly on the announcing staff of KJBS, San Francisco, has joined KROW, Oakland, Calif., in a similar capacity. Larry Canelo, announcer and pianist at KROW for the past three years, has resigned to enter the entertainment field.

JACK VINCENT, WIP, Philadelphia, announcer, is leaving the radio field to go into rehearsal for a new Broadway production, *Murder by Proxy*. Jimmy Allen, WIP publicity chief, temporarily out with an attack of ptomaine poisoning, with Peggy Hanley filling in.

Texaco RENEWS Jumbo
NEW YORK, Dec. 28.—Texas Oil Company placed its approval on a renewal of the broadcast series of *Jumbo* this week. First 13 weeks would have explored the second week in January. Program is broadcast from the Hippodrome Theater. Hanft-Metzger agency has the account, with the William Morris agency setting the deal.

NEW BIZ
(Continued from page 7)
January 8 for 52 weeks, Thursday, 8:15-8:30 p.m. PST. KFRC and the Don Lee network, with KSL. Program to be determined.

FATHER FLANNIGAN'S BOYS' HOME (home for boys), thru Bozell & Jacobs, Inc., Omaha, started December 7 for 26 weeks, Saturday, 9:45-10 p.m. PST. Western network (KSFO-KNX). Program, *The Barn Dance*.

ASSOCIATED OIL CO. (gasoline), placed direct, started December 20 for two months, KSFO, evening broadcasts of college basket-ball games, with Douglas Montell special announcer.

Dayton
ROCKHOLD SALES CO., direct; refrigerators, five spot announcements. WHIO.

ARCADE FISH STAND, spot announcements. WHIO.

BANNER BAZAAR, renewal; six announcements.

HOSKINSON MOTOR SALES, nine spot announcements and participation in *Merchants' Hour*. WHIO.

Network Song Census
Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAf and WABC.
Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, December 20, to Thursday, December 26, both dates inclusive.

On Treasure Island.....	28	Why Shouldn't I?.....	18
Thanks a Million.....	28	Broken Record.....	13
Moon Over Miami.....	25	If I Should Lose You.....	13
With All My Heart.....	25	I Dream Too Much.....	11
Little Bit Independent.....	23	I Wanna Woo.....	9
Eeny Meeny Miney Mo.....	21		

EDDIE LEONARD, JR.

Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.
charles carlile
Now Appearing at
BOOK-CADILLAC HOTEL, Detroit, Mich.

Broadway's Sensation
PAUL MARTELL AND HIS ORCHESTRA
105th Week Arcadia Ballroom, New York

★ d a n HEALY ★ W N E W ★
"The Chorus Girls' Boy Friend"
DAN HEALY'S BROADWAY ROOM,
231 West 54th St., New York, N. Y.

HUGH CROSS AND HIS RADIO GANG
Courtesy GEORGIE PORGIE cereal
10 A.M.—WWVA—4 P.M.
ERNIE BRODERICK, Pers. Rep.

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

LEO ★ ★ ★ ★ KAHN
AND HIS ORCHESTRA

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

JUDY CONRAD
AND HIS ORCHESTRA.
90th Week On the Stage
TOWER THEATRE, KANSAS CITY, MO.

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

★ HENRY HALSTEAD ★
AND HIS ORCHESTRA
COCOANUT GROVE,
Hotel Park Central, New York City.
Management Columbia Broadcasting System,
New York, N. Y.
Broadcasting via C. B. S. and Mutual Networks.

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

PROGRAM REVIEWS

(EST Unless Otherwise Indicated.)

"Nine to Five"

Reviewed Thursday, 7:15-7:30 p.m. Style—Comedy serial. Sponsor—L. G. Smith Corona Typewriter Company. Station—WJZ (NBC network).

Script show built around an office staff and its routine, the head of the establishment being a happy-go-lucky sort of individual who seems to pay more attention to digging up antiques than to his business. All of which goes against the grain of his chief woman assistant. Peddlers come and go, and various comedy items crop up here and there. Windup is the hiring of a canvasser to head the sales department. Said itinerant having tried to sell 20 different items to as many of the office staff that same morning. The boss takes him on and they have to stand for it. Boss sees qualities in the salesman that he needs in his business. The new salesman character is somewhat reminiscent of that super-salesman Elmer created for an auto show some time ago by David Freedman. At least the same breezy manners are in evidence and most likely the sales will fall in despite his blunders.

Cast seems to have everything in tow nicely. Parker Fennelly plays the part of the boss, which should give a good indication of the type of codger the employees have to contend with; Lucille Wall, Jack Smith and Jimmy McCallion complete the cast of actors. Typewriter company at the opening compared the modern office equipment of today with that of the past and otherwise took short credits at each end of the program. Show is sandwiched in between a couple of other dramatic shows and is in a good spot for those who go in for that kind of program. M. H. S.

Met. Opera Auditions

Reviewed Sunday, 3:30-4 p.m. Style—Singing. Sponsor—The Sherwin-Williams Co. Station—WEAF (NBC network).

Some dispute as to the originator of this idea and after some legal difficulties everything seems to be straightened out for the time being at least. Gag is to bring the Metropolitan Opera Company aspirants to the mike and see if at least one during the life of the programs is considered good enough to get a contract. This angle ought to be the easiest part. It is a good medium for putting on operatic arias and semi-classical stuff with a different cast each week, the talent naturally running below the Metropolitan standards yet of the type that can make good in lesser organizations and in concert. Even as to the latter they may not be tops, but some may be on the road to the higher rungs of the ladder. First-show talent as an average, despite the operatic training and experiences, sounded like second and third raters as compared to the better singers now heard on the air and not professing to be eying the Met. Lack of mike experience may or may not have contributed toward this end, and perhaps the fact that it is a sort of audition or first time on the air for some may detract from the respective performances.

Edward Johnson, new general manager of the Metropolitan, is on hand to conduct the show, backed by a group of judges. Johnson takes to the radio biz like the proverbial duck to water. The amateur procedure as usually handled is reversed and Johnson asks the questions after the singer has done his bit. As Johnson stated at the outset, the search of the stars of tomorrow is being conducted among singers who have worked hard and have considerable background. Also the Met's air auditions were different and perhaps a better break for the singers who have a lighted studio and live audiences as against the dark, cold proposition of the Met. itself.

Young contralto from Hartford did the first aria and it develops that she has been abroad also, where she studied and appeared before various audiences. Tenor who has had a great deal of experience was heard next. Sherwin-Williams interpolated a few words via Howard Clancy and a soprano took the reins next. Went to Paris to study tickling the pianoforte or something, but somehow wound up singing. Basso

came thru with *Glory Road* for the fourth and last auditioner. He had been given 100 concerts a year for the past four years and was with a small opera company now.

Wilfred Pelletier conducts a symphony orchestra and in addition to the accompaniments offered a lengthy bit of Wagner for the opening and possibly warming-up process. Paint company more than modest in its credits, using the phrase "All you need to know about paints, etc., is the Sherwin-Williams sign." Makes a good show for anyone particularly interested in hearing the four opera singers each week; the continuity and audition angle does not seem to have any terrific appeal. There is no bell to tickle the fancy of the less intelligent listener, and the other kind will look at it strictly from the merit of the entertainment. If the singers seem too much below par the show isn't going anywhere special. M. H. S.

Berks County Boys

Reviewed Thursday, 8-9 p.m. Style—Instrumental trio. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Guests on the Rudy Vallee-Fleischmann yeast hour, this hot trio is worthy of any quarter-hour commercial on their own, or a goodly slice of a larger program. Harmonica, guitar and banjo form the basis of their music efforts; each sounds like a first-rate soloist and in combination make for excellent sweet or hot effects. Harmonica player takes the lead for the most part and in such cases the other two instruments lend ingenious accompaniment.

Blue Prelude, first offering, put the trio over immediately, revealing the harmonica player as a wizard. *Tiger Rag*, the inevitable, gave the other two more scope and the breaks and hot licks they took comes under the head of "sensational." Otherwise the volume and tonal qualities make the trio sound like a five or six-piece combination. Name is derived from a county in Pennsylvania, presumably the boys being from that locality. M. H. S.

Three Keys

Reviewed Thursday, 11:15-11:30 a.m. Style—Vocal and instrumental trio. Sustaining on WCAU, Philadelphia (CBS network).

Return of the Three Keys to the ether lanes should warm such hearts as respond to the Harlemaesque touch. Same boys are back, Bob at the piano (Bobby Pease), Slim with the guitar (John Furness) and Bon-Bon (George Tunnell). Trio whams out in a bright and swingy tempo that bursts over the entire CBS as fed out of Philadelphia (Tuesday and Thursday, 11:15-11:30 a.m.).

They open with the theme, *Don't Mean a Thing Without That Swing*, and on the show caught glided away to a snappy trio arrangement of *They Done Sold Gabriel's Horn*, which was followed by Bon-Bon giving out *Home on the Range*. His voice lacks the proper volume and tonal quality for this type tune. And with the limited musical background, his pipes lend better to a lyric of the moon and June variety. When they get together with *Harlem Girl* and *Chorine Coreena* their vocalizing is beaucoup warm.

Bob continually has his peripatetic pianologicistic moments and Slim makes his guitar picking count, giving out per expectations, especially with the old *Chinatown* fave. Might be wise to include a current pop with the oldies. All in all, they dish out peppery potions which should keep the housewife humming along and stepping lively about her chores.

Boys have always been a strong stand-in with the college crowds, and a later p.m. stanza to strut their stuff would make them a setup for the swing fans. Should eventually land among the headliners again. Oro.

New WIP-WMCA Tieup Is Still Unsettled

PHILADELPHIA, Dec. 28.—Renewal of the WIP-WMCA mutual relationship

deal is still status quo. Original agreement expires December 31, 1935. Ben Gimbel Jr., WIP prez, is leaving for a two-week sojourn to Florida, and on the eve of his departure (27) he informed *The Billboard* that the existing relationship will remain on the original basis until his return, at which time he will go in confab with Donald Flamm, WMCA emr. Due to the fact that Albert A. Cormier, WIP vice-prez and general manager, took a winter vacash earlier in the week, things were let ride. Final agreement turns on the type of A. T. & T. service to buy and a readjustment of sales commissions.

It is also reported that when the WIP and WMCA domos start locking heads again plans will include a further tieup of WIP with the Inter-City network. Present relationship is with WMCA only and does not enter into the Inter-City group.

Warner-Owned Chicago Music Offices Close

CHICAGO, Dec. 28.—Withdrawal of Warner Brothers' owned music publishing houses from ASCAP has resulted in the closing of the offices of the five publishing firms involved here in Chicago and throwing a score or more employees out of work.

The offices affected here are Harms, Inc.; T. B. Harms Company, Remick, Witmark and New World. Employees were given their notice and two weeks' pay day before Christmas. Efforts were made by some of the local office managers to stave off the notice until after Christmas, but Warner Brothers insisted on immediate notice. As this is written nothing definite has developed as to the future status of offices here.

Lew Weiss Bookings

NEW YORK, Dec. 28.—Lew Weiss office has just spotted Joe Frisco and Bee Sarche into the Lookout House, Cincinnati; Carol and Shalita and Ivy Kitchell into the Greyhound, Louisville, and Ann Seymour, Woods and Bray, Patsy and Mickey, Rosie Moran and Harry Lash into the Chez Maurice, Montreal. Montreal show opened Monday for a four-week run.

MELODIES BY LARRI WMCA



GYPSY LEE, Accordion.



Polly Welch, Harp.

NOW ON TOUR. Personal Management FRANCIS GORDON.

PHIL HARRIS
AND HIS ORCHESTRA,
With LEAH RAY,
Roosevelt Hotel, New Orleans, La.,
January and February.

★ AUGIE
PALO
AND HIS PARAMOUNT ORCHESTRA
Personal Mgr.: FRANK J. DUNGAN,
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AND HIS
25th CENTURY ORCHESTRA

RAYMOND
McCOLLISTER
"The Paganini of the Saxophone."
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JAZZ, NOVELTY
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AIR BRIEFS

By JERRY FRANKEN

THE Lucky Strike program, proposed and actual, was in a jumble at press time, with a new rumor cropping up at every turn. The setup, however, was to have been clarified Monday 30) when the Carl Hoff show was auditioned for George Washington Hill, president of American Tobacco Company. One of two ways, described herewith, is to be the final outcome. Al Goodman will stay on NBC Saturday nights with all new talent on the show save Loretta Lee, giving up his Palmolive broadcasts scheduled for Saturday nights on Columbia. At that rate Carl Hoff, with Miss Lee, Gogo DeLys, the Giersdorf Sisters, the Bachelors and Robert Simons, will go on CBS if and when the time is found. If that doesn't happen then Goodman will get a mid-week spot on CBS, with Hoff taking over the Saturday night program, which on January 4 will be in its ninth week. One thing is certain and that's that the Symphonettes, a new trio, go on the show this coming Saturday.

Five Star Jones, CBS serial, has been renewed by Mohawk Carpet Mills. . . .

Ben Klassen joins the Ray Noble Coca-Cola show. . . . The commissioner of plants and structures of New York City, F. J. Kracke, is asking radio-equipped taxis to tune in on that station at 1 p. m. when there is a missing persons broadcast. . . . Ted Husing, with the Charlotteers, starts on CBS January 5 for Wildroot. . . . Ben Cutler, the orchestra leader, will have a part in Max Reinhardt's *The Eternal Road*. Cutler, at the Shelton, is due to get a NBC wire soon.

Smith Brothers, who weren't planning any radio this season, take over the Feenamint spot when the laxative account fades. . . . Jeannine on WOR-Mutual is looking for a voice double. . . . Aaron Steiner is handling Gebe Baker, baritone on the Socony show. . . . The Farley-Riley crew, recently signed by Rockwell-O'Keefe, will no longer broadcast over NBC, and there's a deal due which will set them on CBS. . . . Johnny McKeever is now singing with George Hall's Orchestra. . . . Vacationers—Kay Hansen to Florida and Julius Seebach to Georgia.

CHI AIR NOTES

By NAT GREEN

Al Pearce and his Gang are to broadcast their Friday shows at night instead of during the afternoon, beginning January 10. . . . Program will be presented over a Coast-to-Coast NBC-WJZ network each Friday at 8 p. m. . . . The Monday broadcasts will continue at the present time, 4 p. m., over an NBC-WEAF network. . . . Dr. Irene Sherman, specialist in child development, is to make two appearances on the *Today's Children* program. . . . The first, on January 7, will be an interview with Bess Johnson, who plays the part of Frances Moran in the show; the second, on January 9, will be a talk to mothers. . . . The *Red Davis* program, popular with grownups but designed primarily for children, leaves the air, but its soap-maker sponsor has a sequel going on the air January 6. . . . The new series will be known as *Forever Young* and will be written by Elaine Sterne Carrington, well-known novelist. . . . Curtis Arnall heads the cast, which also includes Betty Wragge, Alan Bunce, and Maureen McManus, a newcomer to radio. . . . Happenings in the field of science, brought to the layman in non-technical language, will be aired over a Chicago station, beginning January 2. . . . The program will be known as the *Voice of Science* and is presented by the University Broadcasting Council, acting for three Chicago universities. . . . It will be a 15-minute shot once a week.

The new year will bring changes in the lineup of well-known orchestras playing Chicago spots. . . . Joe Sanders, who made a swell comeback and has been at the Blackhawk for several months, leaves early in January and Will Osborne and his boys move in. . . . Ted Weems goes into the Palmer House January 10. . . . Leonard Keller ends his long stay at the Bismarck Hotel January 16, and the following night Phil Levant, whose band made a big hit at the Schroeder, Milwaukee, moves in. . . . Phil features Dorothy Miller, charming brunet song stylist, and Larry Johnson, young California tenor. . . . Seymour Simons, now at the Stevens Hotel, follows Levant into the Milwaukee spot.

Some of the biggest names in motion pictures will appear in the *Pickfair Party* broadcasts from the home of Mary Pickford, starting February 5. . . . First notables on the program will be John Gilbert and Marlene Dietrich. . . . Don Mario, who left the *Penthouse Serenade* last week, will go to work for a new sponsor February 1. . . . Cliff Arquette, the Thaddeus Cornfelder of the *Myrt and Marge* sketch, celebrated a birthday December 28. . . . Only two weeks before, on December 14, he was receiving congratulations on the arrival of a son in his household. . . . Tom Mix celebrates a birthday January 6. . . . Dave Rose, Chicago piano prodigy, has joined Rico Marchelli's Orchestra. . . .

translating titles of classical music, such as symphonies, operas, etc., into English, as well as announcing them in the original language. Mel Frey, for the past two years on the station's continuity staff, has resigned. She's gone to Portland, Ore.

Dorothy Ann Sidler, in charge of KFRC fan-mail department, is convalescing from a recent emergency appendicitis operation. . . . Charles E. Morin has been added to the station's sales staff as account executive, coming over from KJBS.

Gordon Willis, former KGGC-er, is back with the station, subbing as announcer-pianist during the absence of Andy Potter, production manager, who is on vacation.

Barbara Jo Allen, NBC's "first lady" of drama, has been screen testing in Hollywood at MGM. She's heard in *One Man's Family* and *Hawthorne House*.

Los Angeles

LOS ANGELES, Dec. 28.—When the Federal Communications Commission decided that William Randolph Hearst could not combine his Radio Stations KTM and KELW and build a new transmitter in the Baldwin Hills residential section of Los Angeles Hearst decided that nobody else could build a transmitter there either. FCC refused him permission on the grounds that KELW served the Burbank suburban community and KTM served Santa Monica and combining the two stations in Los Angeles proper would deprive both communities of their stations. Forthwith Earl C. Anthony, operator of KFI-KECA, began searching for a Baldwin Hills spot to build a new KECA transmitter in anticipation of the station sharing NBC programs with KFI after the first of the year. Immediately Hearst dispatched reporters for his local *Examiner* to the Hills to get written protests from the residents there to an erection of a transmitter in their midst. Said protests are now being published daily in *The Examiner*.

KFWB, Hollywood, is remoting Joey Day and his orchestra, playing at the Club Seville.

Patsy Kelly was signed this week by J. Walter Thompson for a stint with Al Jolson on the Shell broadcast January 11. Marks comedian's second appearance on a Coast-to-Coast net.

MRS. FLANAGAN

(Continued from page 3)

"many being added daily." She points to the work of the reclassification board, composed of theatrical union heads, which has been conferring with regional directors and which is attempting to switch "several thousand additional professional theater people" from other WPA sections to the theater project. She says she hopes to "have all eligible theater professionals on our pay roll by January 30."

Mrs. Flanagan is now concentrating on the local situation in co-operation with her regional director, Elmer Rice, in an endeavor to whip the project into shape. She has already conferred with several WPA officials and theatrical union officials here.

Meanwhile, the Affiliated AFL Theatrical Unions Council for Federal Theater Projects, composed of 10 unions, met again last night and wired both National WPA Director Harry L. Hopkins and his assistant, Jacob Baker, again urging issuance of a special ruling permitting all jobless members of their unions to get on the WPA project regardless of home relief status.

In their wire to Hopkins, the unions claim the WPA rules really penalize them for taking care of their own members instead of having them go on home relief long ago. Claiming they are no longer able to carry these destitute

members on their own charity rolls, the unions ask the WPA to accept them and point out that these "expert craftsmen" would do much to eliminate the "chaos and inefficiency on the project."

Their wire to Baker asks him if it is true that he authorized on December 16 the acceptance of 25 per cent workers for WPA from outside the relief rolls. Baker, meanwhile, issued a statement that he never threatened to withdraw the \$3,000,000 allocated to the New York region theater projects, as per press statements last week.

The united union council, meanwhile, set up a permanent organization, electing James J. Brennan, head of the stagehands, as president, and Ralph Whitehead, executive secretary of the AFA, executive secretary. Next meeting is Friday night in the AFA's headquarters.

The stagehands' union revealed this week that it has about 800 unemployed on its own relief list. Stagehands on the road have been assessed their pay for one show, \$6.25, each week and men working in local shows must contribute pay of two shows out of an eight-show week to the union's relief fund. Local 802 of the musicians has an even greater relief problem.

ACKERMAN IS

(Continued from page 3)

culture and markets, ex-officio head of the State fair organization.

Mr. Ackerman, who has managed the fair for a number of years, was slated for removal last summer in favor of someone more acceptable to the Democratic State administration, according to reports at that time, but later it was said that he would be permitted to hold the post, because of his experience, until after the 1935 State fair. Names of several were mentioned at that time as aspirants for the Ackerman job.

"Mr. Ackerman has done a good job in building up the State fair to one of the greatest in the United States," said Commissioner Ten Eyck. "The success of the Syracuse fair for the past two years has been largely due to the efficiency of Mr. Ackerman."

The commissioner also announced that Brockton (Mass.) Fair has joined the Eastern Fair Circuit with Syracuse and Eastern States Exposition, Springfield, Mass., and that possibly Trenton (N. J.) Fair will come into the circuit for successive September dates, aim being to assure best attractions, live-stock exhibits, harness racing and other features.

SARNOFF SEES

(Continued from page 3)

commented Sarnoff, and this was considered a good sign for the industry. The cultural value of the phonograph-radio set was also praised.

Plans to take television out of the laboratory for more practical tests were made during 1935, he pointed out, and will be followed out during 1936. Sarnoff made note that RCA is paying the costs of television experimentation.

Sarnoff also saw signs of economic improvement in the country generally.

Melodrama as Night Club Entertainment

CHICAGO, Dec. 28.—When the new Town Hall Grill of the Great Northern Hotel opens on New Year's Eve, a series of old-time melodramas will be presented instead of the usual floor shows associated with dining places here. Managing Director Harry O'Brien of the Great Northern Hotel has engaged a company of show-boat troupers, most of whom were with the Dixiana before it closed, and it is planned to present tabloid versions of such oldtimers as *Only a Shopgirl*, *Queen of the Opium Ring*, *The Old Homestead*, *Fallen by the Wayside* and other relics of bygone days. Shows will be given three times nightly, with *No Mother To Guide Her* as the opening bill. Company is being directed by Roy Lewis and will have Guy Astor, Margaret Conlon, Phyllis Gordon, Peggy Wilton and Cliff Raynor. A similar policy was tried out a year or so ago at the Auditorium Hotel with *The Drunkard*.

Bill Wieman, general sales manager for E. B. Marks, leaves for an extended trip, starting January 1. He will be accompanied as usual by his wife, Tina, a successful songsmith on her own and well known in the trade. Wieman is en route to the Pacific Coast. Different key cities will be visited, in particular those places where Marks has branch offices. According to Bill's itinerary, he will be unable to return hereabouts until early in March.

Important Notice

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The names, permanent addresses and identification of managements of orchestras that did not reach The Billboard in time for inclusion in the December 28 issue are being compiled and will be published in the next (January 11) issue.

Philly Clubs In Squabble

Arcadia ad roasts believed result of reprisal of others to co-op on cover charges

PHILADELPHIA, Dec. 28.—Arcadia International House, swank salon here, is giving rival night spots a roast, thru advertisements in the dailies, belittling the floor offerings of the other clubs at the expense of their own, which stars Vira Niva and Rita Rio. Ads advise patrons to compare Arcadia's "smart and talented revue" with the "typical" Philly night club shows. No names are mentioned, but others are plenty peeved.

Series of ads believed to be a form of reprisal on part of Arthur H. Padula, managing director of the Arcadia, for the refusal on the part of the other spots to co-operate with him in affecting a cover charge policy in the class clubs. Competition is most keen in the night club zone and many are expected to fall by the wayside after the New Year's celebrations are over. This contention caused Padula's plan to piffle when he called in the managers of the better spots last month.

Arcadia formerly cut its floor show to two turns when a name band was booked in, but this season had to keep the large show on to meet the competition. With a "no cover charge" policy Padula claims he can hardly meet his overhead. All spots are going over their budget in booking better acts and larger shows and it is problematical how much longer they can continue to pay off.

Jack Lynch, who operates the Cafe Marguery in the Hotel Adelphia, was the first to can the cover charge. Lynch contends that any tax, no matter how small, will only drive customers away and send them to the neighborhood tap-rooms. Good, bad or indifferent as a floor offering might be, Philly patrons expect and demand one wherever their night carousing might take them. And with transient trade almost nil, covers are poison to any spot. Two center city spots operate without dancing facilities, making up the diff with much larger shows. Same practice holds with the intimate late spots.

Raft of Pomeroy New Night Spot Bookings

NEW YORK, Dec. 28.—Jack Pomeroy bookings this week include a new show at Conway's Tavern, Camden, N. J., comprising Harriette Carr, the Corbetts, Joe Herbert and Pomeroy Girls. New Torch Club, Philadelphia, opened last week with a troupe of Pomeroy Girls, Bubbles May and Bryan and Winsome.

Also spotted most of the acts at the Cafe Continental, Newark, which opened last week, and new shows into the Nixon, Pittsburgh, and Will Oakland's, East Paterson, N. J. Nixon show includes Hazel and Claytoff, Charles Lane and Marcia Wayne, while Oakland show comprises Billy Vine, held over; Joanne Andrews, Myra Lott, Sue Austin, Don and Doreese and Dolores Farris. New show into the Chez Victor, Gloversville, N. Y., includes Helen Carroll and Ted and Mitzi Diamond.

Detroit Agency Listed As "Unfair" by AFA

DETROIT, Dec. 21.—Affiliated Theatrical Agency has been declared "unfair" by the American Federation of Actors, according to Walter Ryan, local representative. The agency has usually booked amateur rather than professional acts, according to Sam Carver, booker. The offense which drew the unfair listing was Carver's refusal to pay the AFA schedule of \$5 a night for a three-show bill at the Eastern Star Cafe, according to Ryan. The spot itself has been switched to another booking agency and is paying the established schedule, Ryan said.

ALBANY, N. Y., Dec. 28.—Operators of the Chez Victor, Gloversville, N. Y. and of the Piping Rock, Saratoga, during summers, are opening a new spot here next month.

UTICA, N. Y.—Carl Donic, Negro dancer, arrested here for public intoxication, maintained in City Court he was not drunk, but merely practicing a new dance step. Judge H. Myron Lewis let him tap and clog in the courtroom and then gave him a suspended sentence.

N. Y. Night Clubs Probed by Dewey

NEW YORK, Dec. 28.—Local night club owners are jittery over the Dewey probe into racketeering which is finally closing in on the alleged protective association racket preying on restaurants in this city.

Practically all the big cabarets are members of the Metropolitan Restaurant and Cafeteria Association, which is now under investigation. Jack Dempsey and Jacob Amron, owners of Jack Dempsey's Restaurant, appeared before the special grand jury last week and were questioned on their relations to the association and to the restaurant workers' unions.

50 People and 2 Bands in Big Mills - Carroll Miami Show

NEW YORK, Dec. 28.—The new Irving Mills-Earl Carroll combo, operating thru Star Productions, Inc., will launch the Carroll Palm Island Revue at the Palm Island Casino, Miami, Fla., New Year's Eve. Entire show, which had been rehearsing at the 58th Street Theater here, left this morning for Miami, accompanied by Mills, Leo Cohen, Harry Long, Boots McKenna and others.

Complete show includes the Jay Randall and Jan Rubini orchestras, Robert Williams and Red Dust, Jane Moore and Billy Revel; Kay, Katya and Kay; Hudson Wonders, Daisy the Horse, the New Yorkers Trio, Evelyn Poe, Billy Mayes, Bob Dupont, Billy Comfort and a line of 32 girls. Joe Myrow and Irving Mills composed most of the songs, with additional numbers contributed by Dave Openheim and Mike Cleary and by Otis and Leon Rene. Mills is publishing the music.

Cohen, who joined the new company

after 18 years with Loew, will stay in Miami 10 weeks handling the show, for which McKenna will stage the dances.

Mills is expected back here January 5, when he will get together with NTG (Nils T. Granlund) to produce night club floor shows and vaude flashes thru a new corporation, Milligan Productions. They may also open a Broadway cabaret as a show window for their own productions. NTG has severed his connections with the Paradise Restaurant.

New Band Corporations Chartered in New York

ALBANY, N. Y., Dec. 28.—The following music agencies have been granted charters of incorporation by the secretary of state:

Ruby Newman Enterprises, Inc., New York City. To conduct an orchestra and deal in musical arrangements and orchestrations. Capital 100 shares of stock. Shareholders: Doris Madsen, Abraham W. Cohen and Bernard Kovner, 41 Park Row, New York City.

Star Producers, Inc., Manhattan. Booking agents for orchestras and actors. Capital 100 shares of stock. Shareholders: Benjamin Newman, George W. Lubow and Herman E. Bogdish, 551 Fifth Avenue, New York City.

Columbia Music Bureau, Inc., New York. Business of musical agency. Capital 100 shares of stock. Shareholders: Cecile Brill, Lillian Marcus and Anita H. Starkman, 165 Broadway, New York City.

Theater Cafe Gives Up

NEW YORK, Dec. 28.—First cabaret theater to be converted back into a theater is the Manhattan Music Hall, which will reopen February 1 as a WPA theater, offering pop-priced legit shows. With the Casino de Patee still closed, this makes the French Casino the only theater cafe left in this city.

as she goes thru the business of flirting with the Spanish civilians and soldiers. Mata Monteria, in white lace costume, was next with the *Jota*, danced with castanets, and the work of this supple ballerina was well appreciated. Angela Tricome, in the role of Micaela, peasant sweetheart of Don Jose (played by Leonardo Balsamo), sang her aria, finishing with a duet with Balsamo, who also sang the *Flower Song*. Both these singers have competent voices.

Walter Camryn, formerly with the Civic Opera ballet here and an excellent dancer, with Lenore Felden, dainty ballerina, did a routine to *Stiguidilla* and then Nelidoff fervently sang the stirring *Toreador Song* in his powerful baritone voice. The finale came all too soon with the entire company singing *Gypsy Song* and *March of the Toreadors* as Camryn and two other men did a vigorous dance with colored capes called *La Capa* to a rousing hand by the audience.

If Nelidoff can continue to reduce other operas as cleverly as he has done with this one there is no reason why he should not duplicate his previous run of six months. Leonard Keller's Orchestra played the score in masterful style besides furnishing the excellent dance rhythms. Morgan.

Graf's Supper Club, Phila.

To meet the competitish set by an influx of nighteries in the mid-city zone, this long-established dining salon has set up a smart-looking supper club above its ground floor. Layout is perfect to get them all hours of the day, with an oyster bar in the basement, dining room off the street and night life just one flight up. In the supper room Graf has spent a pretty shekel for decors on the walls and floors, but somehow he overlooked the ceiling. Bare tin ceiling spoils the entire effect.

Floor offering, while not pretentious, is plenty oke for this spot. Sam Coya has the emseing honors and contributes a nice Ted Lewis impersonation. Ann Laurel, a vivacious redtop, (See NIGHT CLUB on opposite page)

NIGHT CLUB REVIEWS

Charlie Weeghman's 40 Club, New York

Charlie Weeghman, former millionaire sportsman and restaurateur, is back with a new slick night club for the swank trade. His new Forty Club—named because it's at 40 East 58th street—is a charming under-street-level club decorated in the modern manner and featuring a mezzanine floor.

Whole spot is built around the central dance floor, which enables everyone, including the customers sitting in the mezzanine or drinking at the bar, to see and hear the entertainment. Atmosphere and the fine food is the main attraction, altho the Maurice Shaw Orchestra and the Tommy Reilly and Jimmy Comfort singing act do their share to make everybody happy, too.

Shaw himself, who is said to have a big society following, plays the violin and leads his small orchestra, consisting of a piano, guitar, accordion and cello. They offer sweet, soft music that is snappy enough to dance to and still not loud enough to disconcert the diners. Riley and Comfort make a neat combination, Riley sticking to the piano and also harmonizing with Comfort. Boys have a repertoire of smart lyrics and know how to deliver them ingratiatingly. Recently returned from a run in London playing the smarter spots.

Opening night dinner was \$3, but spot will settle down to a more modest price scale. Open all day, with the entertainment going on evenings only.

Denis.

Russian Troyka, New York

This is a new spot operated by Harry Seemon and Felix Amstel and located in the Wintergarden Theater Building. Not yet finished when opened, it nevertheless is quite an attractive place. Murals by Borisoff are something worth seeing and make up for the unfinished sections of the wall now covered with simple drapes.

A large place, seating a few hundred people, it is intimate in atmosphere, the table candles, stained glass windows

and murals doing much to achieve this effect. Food is both Russian and American and moderately priced, too.

Floor show is a thoro delight. Only 15 people and the orchestra, it nevertheless is so fast and colorful that it gives the impression of being a much bigger production. Paced by an energetic and versatile conferenciere (emsee to you) called Vova Portzenko, the show gives each individual artist a chance to stand out. Incidentally, it has no dirt and nudity, which is something nowadays!

Outstanding are Vera Strelska, ballerina, who leads the group of six dancers in vivacious dancing; Dena Larena, a pretty blond soprano with a Hollywoodish personality; Sasha Leonoff, a swell accordionist, who has played many de luxe vaude houses here; Dunya and Kola, impressive dance team, with Kola, the male, stepping out for grand solos; Vladimir, a fine basso; Amstel, who leads the orchestra and contributes delicate violin solos, and a tall brunet contralto who pleased easily.

The girl troupe did nice work, especially in the toe ballet number, while the orchestra played fine accompaniment and also offered both spry Russian and hotcha American dance music.

An atmospheric night spot that is moderate priced and different, this one should certainly make the grade.

Denis.

Walnut Room, Chicago

After an absence of two months George Nelidoff has returned to this popular Bismarck Hotel spot where he introduced operas in tabloid form several months ago as floor show entertainment. He has taken the most popular arias and duets from the opera *Carmen* for his present bill and wove them into an interesting show that runs less than half an hour.

The condensed version of Bizet's popular opera is called *Carmencita* here and as Leonard Keller's Orchestra plays the lively overture the cast, colorfully costumed, saunters out onto the floor to sing the opening chorus of the opera. Janina Laboda, as Carmen, sings the *Habanera* in a clear mezzo soprano voice

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Night Spot Work Keeps Detroit Acts Off Relief; 60 Weeks

DETROIT, Dec. 28.—Detroit acts have been largely kept off relief thru employment opportunities locally, according to Walter Ryan, representative of the American Federation of Actors. At the last checkup only two actors were on the welfare rolls, Ryan said.

Most local employment is in cabaret work, with approximately 60 weeks being booked out of local offices, according to Ryan's tabulation. This constitutes a record for any city west of New York, it is believed.

Local night spots are using almost every kind of act that can work on a floor. Juggling, magic, bicycle and even aerial acts have played beer gardens. About the only type not acceptable is straight talk. Ryan pointed out this is probably the only city where a complete vaude show is available in a night

club instead of the usual round of cafe acts. At Oriole Terrace, booked from New York, for instance, an eight-act vaude bill is presented nightly.

Present WPA theatrical project under direction of Mrs. McKee Robison is expected to help acts. While first plans have been directed toward a dramatic unit, Ryan stated that plans for a vaude and probably a circus unit will be made. Acts using fixed wires, poles and similar equipment, about the only type that cannot work beer gardens, will get special WPA attention, it is expected.

Bob Hall Booked for New Palmer House Show

CHICAGO, Dec. 28.—Bob Hall, who has just completed a successful week at the Chicago Theater, has been engaged for an eight-week run, with the new show opening in the Empire Room of the Palmer House here March 5. Hall visited the cafe one night last week, was called on for a bit of impromptu entertainment, and was such a hit with his extemporaneous songs that he was immediately engaged for the new show.

Harry Dell Bookings

NEW YORK, Dec. 28.—Harry Dell and associate, Dorothy Lee, have spotted Joey Dean into Murray's, Tuckahoe, N. Y.; Santos and Elvira, York and Lewis and Dorothy Morgan into Jimmy Kelly's Village spot here; the Ellroot Revue and Jack Brown into the Riderhorn Tavern, Middletown, N. Y.; Vera and Romez, Roger Carr and Hazel Leonard into the New Drake, Scranton, Pa., and Jeanne Connie into the Village Nut Club here. Dell is still exclusive booker for the Seven Gables Inn, Milford, Conn.

RACINE, Wis., Dec. 28.—A new ordinance just adopted here limits the number of cabarets to one for each 20,000 in population and demands an annual license fee of \$500 in addition to the regular tavern license of \$250.

BLANCHE **AND** **ELLIOTT**
 ULTRA MODERN DANCERS
 "The Amazing Dance Team"
 N. Y. Journal. Now playing Private Clubs, New York City. Perm. Address, 13 Hazel Pl., Lynbrook, N. Y.

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

EDWARD K. BICKFORD
 AND
ALYCE CRANDALL
 INTERNATIONAL DANCE STARS.
 With Their Own Revue.
 Now Nightly at SHOEMAKER'S, Olean, N. Y.
 Address Care Billboard, Cincinnati, O.

JACK JOYCE
 The World's Greatest One-Legged Entertainer.
 Communications: State-Lake Theatre, Chicago, Ill.
 Appearing There January 25 Week.

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

SYLVITA FINA
 Portraying Swaying Spain, Amorous Argentine. Colorful Cuba in Dance and Song.
 Now at DIMITRI'S GAUCHO, Greenwich Village, New York, N. Y.
 46 West 64th St. New York City

california's chatter box
DICK BUCKLEY
 NOW ON TOUR
 Direction: B. BERNARDI, 85 Riverside Drive, New York City.

Cafe Continental, Newark, Opens With Tom Nip Show

NEWARK, N. J., Dec. 28.—Tony Shayne's Cafe Continental, which is the remodeled Carlton Theater, finally opened Saturday. Show had been rehearsing for some time and the opening had been postponed several times.

Opening show has Mills, Kirk and Martin, Billy Branch and Company, the Randalls, June Morgan, Jerry Lane's Orchestra and a line of Tom Nip Girls. Nip handled the production and the Jack Pomeroy office booked most of the acts.

Gus Sun's Columbus Office

CINCINNATI, Dec. 28.—Gus Sun Booking Agency, with main offices in Springfield, O., this week announced that a branch office will be established in Columbus, O., in the near future. Ernie Creech, for several months in charge of the club booking department in Springfield, will be in charge of the new branch, with offices in the Grand Theater Building.

Kramer Joins Pomeroy

NEW YORK, Dec. 28.—Dave Kramer has quit the Paul Small Agency to join Jack Pomeroy Productions as assistant to Sammy Harris, booker.

The Roof Ballroom in Kenosha, Wis., has been transformed into the Top Hat, a new club under the management of William George, one time of the Morrison Hotel in Chicago. . . . Spot opened December 31, with Russ Roland and his Royal Canadians headlining a 15-act floor show. . . . John Magonotti's free taxi service for his Plaza Cafe patrons in Pittsburgh is proving to be a great business stimulant, with after-theater crowds welcoming the service in particular.

EUGENE OLIVER, former manager of several theaters in the South, was recently installed as manager of Southern Booking Office's Memphis headquarters. . . . With Chalmers Cullins and Nubern Ray, Oliver is booking stage, orchestra and floor-show talent. . . . The Mecca Club, located near Albany, Ga., was destroyed by fire last week after operating for less than two months. . . . Josef Briggs and orchestra, musical attraction at the time of the fire, lost all equipment and music. . . . George and Eloise are in their second week at the Glenn Hotel in Newport, Ky. . . . Joe Frisco heads the current bill at Jimmy Brink's New Lookout House in Covington, Ky.

PITTSBURGH BRIEFS: Nina Mae MacKinney, Harlem singer, is heading the new show at Javo's Jungle, which will be renamed Derby Dad's. . . . Others on the bill are Billie McCurry, "Precious" Williams, Ubangi Club Chorus and Burns Campbell's ork. . . . Lou Gittleton, veteran club operator, opened the Torch Club Christmas night, with a floor bill featuring Bernard and Henrie, singing comedienness; Ada Burt, songstress; Ben Haskell, emcee, and Bob Canfield's ork. . . . Brian McDonald, former local emcee, is heading the Plaza Cafe's new New York bill, which has been produced by Tom Ball. . . . The Riviera has been redecorated. . . . Jack Secher's new Samovar is using Suzanne Bole and the Muscova Players. . . . The Gautchi and Sonnen dance team opened an indefinite stay at the Club Mirador. . . . Eddie Peyton is closing his spot for the winter New Year's Eve and moving his orchestra to Florida, where he will operate his Miami Club.

DEAUVILLE, New York, has reopened, with Lucien LaRiviere, Bobette Christine and Kathleen Howard featured. . . . Oetjens, Brooklyn, N. Y., is presenting a minstrel show. . . . Helen Carrol and Caron Cortez, singers, have signed personal management contracts with Sammy Harris, of the Pomeroy Office, New York. . . . Chuck and Chuckles have been elevated to headline honors at Connie's Inn, New York. . . . Billy Jackson is staging the shows for Leon Bedou's "Little French Casino," New York. Current show has Marie Charvet, Jean Muere, Yvonne Parquet, Mitzi Lamarr, Jeanne Mellar and Capella and Yvette. . . . Pat Rooney's Wonder Bar, Union City, N. J., includes, besides Pat himself, Marion Bent, Pat Junior, Janet Reed, Carroll Sisters, Olive White and Rooney's Orchestra.

ROLANDO AND VERDITTO are now doing their ballroom dancing at the Blatz Palm Garden, Milwaukee. . . . Perzade and Jetan have gone into the Moonbeam, Syracuse, N. Y. . . . Amedeo, magician, is leaving night spots for a vaude tour. . . . And Marty White is leaving vaude for another fling at night clubs.

N. Y. Talent Shortage; Booker Uses 26-Week Blanket Contract

NEW YORK, Dec. 30.—Emergence of the night spot field as an increasingly important branch of show business is reflected here in one night club booker's offering talent blanket six-month contracts. With the field settling down to a more businesslike basis, it is hoped that more bookers will offer acts guaranteed steady work. Such binders guarantee an act a minimum salary for a specific number of weeks in which it may not play for other bookers. The old vaude circuit contracts covered the same angle, the Keith-Albee-Orpheum

Circuit several years ago tying up acts for as long as three years.

Sammy Harris, booking for Jack Pomeroy Productions, has already handed out six-month binders to Frank McCormick and Ruth Kidd, Easter and Hazleton, Bryan and Winsome, the Randalls and Billy Vine. Contracts guarantee 25 weeks' work, permitting one week for traveling.

Harris says the Pomeroy office is doing this to insure a supply of good acts for its night spots. Competition for night-spot talent has been getting keener all the time.

CLUB CHATTER

IN PHILLY Sally Coates and Tad Sheppard dancing on East River Drive at the Anchorage. . . . William Hubert, new emcee at the Old Madrid, as are the De Mayos dancers. . . . Cando and Allen hoofing at Frankie Conway's Tavern on the Jersey side. . . . Col. Fedor Maybohm heading the new gypsy show at the St. Petersburg Cafe, Norristown, Pa. . . . Edna Lande singing the blues at the Rendezvous. . . . Arline and Norman Selby return locally to the 20th Century Tavern this time. . . . Frank Ponti starring at the Coconut Grove. . . . Hotel Adelphia adds the DeLong Sisters.

TOOTS AND JACKIE RICHARDS are dancing in their home town this week, filling a date at the Palais Royale Ballroom, South Bend. . . . Paul (Jack) Stout, club emcee by winter and member of Ralph Hankinson Speedways publicity staff by summer, passed thru Cincinnati last week on his way to Aurora, Ill., where he opened Christmas Eve at the Log Cabin. . . . Ken Harrison, until recently with Prosser's Honolulu Strollers, is filling an emcee date at Jerry Higgin's Hollywood Club in Scranton, Pa. . . . Sterling Lee and Diane Ford opened December 20 at the Club Biltmore in Cincinnati, prior to going into the Wonder Bar in the same city. . . . Featuring their rhythm tap.

WOODS AND BRAY, dance team, returned to the Mount Royal Hotel in Montreal last week for a limited engagement. . . . It is their first return to Montreal since closing a nine-week stay at the Mount Royal last spring. . . . Gene Dana, impersonator, last week closed at Dante's Inferno in Kansas City and jumped to Miami, Fla., where he opened Saturday (18) at the Torch Club on a contract that will keep him in the Sunny South for the balance of the cold months. . . . Dot Pressley, of the Pressley Sisters' dance duo, was the victim of an auto accident last week in Chicago, receiving injuries that will keep her

inactive for several months. . . . Donn Arden last week moved from the Embassy Club in Toronto to Northwood Inn, Detroit. . . . LaRue and LaValle have been held over another week at the Casa Madrid in Louisville. . . . Gloria Belmonte, until a few weeks ago a member of a gypsy troupe, is this week dancing at the El Toreador in New York, having been put under contract by Fernine Viniegra, featured dancer at El Toreador.

JACK GWYNNE, magician, who has just closed a long engagement in the Terrace Room of the Morrison Hotel, Chicago, has been booked for four weeks at the Jefferson Hotel, St. Louis. . . . Johnny Wells, who recently closed an engagement of 25 weeks at the Hollywood Restaurant, New York, opened as m. c. at the Chez Paree, Chicago, December 27. . . . Nichols, Lee and Bergevin, billed as "The Three Aristocrats of Comedy, Music and Song," are now entertaining in night clubs and taverns for the D. & B. Liquor Company, sponsored by the James Clark Distilling Corporation. . . . They work in character makeup and advertise the company's brands of liquor.

BARTON'S PARADISE CLUB, near Youngstown, O., has reopened after being dark two weeks to permit expansion. . . . Current bill includes the Smith Sisters, dancers; Millie Watson, tap dancer; Ruth Roberts, acrobatic dancer, and Paddy Labato, emcee. . . . Ginger Lee and the Five Rhythm Girls have been added for the holidays only. . . . Larry Vincent is emcee at the newly opened Club Ten-Forty, on the site of the old Club Manhattan, in Detroit. . . . Max Silk, former manager of the Club Maxine and Chez Paree, is operating the new spot. . . . Jacob Mandell is converting the old Hancock Theater Building in Detroit into a night club, to be run as a black and tan. . . .

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DANCE
 AND
ORCHESTRA
 POSTERS
 AND CARDS

Oh! Boy! They Are Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/2 x 22-in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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XYLOPHONE SHOP.
 4 1/2 Oct. Special Marimba. E Oct. Marimba. set four-in-hand bells. 3 1/2 Oct. Xylo. Radio Special—Mickey Mouse. 1 Oct., \$20.00; 3 Oct. Vibratone floor style. All above brand new. Have your old Xylo. Bars retuned and refinished. Example—4 Oct. Set retuned, refinished and 5 new replaced bars. \$6.00. Celebrating my 50th year in business. Bargains for cash. E. R. STREET, 28 Brook St., Hartford, Conn.

BANDS and ORCHESTRAS

SAM RUBIN has joined the advertising and publicity department of Mills Artists. He was formerly head of his own advertising agency in Detroit, with Loew's Theaters and advance man with Olsen and Johnson. **Wingy Mannone** replaced the guitar in his band with Horace Diaz, a pianist. **Jerry Monroe**, in his 18th week at the Circle Ballroom, New York, has so far been unsuccessful in his recent attempt to get in touch with Speck Hodges. **Friends of Harry King Barth**, former violinist with Ted Lewis and Vincent Lopez, will be gratified to know he is rapidly recovering his health and is at present violining with Lee Harcastle's Band in Jackson, Miss. **Ralph Britt** and band, with headquarters in Tulsa, Okla., are filling dates thru the South and Southwest. **Ed Howell** and band are in Greenwood, Miss., for the holidays.

HOWARD THOMAS' Orchestra has disbanded since the death of its popular leader in St. Louis December 12. Mrs. Howard Thomas writes that she is receiving mail she cannot possibly answer from persons evidently unaware that her husband has passed away. **Al Abrams** and band, out of Atlantic City, are being featured at the Arena Bar in Miami, Fla. **Lloyd Auer** and his Virginians recently terminated four weeks on the Allensworth Circuit, playing Peoria, Champaign, Galesburg and Davenport, and open in a St. Louis night club early in January. Members of the Auer combo include Jimmy Greene, Bob Lewis, Chink Horton, Corky Corcoran, Bob Price, Dick Barnhart, Dick Fultz, Max Rees, George Newton, Gene Sutherland and Roy Smith. **Howard LeRoy**, musical director of the Van Orman Hotels, and his orchestra, after completing a three-month run at the Hotel McCurdy in Evansville, Ind., returned to the Hotel Shawnee in Springfield, O., December 23 for an indefinite engagement. **Marguerite Claudet**, Parisian song stylist, until recently with Andre Lasky's *French Revue*, is being co-starred with LeRoy.

EDITH CHASIN and her Rhythmettes are with Buck Cathey's *Manhattan Nights* unit, opening a four months' tour of Mexico this week. Unit has just completed a tour of the Texas valley towns, with Lucille Branch, trombonist, featured in whistling specialties. **Boyd Gaylord** and band are doubling into several private parties while filling a holiday-season date at the Hotel Chamberlin in Old Point Comfort, Va. Gaylord is featuring Lee Owens and plans to remain in the South for balance of the winter. **Chip Decker** is one-nighting on Long Island.

JACK PURVIS, hot trumpeter, and his jam band are now playing at Thru the Looking Glass, New York night club. Purvis is rated high on the trumpet. **Augie Palo** and his Paramount Studio Orchestra recently ended a five-week stay at the Rustic Cabin, New Jersey spot. **Billy Snider** is playing at the Lookout House, Covington, Ky., and with his orchestra, broadcast on WKRC, Cincinnati. **Bert Earle**, in the Palace Theater Building, New York, is organizing an all-girl orchestra. **Al Donahue**, who recently played at the Waldorf-Astoria, New York, is now playing at the Bermudiana Hotel, Bermuda. He has played there for the past few years and also has orchestras at the Castle Harbour and St. George, two of the largest hotels on the island.

LEO REISMAN has his orchestra on tour. Among the bookings are Scranton, Reading, York, in Pennsylvania; Camden and Passaic in New Jersey. **Aldo Ricci** and his orchestra played for Adolph Lewisoohn's New Year's Eve party. It is the 15th successive year that Ricci has played for the noted philanthropist. **Tommy Dorsey** and his orchestra opened at the Mosque

Theater, Newark, N. J., January 8. **Joe Haymes** and his orchestra opened at the Normandie Ballroom, Boston, January 6. **"Fats" Waller** and his dance crew are booked for Fay's Theater, Philadelphia, the week of January 10 and the Boston Theater the week of the 23d.

JOE RICARDEL is being held over at the Joe Howard Show Boat Club, New York, altho the floor show was dropped for the Christmas lull. A commercial wire is going into the club soon. **Wendell Merritt** and orchestra have just completed a year run at Schmidt's Farm, west of Scarsdale, N. Y. **Lloyd Huntley's** Orchestra is staying at the Statler Hotel, Buffalo, for the winter. **Al Romans** and his jazz combo are current at the new Chez Vous cabaret in Paris. **Ambrose** and his dance band are at the international Sporting Club in Monte Carlo. **Ray Ventura** heads the bill at the Kuchlin Theater in Basle. **Red Fluke** and his orchestra, Pittsburgh outfit, opened an indefinite engagement December 28 at the McManus Grill in Pittsburgh. **Tommy Tucker** is playing holiday dates, mostly one-nighters thru Ohio.

MUSIC NEWS

(Communications to New York Office.)

Unless calculations go astray, the newly organized Leo Feist, Inc., will soon be permanently installed in the concern's Broadway offices. This means that the firm will abandon branch quarters in the Carl Fisher Building further downtown. For the past month workmen have been busy with alterations to such an extent that business had to be somewhat halted. Only one piano was retained, placed in Chester Cohn's sanctum, and that merely for special auditions. The contact boys kept on the job seeking coveted "plugs" but avoiding personal appointments in the publishing house. The program calls for thoroughly modern accommodations for all interested besides the usual privacy and exclusiveness for the various heads of each department.

Word has been received relative to the illness of Theodore Metz, composer of *A Hot Time in the Old Town Tonight* and other numbers that have attained world-wide popularity. Metz, regarded as the oldest songwriter now in harness, is a patient at the Montefiore Hospital, New York, where he would like to hear from his friends. Metz, who up to recently has enjoyed excellent health despite his age, lately celebrated his 89th birthday.

Addy Britt, formerly professional manager of Witmarks, has joined the staff of the Irving Berlin Company. Britt is not replacing anybody, his appointment being a needed addition.

The evolution of a theme song into a really popular number has attended *Drifting in the Moonlight*, the creation of Joseph White, well-known radio sing-

er and performer. White has been using the composition over the air as a simple introductory to his program. However, so many requests have been received that White decided to have it published in addition to rendering it in its entirety. White, incidentally, has completed *If You Could Care*, a waltz, which a local firm has already accepted.

Last week marked an exodus of folks interested in the publishing of popular music. **Archie Fletcher** and his partner, **Joe Morris**, have gone to Miami, while **Irving Berlin** has hied himself to Palm Beach, with a prospective journey to the Bermudas.

NIGHT CLUB

(Continued from opposite page)

furnishes the torch. Show has a fast-stepping combo in Suez and Mein, who hoof and tap aplenty. And they should, Suez being formerly a pro boxer. **Yolonda** and **Stella**, sister team, formerly seen about as the Pissetti Sisters, are the nifties of the floor offering. Gals are an eye-ful on looks, with plenty on the ball to satisfy. Their harmonizing delights the ear and their toe twirling the eye.

Tom Lanin has a crew of six who give out danceable music but without an individual style. Show offered three times nightly and the tariff isn't too high to frighten them away for a second visit.

The Chatterbox, William Penn Hotel, Pittsburgh

One of the most distinctive and popular night spots in Pittsburgh is the Chatterbox at the William Penn Hotel. While this spot always enjoyed a following, the coming of Kay Kyser and his orchestra established it among the undisputed leaders in night-life resorts. The minimum is \$1 week days and \$2 on Saturdays, with the nightly turnout, rain or snow, averaging some 200 couples.

Kay Kyser and his 15 men opened here in October last year and their engagement has been continued several times since. The boys dish out the sweetest music this side of heaven and the tremendous business they have built up is ample proof. Most of them are versatile chaps, doubling in song, comedy and novelty. **Mern Bogue**, trumpet player, has turned into a delightful comedian and his great delivery of *Ish Kabibble* labeled him with that name. **Sully Mason**, baritone sax, is a real hotcha singer who is winning favor with the patrons. In addition to the band, **Bill Stoker**, baritone, and **Arthur Wright**, high tenor, are the male vocalists who score nightly. **Virginia Simms**, the only girl singer, is tops on looks, personality and soothing voice. She is no minor reason for the big business this spot is enjoying.

In addition to dance numbers outfit offers concert arrangements of popular tunes, songs by its own Glee Club and other novelties that go to make its bill as complete as any floor show.

The Chatterbox is decorated with modernistic designs, creating a desirable atmosphere for dancers and diners alike. Dance sessions are held periodically nightly except Sundays, from 10 p.m. until 2 a.m. *Honigberg.*

Sheet-Music Leaders

(Week Ending December 28)

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

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

- | | |
|-------------------------------|------------------------------|
| 1. Red Sails in the Sunset | 9. Sitting High on a Hilltop |
| 2. Treasure Island | 10. Eeny Meeny Miney Mo |
| 3. Music Goes Round and Round | 11. Alone |
| 4. Little Bit Independent | 12. No Other One |
| 5. Twenty-Four Hours a Day | 13. Prairie Moon |
| 6. Where Am I? | 14. Thanks a Million |
| 7. Boots and Saddle | 15. Beautiful Lady in Blue |
| 8. Don't Give Up the Ship | |

Considerable fluctuation for some songs during Christmas week. Tricky number, "Music Goes Round and Round," took a sensational spurt. Showing up strong is "Where Am I?" but mostly in the East so far.

PHONOGRAPH RECORD best sellers will be found on page 66.



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On Columbia — Benny Goodman's Orch.

Also:

WILD PARTY

On Vocalion — Ina Ray Hutton's Orch.

HARLEM HEAT

On Columbia — Mills Blue Rhythm Band

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On Okeh — Wingy Mannone and Orch.

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Vaude in Metropolitan Area Makes Rapid Strides

Loew expected to put shows into Met., Brooklyn—will bring in others there—circuit figures on more time—RKO has vaude plans also — Para and Jeff open big

NEW YORK, Dec. 28.—Indications are that the vaude situation in the Metropolitan area will resemble something of the seasons gone by for the new year, other houses in this territory showing considerable interest in the increase in grosses shown by the houses that took on stage shows this week. With the local Paramount and the Jefferson now definitely back in the stage-show fold, a further boost in the amount of playing time here is promised in Brooklyn as the Loew Circuit is considering very favorably the thought of putting vaude back into the Metropolitan Theater. This would mean that other downtown Brooklyn houses would follow suit. Also, local neighborhood houses operated by the circuits are still being considered for vaude policies.

According to a Loew official, the possibility of putting shows into the Metropolitan is a very likely one, altho he denied the reports that the circuit intended to put shows back into the Valencia, Jamaica, Paradise, Bronx, and Loew's, Jersey City. It is conceded by circuit operators that if the Metropolitan returns to a combo policy that RKO's Albee Theater and either the Fox or the Paramount would follow suit.

Despite the denial that the Jamaica, Bronx and Jersey City houses are not being considered for shows, it is definitely known that the circuits have been giving some thought to this. Better deals are being sought from the unions, the latter demanding guarantees of a minimum number of weeks for flesh during the year. Besides, Loew is also figuring on half weeks of vaude for former vaudefilmmers such as the Boulevard, Bronx; Gates, Brooklyn, and the Orpheum on 86th street.

RKO is not showing its hand at all as regards vaude in this area. However, the circuit is watching the Brooklyn area closely and will definitely put shows back into the Albee as Loew goes combo again at the Met. Also, the circuit is again figuring on week-end vaude at former vaudefilmmers such as the Coliseum, Kenmore and Madison, Brooklyn, and Franklin, Bronx.

The Jefferson, opening yesterday with vaude, played to capacity business all day and by early afternoon recorded the gross of an average all day Friday business. Paramount, opening with a stage attraction on Wednesday, played to unusually heavy business right up until last night, which came as a gift after weeks and months of record low grosses. Mosque, Newark, over in New Jersey, operated by Henry Chesterfield, opened to capacity Christmas Day, with the near-by Paramount also enjoying good business by the influx of people into the downtown section of the city.

Stagehands Plug Save Vaude Drive

NEW YORK, Dec. 28.—Alarmed by the slowness of vaude's return and by continued unemployment of members, stagehands' locals are swinging into the Save Vaudeville Campaign launched by the American Federation of Actors a couple of months ago.

The Zanesville (O.) Local 104 sold the Zanesville Federation of Labor the idea of staging weekly midnight shows, with tickets sold only thru AFL local unions so as not to run into opposition of local theatrical employers. Shows give work to jobless stagehands and, of course, to musicians and local acts.

The Wichita (Kan.) stagehands' union, Local 190, is pushing a publicity campaign to "save our stage." It is circulating cards, reading "Patronize Theaters Running Stage Shows—They Create Local Pay Rolls and Help Local Hotels, Restaurants and Shops."

The AFA here says it has been getting notice of similar campaigns being pushed by musicians and stagehand locals in other cities.

Cohen Miami Bound

NEW YORK, Dec. 28.—Leo Cohen, with the Loew booking office for 17 years, left today for Miami, where he will represent Irving Mills' interest in the Palm Island Casino, Mills being in partnership with Earl Carroll. Cohen left the Loew office to become assistant to Mills.

Boston Bookers Weigh AFA Pact

BOSTON, Dec. 28.—The American Federation of Actors opened its campaign to induce local bookers to use its standard contract this week when Executive Secretary Ralph Whitehead came in from New York to begin conferences. He talked with Kay White, representing a group of agencies, and plans to return later and continue the drive.

Tom Senna, local AFA representative, meanwhile will confer with local agencies and when sentiment has crystallized will probably call in Whitehead for a general meeting of agents.

The local AFA branch held its second Christmas Day party at Payne Memorial Hall this week, with Whitehead as guest of honor. About 600 attended.

L. A. Band Bookings

LOS ANGELES, Dec. 28.—Sherill Cohen has booked Joe Venuti and his orchestra, now playing the Palomar, into his Orpheum Theater for a week starting January 15. Fanchon & Marco have booked Al Lyons and his band, currently at the Ambassador Hotel Cocoanut Grove, for the Paramount for the week starting Tuesday. Lyons' moves out of the Grove in favor of Ted Lewis and his company of entertainers, who go in for a short run.

Bob Page To Open Office

JACKSONVILLE, Fla., Dec. 28.—Bob Hicks Page, business manager for Billy Wade's Cellophane Scandals and Bell's Hawaiian Follies, expects to open an office in New York soon for booking small unit attractions exclusively. Page was formerly manager of the Strand, Altoona, Pa. Hawaiian Follies is routed thru the South until March 15, and the Cellophane Scandals unit is working the Cushman Circuit.

Toby Wing's Personals

NEW YORK, Dec. 28.—Toby Wing, film actress, has been picked up by RKO for two February dates. She is scheduled to open February 14 for a half week in Albany and then follow into the RKO Boston, Boston, February 20.

Musicians' Head Okehs Locals' Signing Agreements With AFA

NEW YORK, Dec. 28.—The American Federation of Musicians has no objection to any of its locals entering into agreements with the American Federation of Actors. These agreements are similar to the reciprocal contracts existing between the stagehands' and musicians' unions, where one cannot work in a theater without the other. This strengthens the hand of the AFA in its attempts to secure "closed shop" agreements with theaters.

President Joseph N. Weber of the AFM, in writing to the AFA of this matter, stated, in part: "If any of our local unions desire to enter into local agreements with respective unions of your organization the American Federation of Musicians does not object thereto. However, it is understood that inasmuch as

Indoor Football

NEW YORK, Dec. 28.—The local indie bookers refer to this time of the year as being the indoor football season. Their reason for this title is that houses are passed and kicked around from one to the other like footballs. An example was the Folly, Brooklyn, this week, when it was taken from Arthur Fisher's books after one show and put back on the books of the Godfrey-Linder office.

Rand Opens Jan. 4 With 2-Hour Show

NEW YORK, Dec. 28.—Sally Rand will take out her two-hour road show with January 4 as the first stop at the Memorial Auditorium, Chattanooga, Tenn. Show will follow into Nashville for a midnight show January 5 and, into Knoxville January 6. From there on the show will travel thru the Carolinas, routed under the direction of Sam Weisbord, of the Morris Agency.

The show comprises a cast of 45 people, including Willie and Joe Mandel, Benny Ross and Maxine Stone, Roye and Maye, the Thrillers and a line of 16 girls.

Demnati Arab Injured In Fall at Mich. Theater

DETROIT, Dec. 28.—Mohamed Ben Embark, of the 12 Demnati Arabs, was seriously injured at the opening show at the Michigan Theater last week. The routine called for a 12-man pyramid, with Embark at the top, and in his fall injured his neck and sustained other hurts.

The curtain was ordered down by Manager Cliff Giesman until Embark was aided. The troupe had been delayed by snowstorms in driving here from New York and went on with their first performance a few minutes after arrival. Numbed muscles due to the cold on the trip were blamed for the accident.

Paris Unit Reorganizes

CHICAGO, Dec. 28.—Leo Semb and Julie Miller, of St. Paul, were here this week making arrangements to take over the scenery, lighting effects and properties of *Pepino in Paris*, a unit that closed after several tryout dates. They intend to engage a new cast here, retaining the original ballet with the show, rename the reorganized unit and reopen the last of the month. They also plan to book the show with fairs next summer.

"Gee! Women" Renamed

CHICAGO, Dec. 28.—The Will J. Harris unit, *Gee! Women*, has been revamped and recast during its holiday layoff and will reopen Friday as the *Kit-Kat Club Revue*. The cast is headed by Sid Page and Company and will contain Marcy Brothers and Beatrice, the Demnati Arab troupe of 12, Dorothy Williams and a line of 20 girls to be known as the 20 Rockettes. Harris is deserting the Butler Building and the Loop after the first of the year, when he will establish offices on the near northside.

Indies Expect Good Season

Various booking offices figure on banner season—expect houses next month

NEW YORK, Dec. 28.—Local independent booking offices are looking forward to the new year ushering in one of their banner seasons, the various offices pointing out that they will have a lot of new houses to announce during next month. Their situation right now is not so healthy, but indications do point to a definite improvement in their business early in the new year.

The Dows, Arthur Fisher, Eddie Sherman, Lawrence Golde and Godfrey & Linder are among the local booking offices which will in all probability increase the number of houses on their books considerably during next month. Some of them have definite deals on right now, but are leery of making anything public because of the practice of grabbing houses away from one another.

Most of the offices are now buying units, getting theaters which want attractions spasmodically and not as regular policies. However, the field men for the booking offices are out to sell houses with the idea of playing vaude shows, the offices wanting to keep up their source of act supply and avoid competing with each other on the buying of units.

The few vaude houses now on the indie books are being passed around from one office to the other, the offices, tho, holding on to their aces-in-the-hole, such as the Dows' Paramount, Newark; Fisher's Hershey, and Sherman's Hippodrome, Baltimore.

Book "Vantities" At 10 Grand Per

NEW YORK, Dec. 28.—Earl Carroll's *Vantities* as a vaude unit has been booked by RKO to open January 17 at the Downtown, Detroit, to follow with independent dates in the Midwest and then into Kansas City and Chicago for the circuit. Unit is to get \$10,000 a week net, plus a split figure.

Billy House will head the *Vantities* cast, which will also include Buster West, Lucille Page, Violet Carlson and Cookie Bowers.

RKO also has a deal on for Carroll's *Sketch Book* as a unit, with Ken Murray to head the show.

Book Mayfair Casino Show

CLEVELAND, Dec. 28.—The Mayfair Casino show here is being readied for a vaude tour, with RKO already giving it January 17 as the opening date at the local Palace Theater. The circuit will pick it up for other dates, giving the show \$5,500 net a week. Simon Agency in New York is handling the show.

Paris Bills

(Week of December 16)

Peggy Taylor and her adagio quartet are the outstanding hit of the new Alhambra program. Several very good adagio numbers have appeared here this season, but Peggy's act tops them all for speed, punch and appeal. Another show-stop is the zany number of the Two Pierrotys, which has the audience yelling for more. Rest of the bill is okeh, but not in the Taylor-Pierrotty class. Adelaide Hall for some reason misses fire. Probably fault of the manner in which she is presented. Her songs register nicely, but fail to rouse the audience. Willy Lewis and his band from Chez Florence accompany Miss Hall. Excellent dance and entertaining combo but not the type to back up Miss Hall's singing and strutting.

Jimmy Pickard's Chinese Syncopators clicked solidly in the second half with their pleasing string melodies. The Dalcy's, three clever jugglers, interpolating lots of funny hokum, get a big hand, as do the Five Marywards, exceptionally good Risley artists. A farcical sketch serves as vehicle for Armand (See PARIS BILLS on opposite page)

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NEW ACTS

Dance Portraits
Reviewed at the Grand Opera House, New York. Style—Dance flash. Setting—Full stage (special). Time—Fourteen minutes.

This is a flashy act which looks and is good. Five principals, three girls and two men, in novelty tap numbers, toe-dancing, acrobatic dancing and some singing. Setting is a beautiful affair showing an artist's studio with a girl singing at the piano and a painter and model.

Opens with a specialty tap by Howard Ross, Dan Karry and Margie Greene dressed in artists' smocks. Frances Pepper at the piano contributes vocally, her voice coming over the mike nicely. An acro number by Greene, toe dancing by Patricia Pike, an imitation of Grace Moore singing an aria from *Rigoletto*, followed by more hoofing by Ross, Karry and Greene, fill the bill.

The act, owned by Don Lee, is well-timed and very speedy. P. A.

Russell Swann
Reviewed at the State, New York. Style—Magic. Setting—Full stage (unit show). Time—Five minutes.

Russell Swann, a magician, current at the Waldorf Hotel, was caught doubling into the State with the Ed Sullivan show. A nice-appearing young chap and in the know on working magic, but he didn't fit the Sullivan show and his chatter, of which he goes in for plenty, meant naught. That seemed to be the reason why he didn't catch on when reviewed, his gab being more for a floor show.

In evening clothes and youthful looking, Swann starts off with rope-snipping tricks, using a Jap boy as his assist. Gabs all the way during the trick. Swings into a switch trick using Sullivan as one of his stooges, and does the trick very well. Third and last trick is making a rabbit disappear. S. H.

PARIS BILLS
(Continued from opposite page)

Bernard and his partners, who fortunately are good enough artists to inject interest into the poor material of the sketch. Perchicot, old-time cafe concert singer, puts across his songs and has the audience with him all the time. Gilles and Julien playing return date with new lot of songs. Scargold, billed as a Mexican, comes on in uniform resembling that of the Canadian Mounted and plucks a banjo to good effect. The Juvellys, boy and girl, click with balancing and juggling.

The Casino de Paris has replaced Maurice Chevalier in the new version of its revue with Cinda Glenn, clever American comedienne, whose singing, dancing and imitations click nicely. The new revue is also featuring the French foot-racer, Ladoumeque, in a special track setting. The Skating Hamiltons have been held over for the new show.

The Moncey has switched to a modest revue. European Music Hall featuring Georgius, comedian-singer; Martonn, quick-change artist, and Marcelle Irvin, dancer. Mireille, popular songwriter, heads the bill at the Bobino, second half of which consists of the presentation of *Paillasse* by the troupe of the Opera-Comique.

The Gaumont Palace has the Three

Grotos, aerial number; Five Tagonis, acrobats, and Nello and Partner, comedy bike act. The Tamara Beck Ballet is at the Rex. Saint-Heller Sisters and the Mangan Girls in new Francis Mangan production at the Olympia. The Andre Trio, adagio, are at Harry Pilcer's cabaret.

The Casino Municipal, Nice, is presenting a varied bill with the Six Flying Dells, flying trapeze; Two Brockways, bicycle novelty; Christians' dogs; Remy Ventura and his parrot; Waro-Astis, jugglers, and Dolly and Jack, dance duo. The Eldorado Casino has Micky, Tymga and Henry, adagio trio; Eight Sunshine Girls; the Rummars, acrobats; Lien-Wan-Tsing Chinese troupe, and Nita Garcia, singer.

Winter season at Monte Carlo opening Christmas Eve with Ambrose and his London band and Evelyn Dall, at the International Sporting Club. Howard Nichols, American hoop juggler, is at the Casino Municipal in Aix-en-Provence. Drena Beach, American acro dancer, is at the Kit-Kat Casino in Beyrouth, Serbia.

The Arena Music Hall, Brussels, is presenting a good program featuring the Spanish dancer, Espana, and Paul Gordon, the American slack-wire ace. Others on the bill are Miss Zellas, trapezist; Percon, antipodist, and the Tienstien troupe, plate spinners.

VAUDEVILLE NOTES

FRED NORMAN'S office has a lot of flesh working the neighborhood spots in Montreal. . . . Has Jimmy Miller's Blondes, a unit, at the Francais. . . . Joe Carr, Baron and Baroness Emerson headline the Rivoli. . . . Eddie Menetti and Company top the Orpheum and Mayfair bill, doubling. . . . The Cartier is featuring the Renardi Trio and Oswald's performing dogs. . . . Earns and Gordon, sophisticated dance team, steal the show at the Papineau.

. . . . Caused by train delays due to snowstorms. . . . Harry Richman will go into Loew's State, New York, this Friday. . . . Morton Downey may go into the house the following week. . . . Jefferson, New York, current on its first week of a return to a combo policy, is playing a vaude bill the last half also. . . . After this week the house will run three-day vaude, opening Fridays.

ROY BROWNLEE'S *Hickville Folies and Band* is busy on Canadian dates. . . . Opened in Belleville Saturday and Monday and Tuesday played the New Marks Theater, Oshawa, Ont. . . . Other dates are for Famous Players Theaters. . . . Texas Ann Mix, after dates in Arkansas, jumped to her home in Brownsville, Tex., for the holidays. . . .

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.

Opens up again this week. . . . Her troupe includes Texas Eddie, Little George, Helen Mix, Billie and Johnnie Reecer and Ray Salzer in advance. . . . Franklin Wade and his *Castle of Dreams* unit is now touring the Lucas & Jenkins Circuit in the South. . . . Mazel and Zito, dance team, are with Aldrich's *Oriental Fantasies*, now playing around Ohio. . . . Rialto Theater, Sterling, Colo., is staging amusing Saturday shows, according to Wesley P. Coleman.

KAY DONNA, Pittsburgh radio songbird, is coming home next week to head the stage bill at the Stanley Theater. . . . Ward Sisters, teamed for 10 years, split in Pittsburgh last week. . . . Betty retired and has gone to Kansas City, and Helene opened as a single in the New Penn, Pittsburgh, night spot. . . . Connie Mitchell is current at the Grand, St. Louis, following with an opening on Cushman time with Elvira Morton's *Rainbow Review* at Dallas January 11.

THE FOUR SAILORS have changed the name of their act and are now known as Four Tones.

CHORUS EQUITY

(Continued from page 5)
ing we received a letter from a member in California stating that he had seen his name on *The Billboard* list. Of course, before we pay the claim the member must identify himself.

In an effort to make sure that the money appropriated by the government for the relief of people of the theater is spent only on professionals the various labor organizations in the theater have been asked to serve on the WPA reclassification board—among the organizations honored by this request is the Chorus Equity Association.

Again we urge any of our members who are on home relief to notify us so that they may apply for work on the WPA theatrical projects.

DOROTHY BRYANT,
Executive Secretary.

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Loew's State, New York

(Reviewed Friday Evening, December 27)

The State is doing itself proud in rounding up shows that will mean the most at the b. o. Besides, it has established itself and there's no doubt that a lot of folks overlook the Capitol and wait for the pictures to move into here. This week the Marx Brothers are here with *A Night at the Opera*. And Ed Sullivan heads the stage proceedings, repeating here for the fourth time this season. The Ritz Brothers are back again also, they being here not so long ago with Columnist Louis Sobol. Second-hand shows all right, but box-office nevertheless.

The Sullivan show, in the usual night-club setting, runs 53 minutes, which is fast time, and this was the fourth of the five shows today. Business was capacity. This show is a perfect setup for a New Year's Eve nut factory what with the Marx and the Ritz freres. Besides the Ritz boys, Sullivan also has the Lathrop Brothers and Virginia Lee, Frazee Sisters, Russell Swan and Ella Logan.

Sullivan, not an orphan as he punned when telling about the brothers and

sisters on the program, but really an adopted son of the Loew organization, shows marked improvement as a performer. He certainly can qualify now as a professional m. c., introducing the acts nicely, gagging in between and handling bits cleverly. Oh, yes, the celebrity angle wasn't passed up at this show, for his friend, Johnny Dundee, the fighter, was introduced from the loge. Sullivan's *Water Under the Bridge* movie bit, clips of oldtimers, is still his highlight.

The Ritzes are as crazy as ever yet just as enjoyable. That Harry fellow is the goofiest guy this side of Mattewan, a comedian of comedians. His hoking of the Russian song, *Dark Eyes*, his burlesque of Ted Lewis and general goofiness are real gems. Brothers Jimmy and Al are most able assistants, the Clayton and Jackson of the combo. Needless to say, the act got a terrific reception.

Ella Logan, the cute singer of songs, got a deafening ovation and Sullivan's worries were added to when he tried to stop the applause. She's grand for she has a lovely voice, but what's more a most engaging personality. You can't get too much of her pipes work. The

Frazee Sisters, the other singers on the show, catch on nicely and they're working sophisticated now with sexy gowns and hair tight back. This reviewer likes them better as of old when they worked as cute youngsters in sports clothes and sang with much speed.

Then there's the Lathrop Brothers and Virginia Lee, (latter taking place of Betty Jane Cooper), an act that always catches on. It's a trim turn of much showmanship, the trio doing taps in the precise manner and in clever routines. Aside from the trio bits, the boys do a duo and Miss Lee solos with a nice enough bit of legwork. Russell Swan, magician, didn't fit the show and the audience reacted that way. He does clever magic tricks and does them well, tho his gagging in between goes for naught.

Ruby Zwerling and the pit boys are on stage this week, playing the show very well, and around the tables are a sextet of sitters whose job is to just sit. SIDNEY HARRIS.

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 27)

The customers are certainly getting their money's worth this week with a great bill shared in the lights by Toby Wing, Johnny Perkins and the Mills Brothers. Perkins acts as emcee in the revue portion of the show and keeps things moving at a fast clip, and much of the credit for this part of the show belongs to him. Johnny got his start at this house several years ago under the wing of Paul Ash, and never in his numerous visits here since has he gone over as big as he did this afternoon, and this reviewer has seen him stop shows many times.

After a routine by the Hild Girls, the house ballet, the Candreva Brothers, six of them, came out in white suits and played *Love in Bloom* on their cornets. Three of them soft shoed as they played a tune and they closed doing the *Sextet* from *Lucia*. Good hand.

Dave Seed and Company, two men and a woman, drew a good share of laughs in the second spot with comedy talk, the shadow boxing and monkey bit of Seed's and their Spanish dance finish. Two bows.

The Mills Brothers, three boys, their father and a guitar, harmonized in typical Mills style with *Limehouse Blues*, *Sleepyhead*, *Lulu's Back in Town* and *Sweet Lucy Brown* and left to a big hand. A hit.

The Stage Revue opened before a Brown Derby Cafe, Hollywood drop, and as Mark Fisher sang a descriptive song eight of the chorus in movie star masks made their appearances. Johnny Perkins came on to an ovation and told a few stories in his infectious manner before introducing Toby Wing, blond movie starlet, who gagged with Johnny and did two talking songs. She is a cute trick, and the audience was loath to let her go, bringing her back several times. Ruth Petty, petite blues singer, was next and did *Just Once Too Often* over the p.-a. system, did some comedy patter with Johnny and closed with *I Never Slept a Wink Last Night* and *Someday Sweetheart*, leaving a hit and gathering four bows. Perkins took the spotlight for his comedy song, *My Wife's First Husband*, and the show closed with the Hild Girls doing a number and the entire company on for the finale. F. LANGDON MORGAN.

Shubert, Cincinnati

(Reviewed Friday Afternoon, Dec. 27)

Another tabloid unit at the Shubert this week, but this one's better than average. In fact, it's one of the best shows of the season to show here, especially from the flash angle. Attraction is Joe Moss' *Hollywood Cabaret Revue*. Show is well mounted, totes a youthful, attractive and well-drilled line, boasts a good assortment of entertainment features and is well supplied with comedy by Charles Kemper, who also emsees in good style.

Hollywood Cabaret Revue is nicely paced and has more the appearance of a musical comedy than any of the other units to appear here so far this season. Show features several nude posing numbers, but they're beautifully done and not in the least offensive. This first-show mob (and, incidentally, it was the biggest first-show gathering we've seen at the house this season) enjoyed the stage fare immensely, judging from the liberal applause it handed out. The 16-girl line, nicely garbed, and well routine, is a valuable asset to this layout. The various girl numbers, more or less

lavishly mounted, got across in grand style.

Charles Kemper hands out a nice brand of comedy and had little difficulty moving in on this first-show crowd. His emseing, too, is above the average. Most of the comedy is the usual gagging and bit work, but the chief laughgetter is the dope scene, a familiar item from burlesque, in which Kemper gets ideal support from Jerry Franks. The boys sell it in splendid fashion and it brought a continuous round of solid belly laughs.

Edna Janis won a fine hand with a classy and intricate bit of soft-shoe tapping. Mildred Fenton displayed good showmanship and a pleasing voice in her rendition of *She's the Topic of the Tropics*. Bowed off to a fine hand.

Jack Starr proved one of the highlights of the show with his unusual bit of dance work, bordering on the acrobatic. Runs thru his routine to the tune of *Smoke Rings*, furnishing his own smoke with a cigaret which he apparently swallows at the beginning of his act. Turn is a real novelty and it won him a good measure of applause.

Another outstanding item in the current layout is Ben Yost's Octet, a male group of quality voices. Boys do a string of semi-classical songs and their work won them heavy applause. Solo offerings were received in the same way. They experienced difficulty in getting away.

Ames and Arno, boy and girl, pulled one of the biggest hands of the afternoon with their crackerjack, rough-and-tumble burlesqued adagio routine. A sock finish sent them away to a smash hand.

Estes Jones comes thru with a tasty brand of leg work which won him much applause. The Five International Dancers, all males, also scored handily with their work in the various scenes, especially the finale, dubbed *The International*, a lavishly dressed number, which is featured. BILL SACHS.

Jefferson, New York

(Reviewed Friday Evening, December 27)

A rave review. Not so much a rave about the five acts comprising the first vaude bill here in years, but a rave about the box-office power of vaude.

Opening day had the 2,400 seats filled before the first vaude show went on. At 2:15 p.m. the house had made as much dough as an entire average Friday. And all of the four vaude shows today played to capacity. Last show, which was caught by this reviewer, had the customers standing about five deep on every floor.

Picture was *In Person* (RKO), as against *Mutiny on the Bounty* at the near-by Loew houses and *Frisco Kid* at the Academy. Obviously, it was the vaude that drew them here. When the lights went up to reveal Joe Gershenson's pit band, the applause lasted five minutes. Gershenson was at the Academy last season. Exploitation, handled by Ben Ostrow, of the Academy, played up the angle of vaude rather than any particular act. The Jeff-Academy pool is still on, incidentally, the houses being run jointly.

Opening turn was Herbert, Lynn and Mitzl. Herbert does his iron-jaw feats while hanging upside down, climaxing his stuff with a spectacular teeth spin while holding up a girl with his feet. The girls do much to give the act some flash. Sock opening.

Sibyl Bowan, recently in *Sketch Book*, stopped the show with her impersonations of Bee Lillie, Gloria Swanson, a washed-up movie star and Mrs. FDR. The movie-star bit is a tearjerker and serves to display Miss Bowan's versatility, while the Mrs. FDR number makes a punchy closing.

Jerry Baker, doubling from Delmontco's Club, revealed a pleasing singing voice, offering such favorites as *I Wish I Were Aladdin*, *Without a Word of Warning*, *Boots and Saddles* and *Red Sails in the Sunset*. Good voice and ingratiating personality. Baker talked too much and overdid plugging his radio sponsor, however. Should cut this out and stick to singing.

The Beau Brummels, comprising a straight man and three stooges, had an easy time with this audience. Their insinuations while posing as musicians and singers brought plenty of laughs, but this act, too, overstayed and weakened its effect as a whole. A shorter encore would have helped.

Ethel Sheppard, Bobbie Herman and the Carltons came thru nicely with a snappy song and dance flash. Miss Sheppard is a charming little song-and-

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dancer, while Herman stands out with his punchy high hat tap number and the Carltons (brother and sister) contribute comedy acrobatic dancing.
PAUL DENIS.

Roxy, New York

(Reviewed Thursday Afternoon, Dec. 26)

Too much dancing, maybe, in the Roxy's current stage show—but that's okeh for the big house when they know that the top shelf will be filled most of the week. And it will be this week if attendance at the second show second day means anything. Big lines waiting in all the foyers.

Paul Ash headlines the layout, leading the ork, acting as emcee and in general spending his time popping from stage to pit and back again. Does a genial and effective job, even horsing around with the knockabout act. Two of the six turns are strictly on the dancing side. They are Jack Holland and June Hart, who perform a lovely, varied and beautifully executed ballroom routine during the midsection production, and Charlotte Lambertson, a pretty red-headed lass, who does a nice fan dance (but with an evening dress on) and who is announced by Ash as being deaf and dumb.

Comedy is handled by the Fonzals brothers in their hilarious knockabout turn, in which they use their ability to harmonize and tap dance to good effect. The modified murder is thus introduced far more effectively than in most acts of the type, the lads being among the tops.

Roy Campbell's Royalists from NBC, three gals and four men, do some excellent harmonizing before the mike in a brace of very effective numbers, and Howard Reed, a colored lad, strums a uke, taps and makes weird noises to the evident satisfaction of the customers. Torelli's Circus, a delightful animal act, in which dogs, ponies and monkeys are used, opens the show grandly.

The amateur winner this week is a band of high school boys who call themselves the Muro Brothers' Orchestra. The 12 kids tease some swell tunes out of their instruments and feature novel arrangements. They're good.

The Gae Foster Girls open the show with their cute doll routine and score heavily in center spot with a lovely production affair in which they're dressed in glittering white and in which they wave long white-fringed flexible poles. But the big sock is reserved for the end. It's their amazing roller-skating number, and it brought down the house.

Picture is Herbert Marshall and Jean Arthur in *If You Could Only Cook* (Columbia). Show went in two days early this week, due to the holiday.
EUGENE BURR.

Paramount, New York

(Reviewed Friday Evening, Dec. 27)

After weeks and weeks of b.-o. suffering brought on by unusually weak pictures, the Paramount seems to be in its stride again, opening this week on Christmas Day with the Claudette Colbert-Fred MacMurray film, *The Bride Comes Home*, and a pit show comprising the Casa Loma Ork with Deane Janis, singer, as added attraction. Both 50-50 on draw, and one thing that's certain is that stage shows belong here. Fortunately the house realizes it and flesh is here to stay. Business at this last show was heavy, a treat after weeks of deer hunting in the balcony.

Besides the feature film and the 35-minute pit show, the house also offers a Christmas overture by Don Eaker at the organ, the newsreel and two shorts, a Popeye cartoon and a Paramount Pictorial.

The Casa Loma Orchestra, headed by Glen Gray, is an orchestra of orchestras. This co-operative crew of 16 men, which has shot up into outstanding popularity, is an outfit which any audience would take right to its heart. It's intimate to the nth degree—you sit back and forget you're in a theater—for you enjoy the pleasure the boys seemingly derive out of working, you take to their grand novelties, you tap your feet in accompaniment to their superb rhythm, and in general you find yourself having a good time. And this outfit is decidedly different.

Different first of all from the standpoint that its standard bearer, Gray, sits modestly in the sax crew leaving the leading to Mel Jansen, a fiddling colleague. All the novelties are sold differently, a class outfit that can be delightfully corny when it so desires. And they're plenty corny in their closing

New Mosque, Newark, N. J.

(Reviewed Thursday Evening, December 26)

After a long period of inactivity the Mosque opens with an almost unbelievably ambitious policy. For the regular admission price the management provides a weekly bill of seven vaude acts, films and continuous dancing in the ballroom from 11 a.m. to midnight. Two orks furnish the music, one of them a "name" band and the other a local outfit. This week Irving Aaronson and His Commanders together with Eddie Krickett's Band function on the floor. Notwithstanding a seating capacity of 3,500 in the theater and 2,000 in the ballroom, literally thousands were turned away opening night. Most surprising of all is the price scale, which is miraculous in view of the three-cornered entertainment. Henry Chesterfield is the conjurer holding the bag of tricks, and there are no strings. Twenty-five cents for matinees, 40 cents after 5:30; Saturdays, Sundays and holidays, 25 cents until 2:30, 40 cents thereon until closing. No boost New Year's.

Present vaude bill is bound together by Al Mitchell, the theater's new stage band leader. Engagingly modest and efficient, Mitchell is a decided asset. Irene Bordoni is the week's headliner.

Milt Woods and Company open. A pleasing act leading off with a female acro dancer, followed by a male hooper who does imitations of the late George Primrose. Latter, announced as the girl's father, is followed by a spry, elderly gent who astonishes with a neat buck dance. Finale received a good sendoff.

The Robins Sisters (Margo and Libby) had to beg off with their impersonations of celebs in a skit entitled *The Hollywood Parade*. A burlesqued *I Won't Dance* number, with takeoffs on George Arliss and Zasu Pitts, followed by a dramatic portrayal of Katharine Hepburn, had the audience alternately awe-struck and rolling in the aisles. The act was hilariously climaxed by an imaginary conversation between Mae West and Garbo.

Kitaros Japs, an Oriental turn featuring two men aided by a girl in Risley and balancing stunts, do their routines with more than usual skill. Expecting only boredom, the audience wound up by giving them a rousing sendoff. Two curtain calls.

Mills and Martin furnished the evening's hoke and knockabout comedy. Two men aided by a girl and a stooge. Three of them do some straight hoofing which is not bad. More of the latter would improve the act. The stooge did well with his mugging.

La Bordoni, with the familiar bangs and French mannerisms, still puts the songs over inimitably. Sang three, one of them in French. Scored a show-stop with her old favorite, *Let's Do It*, but would not oblige with an encore.

Popeye the Sailor (Harry Foster Welch), in a tough spot following Bordoni, merited tremendous applause with his imitation of musical instruments. Starting with sounds of a calliope, jew's harp and banjo, he gradually worked up to trios and finally a symphony orchestra. Wowed them with the last.

Last act, unbilled, is the *Grace Du Faye Revue* and consisted of Miss Du Faye's acrobatics, three nice-looking brunets doing straight hoofing and a young man who contributed a so-so novelty dance on top of the piano.

Picture is *Dance Band* (First Division), with Buddy Rogers and June Clyde. Business very good at this catching.
P. A.

hot session. Seeing this ork was one of the treats of the year for this reviewer.

"Pee Wee" Hunt, trombonist, is a standout. Why, when he did *The Music Goes 'Round* the audience wouldn't let him go until he encoored with three choruses and the house joined in with him on the last chorus. That's a beautiful tribute to any performer. Kenny Sargent, a saxer, is another clicker with his different singing, doing three numbers as his share. Jansen leads cleverly; Gray, tall and handsome, announces very quietly, and the rest of the boys get their innings with brief instrumental spots.

Miss Janis, who is the vocalist on the Camel air program with the boys, fares nicely enough. She does three numbers, *Red Sails in the Sunset*, *I Can't Give You Anything But Love* and *You Let Me Down*. Makes a very nice appearance with a trim gray gown and an attractive shade of hair. Her voice is very sweet, the audience evidencing appreciation for her work also. She was spotted in midportion of the band's routine.
SIDNEY HARRIS.

Grand Opera House, N. Y.

(Reviewed Friday Evening, December 27)

Gangler's Dogs, the opener at this famous old combo house, is a routine animal act with two bears, a goat, a baby leopard, a couple of monkeys and a donkey, in addition the usual assortment of canines. Two clowns, who lead the animals offstage as soon as their bits are performed, lend a carnival atmosphere to the proceedings. The animals dance, run on roulette wheels, balance on a slack rope, play drunk, etc. Hit of the act is the donkey, which unties a handkerchief knotted around its back leg and answers the pacer's questions by gesturing with its head. Gangler, incidentally, keeps up a running line of comic chatter while handling the animals. Got a fair hand.

Deuce spot went to Tydel and Gallagher. The man, dressed as an old hayseed, tells some good gags with the girl straightening. The latter, a nice brunet, does two novelty tap dances. A very hard worker, she succeeded in pleasing the audience. Closed with some hoke hoofing by the man and went off to good applause.

Will Aubrey, singing and instrumentalizing with a guitar, opens with a comic yodeling number followed by

Can't You Hear Me Calling, Caroline. Sitting on a beer case and looking bleary-eyed, he rendered the last in a good barroom tenor voice. Tells a few gags and closes with a medley of old favorites, including *Banks of the Wabash* and *Ida, Sweet as Apple Cider*. Fared well enough.

Dance Portraits closes the bill. This is a flashy turn with class to spare. A beautiful full-stage setting depicts an artist's attic, a girl singing at the piano, a painter and an artist's model. Well lighted and tastefully Bohemian. Opens with Howard Ross, Dan Karry and Margie Greene, dressed in artists' smocks, doing a novelty tap while Frances Pepper vocalizes at the piano. Her voice comes over the mike well. An acro number by Greene, a toe dance by Patricia Pike, an imitation of Grace Moore singing a classical aria from *Rigoletto* by Pepper, together with some specialty dances by Ross, Karry and Greene, complete the unit. Act is on 14 minutes, gets faster as it goes along and is so good that it impresses as being short. The audience thoroughly appreciated this one.

Picture is Edward G. Robinson in *Barbary Coast*, a United Artists' production. Business very good at this viewing.
P. A.

Earle, Philadelphia

(Reviewed Friday Afternoon, Dec. 27) (First Show)

Nils T. Granlund (N. T. G.) offers his Bromo-Seltzer Radio Revue on the Earle stage this week. Being a nightclub manager as well as a radio emcee, Granlund knows how to give his show more eye appeal than a studio mike needs. Informal comedy and short, snappy acts set a fast pace.

N. T. G. opens the show with a spiel before the curtain urging the audience to pretend they are at ringside tables, while he and several of his girls toss wooden rattles into the crowd. Curtain opens with the Earle house band on stage, with members of the troupe seated at tables.

The Beehee and Rubyatte sextet of Arabian acrobats open with tumbling stunts. N. T. G., remaining on stage as emcee, introduces Edna Sedgwick in a nimble tap number. Next Caroline Knight steps to the mike to sing *It's Written in the Stars*. A mike-hugger, she registered only mildly. Jessie Reed followed with her accordion playing

Top Hat, White Tie and Tails and *Some Sunny Day*. The band helped out with background music.

Next the stars of the show, the Three Slate Brothers, come on. They offer knock-about comedy, songs and a burlesque tap dance. Winding up with a comic adagio dance with a dummy, they scored nicely. Their material is unusually varied.

Fay Carroll gets the mike next for an offering of *Thanks a Million*. She is introduced by N. T. G. as the dumbest and best looking showgirl he could find. Princess Spotted Elk comes out for a fast Indian dance and is followed by Nan Blair singing *Red Sails in the Sunset*. Florence Herbert, with a nice soprano, takes *I Dream Too Much* to town.

Maurine Rio gets the spotlight for a high-kicking and acrobatic number. Sonya Katliarskaya scores with Russian gypsy songs, and Lillian Morton, petite comedienne, puts across *Six Months of Moonlight*. Una Cooper won applause with a fast acrobatic number. Operatic songs were offered by Grace Paravini.

Another highlight of the show came with the tap routine of Burns and Farney, a snappy girl and boy team. The final number returns the Arabian troupe for an act interrupted by the Slate Brothers, who want to join the fun. As a finale N. T. G. brings out his performers before the curtain for bows.

The film is *Miss Pacific Fleet*.
H. MURDOCK.

Chicago, Chicago

(Reviewed Saturday Afternoon, Dec. 28)

Milton Berle is playing his first engagement at this house and has succeeded in conquering what is known as the toughest audience in Chicago for a talking comedy act. And what's more, this brash young comedian is doing a most convincing job of making the (See REVIEWS on page 63)

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Sillman Turns Personal Rep.

Producer casting "New Faces" offers personal management services, too

NEW YORK, Dec. 28.—Tying up talent with a personal management contract is being tried by Leonard Sillman in casting his new edition of *New Faces*.

One contract offered to an actor contains the clause "I agree to and hereby engage you for a period of one year from the date hereof, as my sole and exclusive personal representative and business adviser (hereinafter referred to as personal representative) with the sole and exclusive power to negotiate and/or make contracts on my behalf in connection with motion pictures, radio television, recording, vaudeville, all stage appearances (except legitimate), and in any other capacity whatsoever in the amusement field (hereinafter referred to as appearances) and you agree to and hereby do accept such engagements."

The contract provides for Sillman collecting 10 per cent commission, except in respect to *New Faces*, which does not come under the contract. An option for five years is another feature.

Agreement also covers any contracts for services of a writer, author, lyricist and composer.

New Raft of Sex Plays for Paris

PARIS, Dec. 23.—Theatrical fare dished out the past few weeks ranges from the arty *La Faisseur* at the Atelier to the frothy *Noix de Coco* at the Paris.

La Faisseur, a title difficult to translate unless one makes it *The Bluffer*, which scarcely fits, is a new version of an old Balzac play and relates the amusing tribulations of a debt-burdened business man of Balzac's time. An arty but amusing comedy, well played by Charles Dullin and his company.

Noix de Coco, or *Cocoanut*, is of the modern school of farce with the author, Marcel Achard, dipping into an Indo-Chinese brothel for his heroine, a sexy lady of love, nicknamed *Noix de Coco*, who reforms and, believe it or not, later meets and marries a former lover of her brothel days—neither one recognizing the other until an outsider spills the beans. The story is none too plausible, but dialog is witty and sparkling.

Plaisir d'Amour (Pleasure of Love), by Jean Martet, at the Ambassadeurs, is a light tale of a mistress, her "protector" and her lover. Dialog leads one to assume that the pleasure of love is quarreling, as the major part of the play is given over to scenes of jealousy between the heroine and her gigolo.

La Femme en Fleur (Woman in Bloom), by Denys Amiel, at the Saint Georges, is a sexy comedy in which the up-to-date fiancé of a young girl of the gay society set decides that he prefers the girl's mother—and takes her in spite of her husband.

Long and arty psychological drama, or comedy, is *Notre Dame du Cinema (Our Lady of the Movies)*, by Simon Cantillon, at the Renaissance. A rap at the star-creating methods of the Hollywood producers. Interesting and, when cut down a bit, will probably prove of long-run caliber.

Pittsburgh Legit Picks Up

PITTSBURGH, Dec. 28.—A healthy advance sale for the premiere of George M. Cohan's *Dear Old Darling*, which opens a week at the Nixon Monday, and the fine business rolled up by Ruth Draper during her three-day stay at the same house this week are helping the Nixon reach its best season in several years. Manager Harry Brown just penciled in Earl Carroll's *Vanities* for a week beginning January 6 to be followed by a week of *Tobacco Road*. At the same time the Pittsburgh Playhouse opens its second production, Maeterlinck's *Pelleas and Melisande*, directed by Herbert V. Gelendre, Tuesday.

New Orleans Sees Flesh

NEW ORLEANS, Dec. 28.—There is a brisk demand for *Blossom Time* at the Tulane Theater. It opened Christmas for an eight-night stay. Major Bowe's Unit No. 2 opened the same night in Jerusalem Temple for nine days. Lou Goldberg, booker, reports good business. Three local acts are to be added, all selected thru a "Quest for Talent" program on WSMB here.

Follies Opening Set Back

BOSTON, Dec. 28.—The new Shubert-Billie Burke *Ziegfeld Follies*, due for a Christmas night opening at the Boston Opera House, was set over to Monday. Sam Stratton, late of the Hagenbeck-Wallace Circus press department and for many years with the Shuberts in New York, is ahead of the company.

Detroit for Break-In

DETROIT, Dec. 28.—The first recognition in two or three seasons of Detroit's former position as a "tryout" city was given this week with booking of George M. Cohan's *Dear Old Darling*. Play opens at Cass Theater January 13 before moving to Broadway.



By EUGENE BURR

An enforced spectator at the playhouses, one supposes, may make New Year's resolutions—and break them—along with everyone else. Of course, the obvious and most tempting resolution is to stay away from the theater entirely for the coming year. But that is impossible—and there remains the lingering suspicion that after a couple of weeks of happily unoccupied evenings there would come a terrific longing to sit in an uncomfortable theater chair and be bored by a bad play. To be entertained by a good play would be better still; but, probably, even a bad play would be welcome. Theatergoing is a habit that grows on you—and it's one that's extremely hard to throw off. Cigaret smoking is easy in comparison—and that's a pretty tough one, too. Theatergoing is worse, really, than hashish; after enforced abstinence of (See FROM OUT FRONT on page 67)

THE NEW PLAYS ON BROADWAY

MARTIN BECK

Beginning Monday Evening, Dec. 23, 1935

ROMEO AND JULIET

(Revival—Limited Return Engagement)

A play by William Shakespeare starring Katharine Cornell and featuring Florence Reed, Maurice Evans, Ralph Richardson, Charles Waldron. Staged by Guthrie McClintic. Settings and costumes by Jo Mielziner. Dances by Martha Graham. Music by Paul Nordoff. Presented by Katharine Cornell.

Escalus, Prince of Verona . . . Reynolds Evans
Paris, Kinsman to the Prince . . . John Cromwell
Heads of Two Houses at Variance With Each Other:
Montague . . . Arthur Chatterton
Capulet . . . Charles Dalton
An Old Man of the Capulet Family . . . Joseph Roeder
Romeo, Son to Montague . . . Maurice Evans
Mercutio, Kinsman to the Prince . . . Ralph Richardson
Benvolio, Nephew to Montague . . . Tyrone Power Jr.

Tybalt, Nephew to Lady Capulet . . . Irving Morrow
Friar Laurence, a Franciscan . . . Charles Waldron
Friar John, of the Same Order . . . David Orrick
Balthasar, a Servant to Romeo . . . William Roerick
Servants to Capulet:
Sampson . . . David Orrick
Peter . . . David Vivian
Gregory . . . Robert Champlain

Abraham, Servant to Montague . . . Grant Gordon
An Apothecary . . . Joseph Roeder
Officer . . . Carl Allan
Lady Montague . . . Lois Jameson
Lady Capulet . . . Alice John
Juliet, Daughter to Capulet . . . Katharine Cornell
Nurse to Juliet . . . Florence Reed
Citizens of Verona, Kinsfolk of Both Houses, Maskers, Watchmen, Attendants and Guards: Evelyn Abbott, Charlotte Fitch, Anne Froelick, Lois Jameson, Ruth March, Harriett Marshall, Gabrielle Morgan, Albert Allen, John Cornell, Richard Graham, William Roerick, Hudson Shotwell, Kurt Steinbart and Fred Thompson.

Chorus . . . Ralph Richardson
PART I—The Scene: Verona, Mantua.
Scene 1: A Public Place in Verona. Scene 2: In Capulet's House. Scene 3: A Street in Verona. Scene 4: A Hall in Capulet's House. Scene 5: By the Wall of Capulet's House. Scene 6: Capulet's Orchard. Scene 7: Friar Laurence's Cell. Scene 8: A Street in Verona. Scene 9: Capulet's Orchard. Scene 10: Friar Laurence's Cell. Scene 11: A Public Place in Verona.

PART II—Scene 12: Juliet's Bedroom. Scene 13: Friar Laurence's Cell. Scene 14: In Capulet's House. Scene 15: Juliet's Bedroom. Scene 16: Friar Laurence's Cell. Scene 17: In Capulet's House. Scene 18: Juliet's Bedroom. Scene 19: In Capulet's House. Scene 20: Juliet's Bedroom. Scene 21: A Street in Mantua. Scene 22: Outside Friar Laurence's Cell. Scene 23: A Tomb of the Capulets.

Advertised curtain time—8:20.

Curtain rose at showing caught—8:23.

Miss Cornell is back after a road tour and, for a fortnight, presenting her version of *Romeo and Juliet*. It is still a superb production, probably the most magnificent *Romeo and Juliet* Broadway has ever seen.

Surrounded by excellent players, Miss Cornell gives us an unforgettable Juliet, and in doing so enables us to see the other characters more clearly and better appreciate the play as a whole.

Three important changes in cast mark

these performances: Maurice Evans does Romeo, which Basil Rathbone played when the production originally opened here; Florence Reed has the Edith Evans role of the Nurse, and Ralph Richardson has the Brian Aherne role of Mercutio. Evans, making his local debut, is a warm, likable Romeo. Once out of the stuffy confines of the early scenes he becomes an effectively powerful tragic figure. Richardson, also in his debut here, made Mercutio a grand and gallant figure, speaking his lines with charming gusto and ingratiating his way into prolonged applause twice. As for Miss Reed's Nurse, it is a characterization both disconcerting and winning. Despite a definite Irish accent and a tendency towards overplaying, she makes her role live vibrantly, giving it much feeling. PAUL DENIS.

MASQUE

Beginning Thursday Evening, Dec. 26, 1935

CONTINENTAL VARIETIES

A new edition of the intimate revue, in two acts and 13 scenes. Presented by Henry Carson, with Lucienne Boyer as star. PRINCIPALS—Lucienne Boyer, Pils and Tabet, Georges-Andre Martin, Helen Gray and Paal and Leif Rocky, King Lan Chew and Iza Volpin's Ensemble.

Miss Boyer, who made her American debut last season in the Little Theater, is making a one-week showing here, obviously to pick up some holiday coin.

Lacking such scintillating support as Escudero and Nikita Balieff this time, Mlle. Boyer manages to surround herself with enough talent to get by and to permit calling the show "Continental." Run in regulation vaudeville style and with hardly any production effort, the little revue holds interest mainly because of its talent. Mlle. Boyer herself contributes her own dramatic chansons to the delight of the customers, while Georges-Andre Martin acts as emcee and offers clever finger dancing.

Iza Volpin's Continental Ensemble contributes gypsy music as it should be played, while Pils and Tabet score with their clever French and English intimate singing. King Lan Chew appears in Chinese dances to the accompaniment of one-finger piano music. Helen Gray, with the Rocky Twins as partners, is both graceful and comical as well as attractive. The twins are first-rate dancers, too. PAUL DENIS.

NEW AMSTERDAM

Beginning Wednesday Evening, Dec. 25, 1935

GEORGE WHITE'S SCANDALS

A revue with lyrics by Jack Yellen and music by Ray Henderson. Dialog by George White, William K. Wells and Howard A. Shiebler. Conceived and directed by George White. Dances directed by Russell Markert. Settings designed by Russell Patterson and Walter Jageman, built by T. B. MacDonald Construction Company and painted by Triangle Studio. Costumes designed by Charles Le-

Maire and executed by LeMaire Studio; Veronica, Inc., and Mahieu Costumes. Orchestration by Russell Bennett and Conrad Salinger. Orchestra under the direction of Tom Jones. Presented by George White.

PRINCIPALS—Rudy Vallee, Bert Lahr, Willie and Eugene Howard, Gracie Barrie, Cliff Edwards, Jane Cooper, Hal Forde, Estelle Jayne; Sam, Ted and Ray; Richard Lane, Stanley Twins, Shea and Raymond, Lois Eckhart, Peggy Moseley, Helene Miller, Claire McQuillen, Jean Gale, Harold Willard, Apollo Quartet, Alice Carleton, Edna Page, Ann Laxton, Verna Long, Alma Saunders, Edgar Battler, Bert Foth, Vivian Porter, Laura Shevlin.

THE GEORGE WHITE GIRLS—Peggy Moseley, Lois Eckhart, Claire McQuillen, Jean Gale, Vivian Porter, Helene Miller, Bert Foth, Alma Saunders, Eleanor LoVette, Prudence Hayes, Roslyn Shaw, Louise Clement, Flo Ward, Myrna Waverly, Dorothea Jackson, Rusty Anderson, Marjorie Dorman, Renee Johnson, Dolores Devito, Dorothy Reed, Eleanor Witt, Louis Arthur, Marjorie Conradi, Jean Mills, Peggy Body, Laura Shevlin, Paula Manners, Charlotte Mount, Helen Dornell, Helen Saty, Polly Sturgis, Eleanor Low, Jesse Reed, Ann Collins, Grace Gillern, Audrey Hayes, June Tempest.

SHOWGIRLS—Fay Long, Florette DuEik, Patsy Ruth, Nancy Lewis, Ann Budick, Vera Devile, Ernette Mueseler and the George White Girls.

Advertised curtain time—8:30.

Overture began at showing caught—8:46.

We have had a *Jubilee* for the sophisticates, a *Porgy and Bess* for lovers of that strange thing known as modern music, a *Jumbo* for the spectacle fans, an *At Home Abroad* for those who favor large, lavish and smart entertainment and a *May Wine* for lovers of musical romance. And now we have a *Scandals* for tired business men who want to sit back in their seats to witness bevy of lovely gals and loud and obvious—the extremely infectious—humor. Mr. George White brought the 12th edition of his stage merry-merry to the New Amsterdam Theater on Christmas night and from internal evidence it probably differs very little in general makeup from the first edition.

That, however, is no criticism of the current *Scandals*. It sets out to fill a definite place and it must be judged entirely on its own terms. To compare it with, say, *Jubilee* would be as fair as comparing *Boy Meets Girl* with *Winter-set*. Judging it on its own terms then it is large, lovely and very funny. Its loveliness rests chiefly in the bevy of pulchritudinous ladies whom Mr. White has provided; its fun rests almost entirely upon the capable shoulders of Messrs. Willie Howard and Bert Lahr.

It is also tuneful, in an obvious, lilting, hummable way, with Mr. Rudy Vallee and Miss Gracie Barrie provided to intone its chants. That, too, is a feature that should appeal to the tired business trade at which the show is aimed.

There should be a law passed immediately requiring every revue to enlist the services of Messrs. Howard and Lahr. Between them they make much of the evening a laugh fest of hilarious low comedy. Mr. Lahr works hard and well and proves, among other things, that he can be excruciatingly funny when he simply gives a number on the telephone. And Mr. Howard, as is his habit, also does yeoman service displaying his great versatility and taking another step toward establishing himself as the foremost comedian of the stage. Among his many creations is the sprightly, lascivious and wistful opera-singing imp—a well-known and much-used Howard characterization—who helps to perform the quartet from *Rigoletto*. The Howards, this reporter suspects, have done more than Verdi to make the piece famous.

Much of the material with which the comics are supplied is, to be nice about it, on the ragged edge of respectability; some of it is also funny, but some of it is not. Witness the would-be smart song which Mr. Lahr is forced to sing in a duet with Mr. Cliff Edwards.

As for the radio-aimed song numbers, they are lilting enough, and one of them, *Life Begins at Sweet Sixteen*, is plugged so much in the course of the show that no one can have an excuse for failing to shriek crazily upon hearing it next week on the air. Mr. Vallee croons some of the tunes, depending upon his well-known lyrical whisper and his really ingratiating personality; and he also does a grand job with a Harlem affair that ends the first half. Miss Barrie also sings many of the songs, practically ignoring her mouth in favor of her nose as an egress for the notes, but being so cute in the process that anything may be forgiven her. And she, too, does a grand job with *I've Got To*

Get Hot, an amusing number in its own right.

Almost everyone in the dancing division stands out, led by Betty Jane Cooper, formerly of vaudeville, who has dropped both the "Betty" and the Lathrop Brothers, her erstwhile partners, for the present show. Miss Cooper tap dances with agility and effect and sings one or two interludes quite nicely. Others on the dancing side include Sam, Ted and Ray, three colored lads, who have also been in vaudeville under various names, whose amazing tap work stopped the show; Shea and Raymond, also from vaude, whose amusing eccentric hoofing caught the fancy of the customers, and the Stanley Twins, two girls who do a novel and effective shadow dance.

The production numbers are pleasant, tho hardly sensational, with the cigaret interlude standing out. There is also an amusing and almost naughty scene in which the girls' torsos, in tights, become grotesque faces—but the same idea was even more amusing and certainly a great deal naughtier when it was done a couple of years ago in Paris. There is, as a matter of fact, no nudity in Mr. White's show.

Following the general revue trend these days, the *Scandals* hangs its scenes upon a framework of television. It is neither annoying nor obtrusive and it gives the Misses Ann Laxton and Verno Long a chance to fill the customers' eyes during the change-waits as they stand at the sides of the stage and pretend to twiddle with television dials.

The *Scandals* is certainly no *Band Wagon* or *As Thousands Cheer*—but it's not supposed to be. As relaxation for the tired business trade it is eminently satisfactory. EUGENE BURR.

BOOTH

Beginning Monday Evening, December 23, 1935
THE SEASON CHANGES

A play by Arthur Richman. Staged by Robert Milton. Settings designed by Greti Urban, built by J. B. MacDonald Construction Company and painted by W. Oden Waller Studios. Presented by Robert Milton.

Bessie Beatrice Hendricks
Mildred Lanning Phyllis Joyce
Hedwig Hope Landin
Alice Lanning Doris Dudley
Rita Glenn Zamah Cunningham
Frank Glenn Nicholas Joy
Theodore Biglin James Spottwood
Jim Farrington Eliot Cabot
The Action Takes Place in the Country House of Mildred Lanning in New Hampshire.

ACT I—Late Afternoon in May. ACT II—A July Morning. ACT III—A September Evening.

Advertised curtain time—8:30.
Curtain rose at showing caught—8:57.

The mild domestic troubles of three or four members of the upper middle class drew some perfunctory applause from a genteel audience at the Booth Wednesday night. A rather milky concoction at best, Arthur Richman's *The Season Changes* unfolds in three acts the story

BROADWAY RUNS

Performances to December 28, inclusive.

Dramatic	Opened	Perf.
Blind Alley (Morosco).....	Sept. 24	111
Boy Meets Girl (Cort).....	Nov. 27	39
Children's Hour, The (Elliott).....	Nov. 20	472
Dead End (Belasco).....	Oct. 28	73
First Lady (Music Box).....	Nov. 26	40
Ghosts (Empire).....	Dec. 12	20
Hell Freezes Over (Ritz).....	Dec. 28	1
Let Freedom Ring (second engage.) (Civic rep).....	Dec. 17	15
Libel (Miller).....	Dec. 20	11
Moon Over Mulberry Street (44th Street).....	Sept. 4	132
Mulatto (Vanderbilt).....	Oct. 24	77
Night of January 18, The (Ambassador).....	Sept. 16	120
One Good Year (Lyceum).....	Nov. 27	88
Paradise Lost (Longacre).....	Dec. 9	24
Parnell (Barrymore).....	Nov. 11	58
Pride and Prejudice (Plymouth).....	Nov. 5	64
Remember the Day (National).....	Sept. 25	112
Romeo and Juliet (Beck).....	Dec. 23	8
Season Changes, The (Booth).....	Dec. 23	8
Squaring the Circle (48th St.).....	Oct. 3	100
Taming of the Shrew, The (Guild).....	Sept. 30	104
Tapestry in Gray (Shubert).....	Dec. 27	3
Three Men on a Horse (Playhouse).....	Jan. 30	302
Tobacco Road (Forrest).....	Dec. 4	307
Victoria Regina (Broadhurst).....	Dec. 26	4
Winterset (Beck).....	Sept. 25	107

Musical Comedy

At Home Abroad (Winter Garden).....	Sept. 19	118
Continental Varieties (Masque).....	Dec. 28	4
Jubilee (Imperial).....	Oct. 12	86
Jumbo (Hippodrome).....	Nov. 18	73
May Wine (St. James).....	Dec. 5	28
Foray and Bess (Alvin).....	Oct. 10	92
Scandals (New Amsterdam).....	Dec. 25	6

of the gay widow, Mrs. Lanning, who, tho middle-aged and the possessor of an interestingly adolescent daughter, shows signs of remaining a perennial flapper. When the sensitive young creature seeks solace, companionship—and shall we say love?—from a married intellectual of comparatively advanced years but young ideas, Mrs. Lanning, to the neglect of her waistline, admirer, masseuse and hairdresser, becomes a conventional mother. One of the lesser crimes perpetrated under the label of realism, the piece is performed capably enough, but the odor of CN is very evident.

The problem presented is no doubt a legitimate one; so much so that it borders on the commonplace and fails to cause much of an upheaval among the minds and hearts of those not directly concerned—namely, the audience. Truth is not necessarily a thing of beauty or importance. If Mr. Richman's play possesses potentialities in this direction, Robert Milton, the director and producer, has not clothed it with any arresting significance.

The cast of this somewhat unfortunate vehicle do well considering the limitations inherent in roles we know only too well and have found uninteresting. Phyllis Joyce, as Mrs. Lanning, is very convincing as a nit-witted flapper mother on the wintry side of 40. Her portrayal is so adept that she nags the audience as well as her daughter into a state of frustrated boredom. Doris Dudley, as the troubled adolescent seeker of she knows not what, offers a characterization notable for its nervousness and intensity. Eager and compelling, she's the perfect antidote for the jaded theatergoer. Zamah Cunningham and Nicholas Joy, as Mr. and Mrs. Glenn, helpful relatives of the Lannings, are excellently cast and do a thoroly workmanlike job. Sorry we cannot say as much for Eliot Cabot as Jim Farrington, the man in the case; but we suspect, Dear Brutus, that the fault is not entirely his own.

Not altogether bad as an evening's entertainment, but rather unsuited to the modern temper. P. A.

HENRY MILLER'S

Beginning Friday Evening, December 20, 1935
LIBEL!

A play by Edward Woolf, featuring Colin Clive. Directed by Otto Ludwig Preminger. Setting designed by Raymond, built by T. B. McDonald Construction Company, and painted by Triangle Scenic Studio. Presented by Gilbert Miller.

Associate Lewis Dayton
Counsel for the Plaintiff:
William Bale Charles Francis
Sir Wilfred Kelling, K.C., M.P. Ernest Lawford
The Hon. Sir Arthur Tutton, Presiding Judge Frederick Leister
Thomas Foxley, K.C., Counsel for the Defendants Wilfrid Lawson
Sir Mark Loddon, Bart., M. P. Colin Clive
Lady Enid Loddon Joan Marion
Sarah Carleton Helen Coss
George Hemsby, Counsel for the Defendants Colin Hunter
Patrick Buckingham Arthur Vinton
Dr. Emile Flordon Boris Marshalov
Admiral Fairfax Loddon Charles Wellesley
Captain Gerald Loddon Larry Johns
General Winterton, C.B. Edward Oldfield
Lady Agatha Winterton, His Wife Emily Gilbert
Major Brampton Neville Heber-Percy
Numero Quunzie Robert Simmons
Evelyn Filbey Jane Archer
Flordon's Assistant Robert Bennett
Ushers Robert LeSueur,
Arthur Stenning, Frank Rivers
Junior Counsels Donald Stevens,
Edward Bill, Henry Lase
Jurors, Press and General Public.
The scene thruout the play is a King's Bench Court at the Royal Courts of Justice in London.

ACT I—An Autumn Afternoon. ACT II—Next Day. The Afternoon. ACT III—Next Day. The Morning.
TIME—About the Present.

Advertised curtain time—8:50.
Curtain rose at showing caught—8:52.

Libel suits, considered generally, aren't often exciting—except to the publication concerned. Courtroom dramas, unless they include a trick twist like the audience-jury in Maestro Woods' *The Night of January 16*, are apt to be stereotyped and dull. In the case of libel, about the only exceptions are such sensational courtroom tragedies as that in which the late Oscar Wilde was a central figure—or that in which Sir Mark Loddon is at present the principal. Sir Mark goes thru his legal Calvary each night at Henry Miller's Theater, where Gilbert Miller is presenting *Libel!*, by Edward Woolf. It is a courtroom play without a trick twist, and yet one that is gripping, powerful and all-fired exciting.

Mr. Woolf based his case on a combination of facts, tho he takes pains in

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WINTER TERM BEGINS JANUARY 15th

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the program to state that the characters are entirely fictitious. The action is brought by Sir Mark against *The London Gazette*, and its basis is the following paragraph:

"The legislator recently returned to the House of Commons as Sir Mark Loddon, Bart., M.P., is not a Baronet, nor even a Loddon, and can hardly be accurately described as a Member of Parliament, as he secured his return by practicing on the electorate the same deliberate fraud that he practiced on his wife."

That, even in these days of columnists and gutter sensation, might be described as a lurid tidbit. Under English law, however, there is no libel if the facts printed can be proved, and the play at the Miller describes the attempts of the defense to prove that Sir Mark Loddon is not Sir Mark Loddon at all, but a Canadian adventurer, who escaped with him from a German prison camp during the war, who killed the real Sir Mark, and who has been posing as his victim ever since. The evidence appears overwhelming.

It is not, mind you, entirely circumstantial evidence. A trollop is produced who swears that the so-called Loddon, then an out-and-out Canadian, married her before he left for the front. The third man in the escape party goes on the stand to describe the peculiar circumstances during which the party broke up, and to swear that the seeming baronet is in reality the Canadian. The prosecution shows that the trollop married a large number of soldiers before they left for the front, that the third escaped prisoner had frequently been jailed on charges of blackmail. None the less the case looks strong.

Later, it appears that the impostor did not kill his victim after all; that he merely stunned him, and that what was left of him, a human wreck, was salvaged

(See NEW PLAYS on page 27)

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NEWS OF THE WEEK

Oscar Serlin, New York talent scout for Paramount, will take full charge of Eastern production when the company opens its Astoria studios. Warners have also announced that they will go into Eastern production, with the Rudy Vallee film and the next Marion Davies opus to go into production in the Vitaphone plant in Brooklyn. Seen in some quarters as the start of a general movement back east, with California taxes prompting the switch. Eastern labor regulations, heretofore the prime obstacle, are figured as neutralized by the tax and by the ability to get Broadway performers for single pictures or as needed while they're playing in Broadway shows.

Republic Pictures last week announced that Walter Vincent, well-known theater owner, had been elected chairman of the board of directors. W. Ray Johnson, Republic president, commenting on the entrance of Vincent into the company, said: "I am quite sure that Republic has gained a big asset."

John Golden, well-known legit producer, was elected a director of Paramount Pictures, Inc., at a meeting of the board of directors of the company held Thursday (26), according to announcement of John E. Otterson, Para president.

One of the biggest individual deals in the history of talkies was closed last week when Charlie Chaplin, handling negotiations personally on the Coast via long-distance phone, approved contracts giving first-run exhibition privileges for *Modern Times* to the Loew Circuit in 46 major cities outside of New York. Chaplin's terms, according to reports, set a new high. Loew handled the previous Chaplin film, *City Lights*. After negotiating thru New York representatives for weeks, J. R. Vogel, Loew exec, and Chaplin put the finishing touches to the deal via phone from Coast to Coast in a gabfest that lasted, believe it or not, 210 minutes. The contracts include the Poli Circuit, under Loew operation, in New England, and 38 other cities that extend from Providence to Houston, Tex.

Joseph Schenck, chairman of the board at 20th Century-Fox, admitted that purchase of the Chase National Bank's controlling interest in National Theaters Corporation, owner of the Fox-West Coast chain, would be effected. Deal consummated later. Chase owned 58 per cent of the stock, with 20th Century-Fox having the other 42 per cent. Fox-West Coast is made up of 155 houses in California, Arizona and Montana.

The National Board of Review announced its selections of the 13 best foreign films released here between December 20, 1934, and December 20, 1935. The American list, arranged alphabetically, is as follows:

Alice Adams, Anna Karenina, David Copperfield, The Gilded Lily, The Informer, Les Miserables, Lives of a Bengal Lancer, Mutiny on the Bounty, Ruggles of Red Gap and Who Killed Cock Robin? Last named is a Walt Disney Silly Symphony.

Foreign list, which includes five from France, four from Russia and one from England, is *Chapayev, Crime et Châtiment, Le Dernier Millairdtaire, Marie Chapdelaine, La Maternelle, The Man Who Knew Too Much, The New Gulliver, Peasants, Thunder in the East and The Youth of Maxim.*

The Informer, Radio's screen transcript of the Liam O'Flaherty novel, was named the best picture made anywhere during the year.

Budd Rogers has been appointed to the position of general sales manager of
(Continued on 4th column)

"A TALE OF TWO CITIES"

TIME—126 minutes. (MGM) RELEASE DATE—December 27.
PRODUCER—David O. Selznick.

PLOT—A meticulously faithful edition of the Dickens novel. The French Revolution is described with detail and effect, and the lives of Sydney Carton, dissolute barrister; Lucie Mannet, the woman he loves; Charles Darnay, the man she marries, and all their friends and associates. As everybody knows, when Darnay is captured and condemned by the Terror, Carton redeems his wasted life by substituting himself and dying in the other's stead.

CAST—Ronald Coleman, Elizabeth Allan, Donald Woods, Henry B. Walthall, Blanche Yurka, Mitchell Lewis, Claude Gillingwater, Edna May Oliver, Reginald Owen, Basil Rathbone, Walter Catlett, Fritz Lieber, H. B. Warner, Billy Bevan, Isabel Jewell, Lucille Laverne, Tully Marshall, E. E. Clive, Robert Warwick, Barlowe Borland and others. Reads like a who's who and is one. Performances of all listed above are standouts, with possible exception of Woods' average playing as Darnay. An amazing cast. Clive and Jewell in two of the smallest bits stand out along with the others.

DIRECTOR—Jack Conway. A fine job. Perfect touch at end is example of splendid work thruout. In adulation of Dickens he failed to tighten up sufficiently, however, including much extraneous the effective material in an overlong picture.

AUTHORS—Screen play by W. P. Lipscomb and S. N. Behrman from the Dickens novel. A worshipful adaption, too much so perhaps, since with less detail the whole thing, including the effect, might have been tightened.

COMMENT—A fine tho too expansive picture.

APPEAL—Everyone. It can stand alone.

EXPLOITATION—Just list those cast names and see what happens. Playing up the book goes without saying, but also play up the players, many of whom have imposing stage records.

"AH, WILDERNESS"

TIME—98 minutes. (MGM) RELEASE DATE—November 29.
PRODUCER—Hunt Stromberg.

PLOT—A careful and surprisingly accurate transcript of the Eugene O'Neill play. Depends more on mood than on plot, really. Chief concern is with young Richard Miller, as his girl's father makes her throw him over. He then goes off on an abortive little binge, regrets it and has a human and compelling scene as his kindly father tries fumblingly to tell him the facts of life. Time is 1906 and local color of the period is played for all it's worth in creation of a sentimental, nostalgic and most effective atmosphere.

CAST—Lionel Barrymore, Eric Linden, Spring Byington, Wallace Beery, Aline McMahon, Cecilia Parker, Bonita Granville, Mickey Rooney, Charles Grapewin, Frank Albertson, Helen Flint and Edward Nugent. Fine work thruout, so fine that much of the credit should probably go to the direction. Barrymore misses the Cohan touch in the facts of life scene, but adds much of his own elsewhere, turning in a fine performance. Linden does a sensitive and effective job as the lad, while Parker gives a magnificent performance, tho one that will probably go unappreciated, as his sweetheart.

DIRECTOR—Clarence Brown. Excellent, a job that completely captures the mood of the play, which was O'Neill's most promising opus in years. Occasionally, as in his elimination of the cheap attempts at humor in the barroom scene, Brown actually improves on the original.

AUTHORS—Screen play by Frances Goodrich and Albert Hackett from the play by Eugene O'Neill. O'Neill material okeh but added sections a drag.

COMMENT—An amazingly fine screen job.

APPEAL—Anyone who thinks back sentimentally to his youth.

EXPLOITATION—The play, of course, and the cast also. It was a Theater Guild hit. Make good use of the nostalgic 1906 background.

FILM CONSENSUS

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
The Littlest Rebel (20th-Fox)	14	0	4	"Highly enjoyable for any audience."— <i>Film Daily</i> . "Good Shirley Temple picture."— <i>Variety</i> .
Coronado (Paramount)	2	12	3	"Topnotch entertainment."— <i>M. P. Daily</i> . "Woefully inefficient little paroxysm."— <i>World-Telegram</i> .
The Perfect Gentleman (MGM)	8	4	6	"Mild-mannered programmer."— <i>New York Exhibitor</i> . "Silly."— <i>Picture Business</i> .
East of Java (Universal)	5	4	5	"Good melodrama of its kind."— <i>Harrison's Reports</i> . "Above average grosses."— <i>Variety</i> .
Sweet Surrender (Universal)	3	6	2	"Mediocre."— <i>Box Office</i> . "Seems outdated."— <i>Post</i> .
Broadway Hostess (First National)	2	12	6	"Thin."— <i>Harrison's Reports</i> . "Hackneyed affair."— <i>News</i> .
Scrooge (Paramount)	13	0	1	"Delightful entertainment."— <i>Harrison's Reports</i> . "Faithful, tender and mellow."— <i>Times</i> .
The New Frontier (Republic)	2	0	2	"Okeh for this stuff."— <i>The Billboard</i> .

EXHIBITORS ORGANIZATIONS

The Independent Motion Picture Theater Owners at a meeting which ratified the merger IEPA and MPTO in Philadelphia Thursday, December 19, elected Charles Segall MPTO president of the new association. The latter defeated Ray O'Rourke, of the IEPA. O'Rourke and Harry Fried, also of the IEPA, were named as vice-presidents. David Milgrim defeated Marcus Benn for the position of treasurer. George P. Aarons was chosen secretary.

The managerial board will comprise Morris Wax, chairman, and Bill Büttler, Herb Elliott, David Barrast, Columbus Stamper, Ray O'Rourke, Lee Posel, David Shapiro, Samuel Somerson and Ray Schwartz. All these men are of the IEPA. Those from the MPTO include Mike Lessy, Abe Soblosky, Millon Rogasner, Luke Gring, George Gravenstein, Ben Furtel, Joseph Conway, Ed Jeffries and Harold D. Cohen.

Affiliated theaters may join the new organization. Not definitely known at the meeting whether Stanley-Warner would join, but this was held likely. The MPTO will probably continue to function as an individual group. Fate of the IEPA is uncertain.

At the Astor Hotel Wednesday, December 18, a meeting of the ITOA discussed the possibility of the formation of a third theater group to compete with Loew's and RKO in New York. Chairman Harry Brandt assured the members that such a circuit was in the process of evolution at present.

Increase in games was held by the exhibitors to be the only way to fight the competition of the major circuits. Efforts will be made, according to the independent authorities, to have Loew's and RKO discontinue game nights and duals. If the biggies agree to do likewise the unaffiliates are quite willing to discard the policy of twin bills and games.

As a result of a talk by License Commissioner Paul Moss, the members pledged \$4,800 to the Federation for the Support of Jewish Philanthropic Societies. Next meeting January 2.

NEWS OF THE WEEK

(Continued from 1st column)

Republic Pictures, to fill the vacancy created by the resignation of Edward A. Golden, it was announced last week. Rogers had served as assistant general sales manager at Republic, coming into the outfit when Liberty, Monogram and Mascot merged to form Republic. He had been vice-president and general sales manager of Liberty.

Continuing with Republic changes, it was announced that Trem Carr, vice-president in charge of production for the outfit, sold his interest and resigned his post. Buyer was David Jacobson, said to be acting as front man for Herbert J. Yates, head of Consolidated Film Laboratories. Nat Levine succeeds Carr.

Joseph M. Seider, of New York, was elected president of the Prudential Theaters, Inc., at the first annual meeting in the Hotel duPont at Wilmington, Del. Leonard Edwards was elected vice-president; Isadore Seider, treasurer; Morris Seider, secretary; Edward Seider, assistant secretary. The same persons were elected directors of the company.

Prudential Theaters, Inc., is a holding company, owning stock in companies that operate a chain of theaters.

Payment of \$25,000 on account to Messrs. Breed, Abbott & Morgan, Wollman & Wollman and Robert G. Starr, of New York City, attorneys, for services as counsel to the joint debenture holders and reorganization committees for General Theaters Equipment, Inc., was directed in Chancery Court at Wilmington, Del., by Chancellor Josiah O. Wolcott. The action of the chancellor followed the filing of a petition by the joint committees recommending payment of such a sum to the counsel mentioned, stating that, altho the latter had rendered services during the past four years to the committee, it had received no compensation to date.

The corporation has been in receivership for some years, and the chancellor only recently approved the reorganization plan proposed by the joint committees.

THEATRE EQUIPMENT NEW & USED

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"CAPTAIN BLOOD"

TIME—94 minutes. **(FIRST NATIONAL)** **RELEASE DATE**—Dec. 28.
PLOT—Is reasonably faithful to the Sabatini novel from which the film was taken. Blood, caught in the Monmouth uprising, is shipped as a slave to Jamaica and bought by the governor's niece, who falls in love with him. He later escapes with various other slaves and, capturing a ship, becomes a pirate. After plenty of freebooting he buys from another pirate the girl who once bought him, who had been captured by the other captain. In a grand climactic battle Blood sinks two French ships and becomes governor of the colony. He gets the girl, of course.
CAST—Errol Flynn, Olivia de Havilland, Lionel Atwill, Basil Rathbone, Ross Alexander, Guy Kibbee, Henry Stephenson, Robert Barrat, Hobart Cavanaugh, Donald Meek, Jessie Ralph, Frank McGlynn, David Torrence, J. Carroll Naish, Ivan Simpson, E. E. Clive, Vernon Steele and others. Grand cast lineup, but many of the players are in bits. Bits, as a matter of fact, are standouts. Flynn pleasantly naive in title role, but about as much like a pirate as a household tomcat is like a tiger. De Havilland both lovely and excellent. Stephenson, Barrat, Kibbee, Rathbone, de Cordoba and others take honors.
DIRECTOR—Michael Curtiz. Some pretty phoney production scenes, with surplus of subtitles also showing lack of imagination. Grand battle shots, however, build to an exciting climax.
AUTHORS—Screen play by Casey Robinson from the novel by Rafael Sabatini. A good adaptation.
COMMENT—Hokey. The sort of romantic piffle that earns for all romance the epithet of romantic piffle. Battle scenes save it.
APPEAL—Action and romance fans. Can stand alone.
EXPLOITATION—Book, cast, situations, size of production.

"ANNIE OAKLEY"

TIME—90½ minutes. **(RADIO)** **RELEASE DATE**—November 15.
PRODUCER—Chiff Reid.
PLOT—Toby Walker, a crack rifle shot in a vaude act, meets Annie Oakley, unknown female rifle expert, in competition. Along about the 49th shot, the great Toby finds his reputation is at stake. But Annie, enamored of the handsome marksman, deliberately misses her last shot. Jeff Hogarth, one of Buffalo Bill's scouts, persuades both of them to join the famous troupe. They do, and, tho in love, become keen professional rivals. Ned Buntline, press agent for the show, arranges a shooting contest for the world's championship, and Annie wins. The chagrined Toby will not admit defeat. Suffering an injury to his eyesight, sustained while saving the life of Sitting Bull, he fails to shoot a dime held between Annie's fingers. Hogarth, also in love with Annie, fires Toby from the show. Broken-hearted Annie now becomes internationally famous. Returning from a European tour she enlists the aid of Sitting Bull and finds Toby, her true love.
CAST—Barbara Stanwyck, Preston Foster, Melvyn Douglas, Moroni Olson, Pert Kelton and Andy Clyde. All do rather well.
DIRECTOR—George Stevens. Has made an interesting picture out of the historical incidents centering around the life of the famous marksman.
AUTHORS—Screen play by Joel Sayre and John Twist, from a story by Joseph A. Fields and Ewart Adamson.
COMMENT—Thoroughly entertaining film, with interesting historical side-lights.
APPEAL—All Western fans, plus a wide number of average moviegoers.
EXPLOITATION—Famous character of Annie Oakley, angle of realistic history, shots from film.

"IF YOU COULD ONLY COOK"

(COLUMBIA) **RELEASE DATE**—December 30.
TIME—72 minutes.
PLOT—A sentimental president of an automobile company, despondent over an imminent, loveless marriage, mopes in park and is picked up by a jobless lass who thinks he's in the same boat. So she insists that they apply for a butler-cook job that's advertised. Wanting a change, he agrees. The employers are racketeers who offer comedy rather than melodrama. Naturally the two fall in love, but thru a combination of circumstances he is forced back to his society sweetie and she thinks he's been fooling her. The racketeers, however, make everything all right by snatching him from the altar and bringing him back to their cook.
CAST—Herbert Marshall, Jean Arthur, Leo Carrillo, Lionel Stander, Alan Edwards, Frieda Inescourt and others. Marshall, of course, excellent. Arthur, whose stage training has turned her into a good actress, is charming, with her oddly appealing voice helping plenty. Carrillo and Stander score heavily as the muggs. Inescourt beautiful in a bit.
DIRECTOR—William A. Seiter. A nice job.
AUTHORS—Story by F. Hugh Herbert. Screen play by Howard J. Green and Gertrude Purcell. Story just junk, but writers of screen play deserve plenty of credit for pointing it up into a delightful little comedy, and for writing dialog which, in a large measure, hides the weaknesses of the yarn.
COMMENT—As above, a silly but delightful comedy.
APPEAL—General. Nabes can give it top spot.
EXPLOITATION—Play up the general situation, emphasize the laughs, and feature the work of Carrillo and Stander as a couple of soft-hearted thugs.

"THE BRIDE COMES HOME"

(PARAMOUNT) **RELEASE DATE**—January 10.
TIME—85 minutes. **PRODUCER**—Adolph Zukor.
PLOT—Centers around a debutante of scrappy tendencies and whose dad went broke, a lad with a \$3,000,000 inheritance, and the latter's bodyguard, a newspaper lad equally as scrappy as the deb. The rich lad has been proposing to the lass since he was eight years, but she winds up falling for the bodyguard. They fight always, and when the two boys enter into a magazine venture she gets a job as assistant editor. More fighting and she finally reveals she has to work for a living. The scrappy couple are all set to marry, call it off when they battle again, and then she starts on an elopement with the millionaire. Her lover, tho, busts in and steps into the role of the groom.
CAST—Claudette Colbert, Fred MacMurray, Robert Young, William Collier Sr., Edgar Kennedy, Donald Meek, James Conlon, Edward Gargan, Kate McKenzie, A. S. Byron, Jerry Mandy, Richard Carle, Johnny Arthur, Bob McKenzie and Eddie Dunn. Colbert and MacMurray still a very charming combo, with young Collier and Kennedy the other cast highlights.
DIRECTOR—Wesley Ruggles. Turned in a really grand job, making the most of hilarious situations and dialog. Keeps it moving at a merry clip.
AUTHORS—Screen play by Claude Binyon and story by Elizabeth S. Holding. Not so much as stories go, built more for situations and dialog.
COMMENT—A picture that provides an evening of good, hearty laughs.
APPEAL—The adult trade will like this a lot, especially the married folks and the youngsters of romantic tendencies. Perfect for neighborhoods.
EXPLOITATION—Bring out the humor and play up Colbert and MacMurray.

"DANGEROUS"

(WARNER) **RELEASE DATE**—January 4.
TIME—78 minutes.
PLOT—This is the one that is supposed to be based roughly on the life of Jeanne Eagels. Very roughly—rough for all concerned. A famous actress hits the downpath, being tabbed as a jinx. Every man who falls for her, including her husband, is ruined. She withdraws, feeling herself dangerous to her friends, and takes to drink. She's found in a dive by a young architect who tries to bring her back to the heights, but is ruined himself in the process. He tells her a few things, and she, loving him, decides to pay for her own happiness instead of allowing others to hold the bag. She therefore throws over the architect, regains stage success and devotes herself to making her husband happy. He has been crippled by her in an auto accident.
CAST—Bette Davis, Franchot Tone, John Eldredge, Margaret Lindsay, Allison Skipworth, Dick Foran and others. You have to be a good actress in order to enact a good actress; that's where Davis falls down. Others okeh, considering the soggy material in which they're forced to wallow.
DIRECTOR—Alfred E. Green. Hysterical direction.
AUTHOR—Story and screen play by Laird Doyle. A meritless job. Story drops on the screen like wet dough. Dialog seems a collection of speeches rejected by Dion Boucicault as being too ridiculous for his Victorian melodramas.
COMMENT—Preposterous.
APPEAL—The large audience of ribbon clerks may love it.
EXPLOITATION—If you don't mind some acute pangs of conscience, play up Miss Davis as a great actress.

"HITCH-HIKE LADY"

(REPUBLIC) **RELEASE DATE**—December 18.
TIME—76 minutes. **PRODUCER**—Victor Zobel.
PLOT—Mrs. Amelia Blake, an unemployed, impoverished housekeeper, living in an English suburb, unexpectedly receives a legacy of 100 pounds. She sails for America to see her son, a jailbird, who has led the old lady to believe he is the proprietor of El Rancho San Quentin. Quickly running into financial difficulties in New York, Mrs. Blake falls in with a party of California-bound hitch-hikers. After many humorous vicissitudes the goal is attained. Mortimer Wingate and Chuck Regan, a couple of "con" men, are so taken in by Mrs. Blake's simplicity and kindness that they get the son out of jail and establish him on a real ranch just before the mother's arrival. Sufficient love interest provided by Jimmy Peyton, a nomadic salesman of autotrailers, and Judith Martin, one of the hitch-hikers.
CAST—Allison Skipworth, Mae Clarke, Arthur Treacher, James Ellison, Warren Hymer and others. Skipworth very appealing as Mrs. Blake; Ellison and Clarke effective as romancers en route; Treacher and Hymer irresistibly funny.
DIRECTION—Aubrey Scotto. Deserves an encore for this one.
AUTHORS—Story, Wallace MacDonald. Screen play, Gordon Bigby and Lester Cole.
COMMENT—A thoroughly amusing comedy with a rich dose of sentiment. Does not grow maudlin.
APPEAL—Wide.
EXPLOITATION—Shots from the picture and some of the names.

"FANG AND CLAW"

(RADIO) **RELEASE DATE**—December 20.
TIME—76 minutes.
PLOT—A record of Frank Buck's latest animal-collecting expedition to the jungles of Malay and other parts of Asia, with the famous zoo master of Amityville narrating the how, why and wherefore. Highlights of the film are the rescue of a native and a young rhinoceros from a couple of hungry tigers, together with the trapping and snaring of various live stock, including a bird of paradise, a herd of antelope-like nilgai, two pythons, a troop of monkeys, a crocodile and a tiger of unusual size, which, strapped to an improvised bed of boughs, is lowered over a cliff and transported precariously thru miles of jungle.
DIRECTION—Frank Buck. If the thrill spots are phony they are certainly well done.
AUTHOR—Frank Buck.
COMMENT—No novelty to this type of film any more, but still very interesting. Details of making camp, providing and caring for the animals, etc., add considerably.
APPEAL—Jungle and animal addicts.
EXPLOITATION—Usual stuff—Buck's name—and shots of film.

"ANOTHER FACE"

(RADIO) **RELEASE DATE**—November 23.
TIME—70 minutes.
PLOT—A killer gets his face changed and then tries to get into the movies. He is mistaken for a scion of blue bloods and everyone fawns on him—tho he's a lousy actor—until one of the nurses who assisted at his operation comes on the scene. The rest of the film is concerned with the efforts of the studio press agent to keep the gal locked up until he can stage-manage the capture for the newsreels—surely any press agent's dream. The gal gets away and things go wrong, but the word slinger finally captures the badman up on the grid somewhere, amid a cloud of tear gas. Romance is between the press agent and a gal star who's left holding the bag as he goes after stories. Clinch at the end.
CAST—Wallace Ford, Brian Donlevy, Phyllis Brooks, Alan Hale, Molly Lamont, Erik Rhodes, Addison Randall and others. Donlevy stands out with a grand comedy-heavy characterization as the killer. Hale also scores as the studio chief. Ford just about okeh as the p. a. and Brooks cute as the star. Lamont displays a nice personality as the nurse.
DIRECTOR—Christy Cabanne. Spoils an otherwise good job by a few obvious and unnecessary touches.
AUTHORS—Screen play by Garrett Graham and John Twist from an original by Thomas Dugan and Ray Mayer. A good routine job done around an idea that might have been more than just routine.
COMMENT—Okeh comedy meller.
APPEAL—General. Should go well on the doubles.
EXPLOITATION—General situation suggests flock of stuff—double-face contests, etc.

Performers Win in Battle For Less Hours in Theater

New York and Brooklyn houses agree to 1 o'clock call and 1:30 curtain—goes into effect New Year's Day—to sign contract momentarily—BAA to help Midwest people

NEW YORK, Dec. 28.—On the tail-end of the year the Burlesque Artists' Association scored another improvement for the performers in the burlesque field by winning out in its demands for less hours in the theater. Tuesday night the BAA received word that the managers of the local and Brooklyn houses had agreed to performers reporting at the theaters at 1 o'clock in the afternoon for a 1:30 curtain and for the curtain to come down at 11 o'clock at night. In the continuous policy houses the performers currently report at 11:30 in the morning, the new schedule giving them an extra hour and a half to themselves. It is expected that the new schedule will go into effect New Year's Day, following the midnight shows of the day previous.

Word of the managers acquiescing to the BAA's demands came by telegram Tuesday night signed by Sam Scribner, head of the Eastern Burlesque Managers' Association. Monday the BAA had sent word that it would wait for word from the managers until the last mail Tuesday night before it considered that the negotiations between both organizations were at an end. The managers, thru their attorney, Jacob I. Goodstein, felt that the new schedule should go into effect this Friday, but the BAA asked for a New Year's Day start.

The BAA had been insistent on the 1 o'clock call with a half hour before curtain time and the managers had

(See PERFORMERS WIN on page 25)

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The Sophisticated — Personality

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PERSONALITY PLUS TALENT.

MURRAY LEWIS

Fast, Low, Eccentric Comedian.

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New Year's Greetings

ANN CORIO

Imitated by Many - - - Equaled by None

U-NOTES

By UNO

JAMES O. WALTERS and Viola Spaeth, capable team, first time in New York last season since 1931-'32, have become wonderfully versatile during their absence. Recently had their salary raised on the Indie Cir.

RAE SHATTUCK closed with *Oriental Fantasies*, a vaude unit, and is now a feature at Ye Park Tavern, South Plainfield, N. J., a nighty.

BILLY TANNER, former burlesque top-notch comic and boss of Tanner's (See U-NOTES on opposite page)

Burlesque Review

Apollo, New York

(Reviewed Tuesday Afternoon, Dec. 24)

Allen Gilbert's production at the Apollo this week is a newly costumed affair which aims, with moderate success, at achieving a festive atmosphere in keeping with the season. The presentation as a whole is good entertainment, the high spots being a well-matched chorus of 13 with more than average stepping ability; Bobby Morris, a really funny comic; Carrie Finnell, who does an ex-cruciatingly humorous strip number, and some five or six assorted teasers who did right well by the boys.

Some of the production numbers are fairly ambitious, well staged and dressed. The *Birth of the Blues*, which combines the old DeSylva-Brown-Henderson music with interpolations of Gershwin's *Rhapsody in Blue*, deserved a better hand than it received at this showing. *Top Hat*, a flashy number with lots of eye-appeal, shows the precise stepping of the line to best advantage. As usual, however, the audience was too blasé to give the girls much of a break.

Co-featured comics are Morris and Sam Raynor, with the first mentioned holding up the heavy end and doing a good job of it. Murray Briscoe straights for Raynor, and Charlie Harris does the rest of the feeding. Funniest bit, inci-

dentally, is a court scene with very little smut.

Strippers have plenty of what it takes. They are Maxine DeShon, Evelyn Myers, June St. Claire, Mary Joyce, Joan Lee and Connie Fonslau. St. Claire stopped the show, while most of the others scored one or two encores.

Paul Neff, juve, is exceptionally pleasing with his singing and tapping. Business very good at this catching. P. A.

Rialto, Chicago

(Reviewed Friday Evening, December 27)

This house continues to be the only first-class burlesque theater operating here, with the result that the seats are pretty well occupied at every performance. One of the best shows seen here in a long time is on tap this week and Fred Clark is still performing miracles with the short-depth stage in the way of production numbers, some of which would do credit to a much larger stage. The comedy, too, seems to be funnier this week.

The show, *Scandals of 1936*, opened with a flash setting of silver steps and drapes and utilized the chorus working to *The Lady in Red* and Marion Morgan and Mary Murray. Bob Ferguson, new addition to the comedy ranks here, followed with a funny shooting scene, as- (See Burlesque Reviews opposite page)

Burly Briefs

CHARLES COUNTRY, comedian at the Rialto, Chicago, is sporting a new gas buggy. Incidentally, Country and Kenny Brenna are working their third consecutive season together under the management of N. S. Barger. . . . Jack Lamont opened at the Gayety, Milwaukee, December 28, succeeding Bob Ferguson, who is now at the Rialto, Chicago. . . . George Pronath, producer at the Irving Place Theater, New York, was in Chicago for

the holidays visiting his folks. While there he engaged Dorothy Dee, thru Milt Schuster, to open at the Irving Place Theater in February. . . . Will Hayes and Jerry Myers closed at the Garrick, St. Louis, December 28. . . . Cress Hillary left the Roxy, Cleveland, December 26.

MOE COSTELLO may have a theater of his own before long. . . . He's giving a couple of houses the o. o. . . . Rags Ragland left the Eltinge, New York, Thursday night and he's due to go into the *New Faces* show, which will also have Gypsy Rose Lee. . . . Artie Lloyd went back into Minsky's Gotham, New York, Sunday. . . . He recently played there for more than 40 consecutive weeks. . . . Bimbo Davis and Estelle Montillo closed at the Gotham Saturday night after four weeks. . . . They're due to go into a Brooklyn house. . . . Little Betty King jumped into the role of stripping principal from the chorus at the People's, New York. . . . Joan DeLee closed at the Eltinge, New York, Thursday night and was succeeded by Fritzi Bey. . . . Frank Silk closed at the Garrick, St. Louis, Friday and headed back to New York. . . . Ritz Zane is ailing at the Hotel Victory Annex, Detroit.

ANNETTE, slated to open on the Indie Circuit last week, postponed her opening to jump into the cast of the Star, Brooklyn. . . . Jeryl Dean opened there Friday also, both having been placed by Nat Mortan. . . . Russell Trent was another addition to the Star cast Friday. . . . Lester Montgomery replaced Grover Franke as number pro- (See BURLY BRIEFS on page 25)

Miami Beach House Opening in Doubt

NEW YORK, Dec. 28.—The Minsky-Weinstock seasonal venture with burlesque in Miami Beach is not expected to be launched this season, according to report. Morton Minsky, when queried yesterday, said he could make no statement. Plans were made for this opening, a company being lined up and some rehearsals held, and it was expected to open about January 15.

Max Rudnick, one of the operators of the Eltinge here, was a visitor to Miami Beach last week and remained there for only a few days. It is understood that he went down to look over the possibility of entering the burlesque field there himself.

Park, Boston, Colored Shows

BOSTON, Dec. 28.—The Park Theater here, recently harboring burlesque shows, is now a colored stock house, the Minsky-Weinstock firm in New York still operating. New policy opened Christmas midnight. Danny Davenport booked the show, and Max Michaels is still at the house as manager.

CHARLES ROBINSON

Featured Comic with Buddy Abbott Unit

PAUL NEFF

Singing, Dancing and Sensational Juvenile. Thanks to ALLEN GILBERT & THE WILNERS.

BOB ALDA

Straights and Baritone at the Eltinge, N. Y. C.

CAROLYN WELLS

THE SWEETHEART OF BURLESK.

DANNY JACOBS

PRODUCING — STRAIGHT MAN
Now at the Star, Brooklyn.

MARY "MARVA" BROWN

Talking, Stripping, Singing Exceptional.

THE HIP-SWINGING SENSATION.

LORRIE LAMONT

Artistic Strip Specialties and Straights.

DUDLEY DOUGLAS

Straights With HERBIE FAYE, Indie Circuit.

MIKE SACHS and ALICE KENNEDY

Enjoying a Pleasant Season with Minsky Shows.

MARGIE WHITE

PERT, PERSONABLE AND PLEASING.

BETTY-MACK SISTERS—SHIRLEY

In Dances, Assorted, Including Acrobatic and Modernistic.

SUGAR—KAYNE SISTERS —BEE

Singing and Dancing Specialties and Strips

KITTY (SEIFERT) CAMPBELL

THAT GORGEOUS RED-HEAD

BETTY KING

THE TITIAN TEASER
Direction Nat Mortan

JOAN DEE LEE

The Blonde Temptation of Burlesk.
Direction NAT MORTAN.

JERRY BRANDOW & DAY SUNNY

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

WALT STANFORD

THE VERSATILE COMEDIAN.
Rep. TOMMY LEVENE.

DAWN DE LEES

THE IRRESISTIBLE MAGNET.

BEBE TOBIN

Show Stopping on the Independent Cir.

JEANNE WADE

STRIPPING AND TALKING.

Joe Spiegelberg Dies in Crash

ATLANTA, Dec. 28.—Joe Spiegelberg, veteran theatrical booker and who formerly headed the old Spiegelberg Circuit thru the South, died in an auto crash here shortly before midnight Christmas Day.

He was pronounced dead upon arrival at Grady Hospital here, after being taken there by police following the crash of his automobile into another machine. Hospital physicians said that Mr. Spiegelberg bore no external injuries and it is believed he died of heart failure either before or immediately following the crash. Driver of the other car was uninjured.

The deceased for many years operated the Spiegelberg Circuit, with headquarters in the Flatiron Building here. He booked tabloid attractions in practically every important city in the South and his name was a byword where tabloid performers congregated.

At the time of his death he operated the Georgian Tavern, this city, in conjunction with George Campbell. More details in Final Curtain, this issue.

John Dailey Tab Is Set On Two and Three-Nighters

PITTSBURGH, Dec. 28.—John Dailey, local booker and producer, has organized a new tab which he is breaking in at the Rialto Theater, Beaver Falls, Pa., New Year's Eve. He reports that seven weeks of two and three-day dates have been lined up in this territory and more time will be filled in houses in Ohio, West Virginia and Western Pennsylvania.

Labeled *Varieties on Parade*, the show features the Four Commanders (Bill and Jack Elder, John Fahenstock and Bobby Weaver), song quartet; Madeline and Stevens, dance team; Don Wirth, aerialist; Priscilla Cook, modernistic dancer; Betty Carson, Lillian Reynolds, Betty Jane Burton and Audrey Yates, tap dancing quartet, and Frank Cervone's Orchestra.

George Tyson's Revue Set for Warner Houses

PITTSBURGH, Dec. 28.—George Tyson, Pittsburgh showman and executive of the Harris Amusement Company here, has re-organized his *Miss America* tab and lined up a string of Warner house dates in the Western Pennsylvania, Ohio and West Virginia territories. Show opens in Sandusky, O., New Year's Eve as the *American Venus Revue*.

Among the featured performers are Henrietta Leaver (Miss America of 1935); Harris and Coffey, harmonica team; Roy and Ken Paige, knockabout act, an eight-piece ork and a line of eight girls. Individual specialties from the line are offered by Clair Cupps, June Powellson, Madeline Straine, Gay Sergen, Jeanne Bushey and George Conley. Ruthie Miller staged all dance routines.

Worcester's Stock Cast

WORCESTER, Mass., Dec. 28.—The Worcester Theater here starts its new stock policy Monday, having switched from its policy of playing the Independent Circuit shows. Principals in the stock company will include Frank Penny, Al Pharr, Murray Lewis, Buddy and Betty Abbott, Frank Scannel, Phyllis Vaughn, Madline Winters, George Kay, Betty King and Dolores Weeks. Chorus includes Violet O'Brien, Toni Leary, Mitz Lee, Claire Cassert, Celeste Stewart, Jean Taylor, Babe Cummings, Claire Murray, Dorothy Cremons, Queenie Darrah, Marie Martin, Ruth Lawrence and Edna Miller. Freddie O'Brien is the house's number producer.

Gayety, Minneapolis, Reopens

CHICAGO, Dec. 28.—After a two-week holiday closing the Gayety Theater, Minneapolis, reopened today with an entire new cast furnished thru Milton Schuster here. The new company includes Ann Norton, featured woman; Fred Walker, Sam Mitchell, Frank and Winnie Smith, Rance and Gordon. Rooney and Beauville, Ginger Sherry, Barbara Bow, Carmen and Mario and a line of 16 girls. Howard Evans has succeeded "Chuck" Gregory as producer.

Tab Tattles

JACK (COO COO) MAHONEY, the comic, wants his many friends to know that he's very much alive, despite reports to the contrary. Jack, it seems, was badly bungled up in an auto crash in Buffalo, N. Y., about a year ago. As the reports made the rounds they became more serious until, after a few weeks, they had "Coo Coo" dead and buried. Jack is now active in the old stamping grounds—Buffalo. Bobby Jones, formerly band leader and emcee with Paul Reno, is now in his ninth week at the Cameo Club, Portsmouth, O. . . . Lew Beckridge, who for many years had his shows out over the Spiegelberg and Sun times, writes in from Brooklyn, his home town, to say that he has landed a job putting on shows for the federal theater project. "I've got a cinch of a job and it pays damn good money for these days," Lew pens. "I may put out a tab next season." Beckridge has been out of the game for the last four years. . . . The tab editor is holding an important message for Jimmy Doyle, the bass singer. Shoot in your route, Jimmy. . . . Eddie and Babe Mason and Eddie's son, Val-jean Mason, of Milwaukee, spent Christmas with the Sachs Trio in Cincinnati. Eddie put in the two days before Christmas working pens at a downtown Cincinnati store for his old friend, Charley Courteaux, crackerjack pitcher and erstwhile tabster.

MACKIE McLEAN is organizing a tab in St. John, N. B., to tour the maritime provinces in that section. He will handle the comedy end. . . . Eddie Lambert, comedian, is heading the new unit, *Smile at Me*, which broke in at the Hershey Theater, Hershey, Pa., recently. Featured with him are Vito and Piri, dancers; Murray Parker, hooper; Rogan and Barlow, "society ruffians"; Sally Winston, Ray Wolbert, Dorothy Denton, John Aldo, the Moran Brothers, Minto Olmstead and a line of 12 Danny Brennan Girls. . . . Cotton and Chick Watts were tendered a party at the Roxy Theater, Knoxville, in honor of their wedding anniversary December 17. Mack Macpherson was the host and all the members of the Watts tab were guests. The food and beer were featured. . . . Bob Greer, comedian, is in his 11th week with Roy (Bozo) Davis tab at the Ramona Theater, Phoenix, Ariz., and expects to remain there all winter. . . . Jasbo Mahon is in Phoenix, Ariz., "resting up." . . . Vic Faust, Swiss bellringer of vaude and tab and for the last six summers a feature with the Bryant Showboat in Cincinnati, left the Queen City the day before Christmas for Detroit where he will remain indefinitely to work the night clubs. Vic has been working the Cincy spots since closing with the Bryant craft early in November. . . . In the roster of Roy Davis' *Rhythm Steppers* at the Ramona, Phoenix, Ariz., are Roy Davis, Bob Greer and Roy Hughes, comedians; Gracie Porter, soubret; Ricca Hughes, characters; Jack Moore, straights, and Dolores Hunt, Rex Whalan, Joy Johnson, Opal Mullins, Vula Hall, Cleo Gately, Aline Waggoner and Johnny Johnston, chorines. Chuck Rodman leads the five-piece ork. This is Davis' second season there.

GENE (HONEY GAL) COBB'S new unit, *Toppin' Tops* of 1936, now in its fourth month, played the Capitol Theater, Atlanta, last week, where the entire company was tendered a grand Christmas dinner by Lucas & Jenkins, Capitol operators. The party was held at the Hotel Henry Grady, with eggnog, turkey and all the trimmings predominating. In the *Toppin' Tops* roster are Gene Cobb, comedian; the Orloff Trio, ballroom and adagio dancers; LeRoy and his Pals, canine act; Healy, Miller and Wilhite, tap dancers; Haze Scott, songstress; Flo DeVeré, acrobatic dancer, and a seven-piece ork. Unit has been meeting with much success thru the South for L. D. Kemp, Lucas & Jenkins and Gus Sun. Rene Mahar and Jack Keating, after three weeks at the Cafe Royal, Newark, O., have opened at the Club Ark, Dayton, O., booked by Ernie Creech, of the Gus Sun office. . . . Jim Bova, erstwhile tab comic and manager, continues to get a good play at his spaghetti emporium on Cincinnati's main stem—just across the street from the Empress, the town's burlesque house.

Jig Watson Begins Tour Of Maritime Provinces

ST. JOHN, N. B., Dec. 28.—Jig Watson has reorganized his tab revue with George Martin as director and after a week's engagement at the Empire Theater here started out on a tour of the maritime provinces. Unit has been tagged *Melody on Parade*.

Principal comedy is handled by Watson, assisted by Pep McGorman and Ronnie Peters. Jerry Turner is emcee. Others in the company are Louis Lee, yodeling cowboy; Scott McKenzie, monopedic dancer; Pep McGorman, singer; George Martin, singer, and Ted Davis and his six-piece orchestra. Nan Conway designed the costumes.

Chorus comprises Mildred Wilson, Helene Thompson, Edith Jones, Dorothy Perry, Margaret Miller and Dorothy Alcorn. Louis J. McCourt is stage manager.

BURLESQUE REVIEWS—

(Continued from opposite page)
sisted by Bert Saunders and Mary Murray.

Other comedy scenes had Charles Country, Kenny Brenna, Dorothy DeHaven, Marion Morgan and Jack Buckley. The married-couple scene got lots of laughs, altho some of the business in it is very low-down. The balloon scene between Brenna and Morgan also had them laughing, as did the girl-game business with Brenna, Buckley and Ferguson.

Dorothy Maye, attractive brunet, was the first of the strippers, who was followed by Marion Morgan, whose manner of working is fast and snappy; Kitty Ellis, platinum blond teaser, who is featured in the electric lights, and "Peachee" Strang, whose specialty is a shimmy strip. All got their share of applause.

Among the other production numbers was *My Jewel Lady*, a sparkling idea, with Buster Lorenzo singing, the girls doing a novelty routine while laying on the floor and featuring the exotic dancing of Dagmar and a posing background; the build-up number for Kitty Ellis and the finale. The chorus did a sitting routine and a pleasing number, in which they represented street cleaners and did a marching drill. Dorothy DeHaven did all the singing for the strip and production numbers over the public-address system. F. LANGDON MORGAN.

Follies, Los Angeles

(Reviewed Friday Evening, December 20)

Esther Bert owns the show at the Follies this week. When she is on the stage the house is in an uproar of enthusiasm. Her strip numbers are wildly applauded and the patrons will not be satisfied until she has taken at least a dozen curtain calls. Shapely, blond and possessing a winning smile and personality, Miss Bert has developed into one of the best performers seen here in years. During the several months she has been at the Follies she has held the patronage up to a particularly high level for this season of the year. Her singing closely resembles that of Billie Holliday, Brunswick recording artist, with Teddy Wilson and his orchestra. Specializing in hot numbers, she puts them over with a bang and knows just how to do the undress act to get the boys with her.

Show this week is strong on musical numbers with very few comedy bits that will bring forth a laugh. Eddie Collins, head comic, now in his third year at

the Follies, succeeds in building a few stale sketches into laugh material, but balance of the bits and blackouts are so-so. Assisting comedians include George Clark, Joe Yule and George Lewis, a newcomer to the Follies stock.

Strip contingent, led by Miss Bert, consists of Jean Kelly, Mae Reed and Hazel Bernard. Of the four Miss Bert is the only one that seemed to create an audience interest.

Straight men and juveniles include Parker Gee, Bob Freeman and George Crump. Marie Theresa is an excellent prima donna and does nice vocal work on *Here's to Romance*, spectacle number with all of the line girls in an art display.

Thirty girls prance in the chorus and a new 10-piece band is in the pit. Paul Locke and George Clark are producing. PAUL BLACKFORD.

U-NOTES

(Continued from opposite page)

Inn, now managing the Ringside Bar and Grill on Eighth avenue, New York, owned by Harry Finkelstein, who is the hubby of one of the Phillips sisters, and where a grand opening was held December 23, with many burlesquers and other showfolk present to enjoy lots of whoopee.

ANN MYERS, former burlesque ace, writes from Hollywood, Calif., via Christmas greetings: "For those I think of and hope have not forgotten me, 3,000 miles have not deadened memories. Some of my old pals I cannot locate, but thru you and *The Billboard* I send this message. Good luck and good health to all of my old gang—God bless them. That goes too for John and Joe Jermon."

BOOTS BURNS, singer and stripper, featured in many Western burlesque houses, writes Jean Caton that she is due in New York soon to make her debut in the East for still another Minsky great.

EILEEN HUBERT, Natalie Cartier, Rose and Joe Turro, Jean Remington, Terry King, Marian Bell and Ellen Roberts constitute eight of Paul Marakoff's prize chorines at the Galety, New York, who got big rounds of applause all of Christmas week for wonderful precision steppings in a nifty military routine.

MRS. SID FIELDS, driving home from Hollywood, met with an accident in Texas when the family car skidded and turned over three times. No physical hurts but machine damaged \$300 worth.

PAT WHITE, thru his Christmas greetings, sends word from Hollywood, Calif., he is recovering and getting along nicely.

JEAN DELMAR, of the Star, Brooklyn, chorus, given an opportunity to lead a strip number and looks like still another new burlesque principal.

SANTA CLAUS very much in evidence after the night show of *Big Review* (Indie Cir) December 24 at the Hudson, Union City, N. J. Grab bags filled with gifts from principals to chorines were emptied and a real joyous Christmas spirit prevailed. Barbara Janis received a diamond ring from hubby, Herbert Faye. Also a load of gifts from Lolita, who was a generous Santa to the rest of the troupe. Manager Sam Kroll got a pencil and fountain pen set from the chorus, and Jeanne Wade a

(See U-NOTES on page 58)

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THE vaudeville market is so cockeyed these days, so much is vaudeville a straw in the fickle winds of chance that even the men who are supposed to be running the works can't tell you today what is on the pan for tomorrow. Until last week the outlook was dismal. Then came definite word about the re-installation of vaude into the RKO Jefferson and whisperings of Loew restoring vaude in several of its big ones, including the Metropolitan, Brooklyn. So immediately the oft-discredited seers began predicting the greatest revival of vaude in the history of the show business. Maybe they're right. They aren't taking any chances at that. The selfsame prophets have been heralding a return of vaude ever since the day the first theater in the country began advertising the feature in 100 per cent letters and adding as an afterthought "Also Vaudeville."

We're kind of sick about all this pointless talk of vaudeville coming back by those who are too durned lazy to inquire into the whys and wherefores of the proposition. We continue to maintain as we have done all along: that as long as they continue to beat around the bush with Bank Nights, Screeno, Sweepstakes and other forms of lotteries and as long as they try to satisfy the public's demand for stage attractions by serving up amateur shows, vaudeville will be as far from coming back as we are from our first million.

If Hollywood is as smart as its subsidized essayists would have Mr. and Mrs. Fan Magazine Buyer believe, and if the radio big shots are as sensitive to the demands of the future as their solemn pronouncements declare, vaudeville would be getting the full benefit of the resources of these enormously rich and powerful fields. These industries—films and radio—need vaudeville more than the poor hoofer counting his last pennies until they put him in a relief unit. There's no use kidding ourselves. Vaude will not come back unless the radio folk and the picture men with interests in theaters make up their minds to underwrite the project. When they do the amateurs will be sent back to their gas pumps, lathes, store counters and typewriters and the lottery idea geniuses will have to delve into new fields for their business.

THE American Federation of Actors deserves the support of actors, agents and bookers in its move to standardize contracts between clubs and theaters on the one hand and performers on the other. Few actors realize until they run up against trouble that the slips now being issued by many of the smaller offices for club and theater dates are not worth more than the paper they are written on; that these are not contracts and therefore the employer or the booker is not obligated in any way to the actor. The adoption of a standard contract—by force if necessary—will mean that the small fry will play the game according to Hoyle. The actor might say what he wants about the circuits controlling the major booking offices throwing out vaudeville heartlessly and actually preventing its return by unfair means. This might or might not be true. It's hard to prove. But the actor has no kick coming as far as the contracts of major circuits are concerned. It's the small guy who is the only offender and if he is made to toe the line the road on which the average actor travels to beget himself a living will be made much easier. It would be wise for performers to bring their so-called contracts to the AFA for advice on their legality. This is one of the ways in which the AFA can successfully carry on its drive, which is one of education as well as reform. For after all, the actor who doesn't know enough to realize he is in a precarious condition can't very well be expected to lend a hand to a move calculated to benefit him as well as his business.

IT WAS a matter of several years ago when we were blowing our little tin horn for an amalgamation or federation of theatrical charities. We were content to let the matter rest when action was taken in the form of the inception of the Theater Authority to pool receipts from benefit percentages for distribution among recognized groups. This is a constructive move theoretically, but it treats of only one element in the situation. Shifting benefit moneys into the right channel is one thing; organizing the detail of collecting money for the various charities is another. There has been so much of a drain on various charities, so much of a drain on the public generally, that unless something is done very shortly to cut down on appeals for funds all of the organizations will suffer irreparably.

Now that the various groups meet occasionally for a discussion of benefit regulation and problems attendant thereto, it seems that an easy step in the progress of this interrelation would be a plan similar to the Federation for the Support of Jewish Philanthropic Societies in New York. Under such a plan the various organizations would combine for fund-raising purposes; each one retaining its individual identity. The moneys collected from one or various drives, benefits, etc., would be distributed on the basis of the budgets of the various organizations. This will eliminate duplication of benefits, solicitation of funds and other activities that are now expensive because of the small scale on which they are conducted.

Our guess is that if something is not done along the line prescribed at once it will eventually have to be done under most distressing circumstances. The important thing, after all, is the welfare of the recipients of the various charities. Nobody can argue with any degree of success that an amalgamation or federation would not achieve the purpose outlined. Several of the religious groups in the theatrical charity field dispense charity in non-sectarian fashion. This being the case, it makes easier the process of amalgamation. Sam Scribner seems to be the likely man to take the lead in a movement for the binding together for fund-raising purposes the various units. We shall watch with interest what he and his fellow-conferes around the Theatrical Authority table will do about it.

SIDE GLANCES * * * * Our indignation against the invasion of the professional field by amateurs rises highest when we contemplate the weekly spectacle at the RKO Albee, Brooklyn : : : Once one of the prize jewels in the big-time setting, the erstwhile stopping place of the biggest names in the show business, now a double-feature grind with amateurs once a week, accompanied by a single condescending pianist : : : If we must say it, even when applied to a disease like amateur showdom, Sollie Schwartz, the Albee manager, conducts his shows with dignity and the best brand of showmanship possible under the circumstances : : : It's not Sollie's fault (as every act that ever played for him knows). He is merely a cog in a wheel : : : Sensitive babies: the pix publicists are all het up about Billy Rose's blasts against them : : : Tough spot for a little man fighting big bullies : : : But maybe Jumbo can be of some help : : : She's done her part nobly thus far from the publicity angle : : : One of the finest examples of radio's mass stupidity is the situation that finds Belle Baker, the greatest singer of her type of the age and a box-office sensation wherever she plays here and abroad, without a network program : : : A smart ether showman would put a Baker on the air regardless of sponsor support : : : Sponsors will come quicker than flies to granulated sugar spilled on a kitchen table : : : But meanwhile the air needs her more than she needs the indulgence of those who are running the works : : : Irving Mills is one of the swellest lads in the show business : : : A feller as smart as any of 'em, too : : : But we were told something about him the other day that forces us to conclude that the best of us (if the truth were told) would not be eligible for Communion : : : We've found out that Mills shares our mortal sin. HE LIVES IN BROOKLYN, TOO! : : :

The Broadway Beat

By GEORGE SPELVIN

SOME one should start a campaign for the annual yuletide reprinting of a Percy Crosby cartoon that appeared as the center-spread of *Life* more years ago than Mr. Spelvin cares to remember. . . . It showed a bright, warm cottage nestled in fields of snow, its windows brightly lighted, Christmas wreaths gaily displayed and a Christmas tree glittering within. . . . In the foreground, standing in the wintry blasts, was a woman in tatters and rags, singing for alms, while a youngster, in shabby, worn clothes, tugged at her skirt. . . . And the caption was: "Don't cry, maw—yer singin' swell." . . . Don Baker, who plays an electric organ at the Hotel Pennsylvania, violates most of the rules for playing, but the organ company officials admit that he gets results. . . . The Theater Alliance is attracting the intellectuals these days with its screening of film classics, followed by forum discussions. . . . The new Russian Troyka opened last week, even tho the interior decoration wasn't entirely finished. . . . Management was afraid that too many postponements might turn out to be harmful. . . . Billy Jackson has turned night-club manager, going into the Bal Musette, now renamed the Little French Casino. . . . Marty White is all excited about his new song, *My Heart Won't Stop Beating for You*. . . . Felix Amstel is the latest violinist-ork leader to operate a night spot. . . . He's a partner in the above-mentioned Troyka. . . . Charlie Weeghman, former millionaire, is trying to make a financial comeback via the night-club route. . . . He opened his Forty Club last week. . . . The signature of "Milos," which is signed to some of the smoother advertising art jobs of the Mills Artists, Inc., is a nom de plume for Sol Immerman, of the Mills advertising and publicity staff. . . . It's the first five letters of his name—If you spell it backwards. . . . The *Jumbo* programs are now recommending other shows to *Jumbo* audiences. . . . In a section headed *Twin Views* the press agents of the town's other attractions are allowed to say their say, one a week. . . . Paul Duke sends Christmas greetings from London, and says that his next stop is the Alhambra, Paris. . . .

Ed Hurley, p. a. and newspaper man, who was supposed to go over to Africa for the Associated Press, didn't. . . . Reason: The AP feels that the war over there is a washout. . . . More prosperity signs: Not only do the stores report the biggest Christmas buying since the height of prosperity, but Christmas bonuses are ranging up into the fat figures. . . . General Motors gave out a whopper bonus, according to reports, and the Wall Street houses increased their holiday gifts to employees this year. . . . Ardele Kloss, secretary to Ben Davis, is a champ ice skater and is trying out for the 1936 Olympics. . . . She's not sure, she says, of making them, but she's certain that she'll be in the 1940 games. . . . Her pop is foreman of the Paramount News developing crew. . . . According to a Spelvin scout, the great majority of the readings for parts in the Leslie Howard *Hamlet* (for which every young actor in town seems to be trying) are execrable. . . . And why shouldn't they be? . . . There's no stock or classical training for the stage any more; all we have are nice young people who can project their egos and their personalities across the footlights in a series of lightweight concoctions. . . . Mike Ames, who deserted show biz—or what was left of it—two years ago to become interested in hotels and hotel operation, has joined the sales staff of the Book-Cadillac Hotel in Detroit as State representative. . . . He says it's as interesting as show biz. . . . New Year's Eve should be the best on the Stem in many, many years. . . . A happy and prosperous New Year to you all. . . .

Chicago Chat

By NAT GREEN

DOING THINGS in a big way seems to have been a characteristic of the 1935 holiday season. . . . The weather man provided the most beautiful white Christmas in years; Chicago was treated to enough new shows to satisfy everybody; the local post office handled twice as much mail as it handled last year, and we're still digging out from beneath the avalanche of greetings received. . . . There are a lot of clever ideas in the greetings—ideas we wonder why we didn't think of. . . . Well, next year—(uh-huh! you've said that same thing for how many years!) . . . At any rate, let's look at a few of the clever ones: . . . Right on top is one that hits you square in the eye—a half-sheet from Billy Exton, with "Merry Christmas and Happy New Year" in box-car type. . . . Next a typical Chinese card (the decorations always make one think of fire-crackers) from Charlie Hugo in Shanghai, inclosed with which was a \$500 bill—"currency for the other world." . . . Gus Van's card has a drawing of Gus on the front, and inside a typical greeting from the "melody man." . . . "This is no bull" W. C. Fleming's card proclaims in a clever design. . . . A pyramid of elephants features Karl Kae Knecht's neat greeting, while that of Klara E. Knecht portrays two clowns calling attention to the "Greetings" inscription. . . . Rubinoff's has his photo on a radio background.

The greetings from Harry Moses, Bill Fields and Bev Kelley portray Judith Anderson and Helen Menken in a scene from *The Old Maid*. . . . Cardini, the vaude card shark, pictures himself shuffling a deck of cards and myriads of balls at the same time. . . . Among distinctive circus greeting received were those of J. C. Donahue, Ralph J. Clawson, S. L. Cronin, Harry Bert, C. W. Finney, Cole Bros.-Clyde Beatty, Dennie and Edna Curtis, Tex Sherman and R. M. Harvey. . . . The Whitmores had a "homey" one—photo of a fireplace and mantel with stockings at either corner and across it "Merry Christmas—the Whitmores." . . . Jonas Perlberg's started off: "Inclosed please find my check for \$1,000 and an order for a new Packard car," but followed with: "That is the way I would like to start this letter—BUT!" etc. . . . L. S. (Larry) Hogan sent a nifty metal calendar along with a season's greeting card. . . . Fred A. Chapman, Ernie L. Richardson and Chet Howell had the "homey" type that included the entire family. . . . The Circus Fans all had "ideas" among the cleverest being those of Ed Shanks, Harper Joy, Harry Hertzberg, Don Howland, Dr. Tom Tormey, Sverre Braathen and Fred W. Schlottzauer. . . . Mr. and Mrs. Walter West, of *This Week in Chicago*, adorned a cover of their publication with their photo, with clever greetings on the inside. . . . There are a lot more we'd like to mention, but it just "can't be did" in the allotted space.

As we write these lines the task is made more pleasant by frequent interludes to delve into the basket of juicy Florida oranges received from Merrill Bros. and Sister, the bag of big, meaty Mississippi pecans from Captain W. H. (Bill) Curtis; occasional glances at the Louisiana holly and mistletoe from "Bill" Hirsch that adorns the office entrance, and, to complete the Southern touch, a cheery greeting from Yank and Dixie Taylor, mailed from—no foolin'—Christmas, Fla.!

Morgan-Helvey Plan Two Shows

JACKSONVILLE, Tex., Dec. 28.—J. Doug Morgan-Neale Helvey Show, which closed its season recently at Lagrange, Tex., enjoyed the best summer business since 1929 and the worst fall season in the history of the show, according to Manager Morgan who, with Mrs. Morgan, is spending the holidays with J. Doug Jr. in Hollywood.

East Texas, in September, was bad due to the rain and late cotton. West Texas gave the show nothing but cold and rain. Show has new motor equipment and a new big top. All equipment is in storage at the show's winter quarters here.

According to Manager Morgan, he and Neale Helvey will have out two shows next season, the No. 1 company opening late in February.

Morgan has had an offer to put his show on the midway at the San Diego Exposition for eight months beginning February 1. He is considering the proposition.

Billroy Show Briefs

RIVIERA, Fla., Dec. 28.—Santa Claus came to town Wednesday and so did Billy Wehle and his gang to reopen after a nine-day vacation. All the folks were eager to get back into harness.

This spot, five miles from West Palm Beach, gave us a comfortable capacity and a receptive audience and the show clicked in grand style.

Several familiar faces were seen backstage Christmas night, among them Clewiston's roving chief of police—Ed Butler, who came laden with presents a la St. Nick but minus the whiskers. Ben Heffner, of the Heffner-Vinson show, was also on hand.

Mr. and Mrs. Archo (Joe the Speed) Farley celebrated their first wedding anniversary in Miami December 18. The ribbers on here are claiming it should have been celebrated in Madison Square Garden.

Mr. and Mrs. Billy Wehle are sporting a new 1936 Cadillac sedan and as a result of the trade-in our bus now boasts of a radio.

Harry R. Swank, of Pittsburgh, mailed a novel and interesting greeting card to Albert and Dolly Crites. The card is a composite photograph of many smaller ones—all "atmosphere" shots of various circuses, tent shows and carnivals—among them Cole Bros., Hagenbeck, Johnny J. Jones and Billroy's Comedians.

JOHN D. FINCH.

Sharp & Floum "Drunkard" Back at Pitt, Pittsburgh

PITTSBURGH, Dec. 28.—George Sharp and Jerry Floum reopened their successful production of *The Drunkard* at the Fort Pitt Hotel Christmas night. The old-time melodrama, a hit here last season, will be on the boards as long as business holds up.

Mabel Kroman, who played the lead in *Why Girls Leave Home* earlier this season, tops the new cast, which also includes Irene Cowan, Robert Gill, Tim O'Shea, Norman Porter, Leon Ward, Peggy Dougherty, Eddie Kapphan, Marylin Pearlman, E. H. Wilkinson and Saul Grossberger. Between-the-acts specialties are offered by Joanne Douglas, Peggy Dougherty, the Florodora Sextet, Virginia Brooks and Bert Layton, Tim O'Shea, Irene Cowan and Eddie Kapphan.

Show is presented nightly except Sundays in the atmosphere of an old-time music hall. The drama unfolds while the customers eat and drink.

Kinsey Players Doing Well At Canton, O., Opera House

CANTON, O., Dec. 28.—Kinsey Players are nearing the end of their third consecutive month at the Grand Opera House here, showing nightly and three matinees and offering two bills weekly.

Monday night, considered the slowest night of the week, has been developed into one of the best by the weekly presentation of amateurs, with cash awards to the winners. Thursday night is another special night when cash is presented to lucky ticket holders. The company last week revived *Uncle Tom's Cabin* with much success. Van Miller is managing director.

Rep Ripples

CLYDE J. WHITE is confined in Ward 1 at the Veterans' Hospital, Johnson City, Tenn., with a kidney stone. He would appreciate hearing from old friends.

DAN F. ROWE and wife, Gertrude Walsh, are still located in San Antonio, where their kiddies—Dan Jr., Gertrude, Marie and Royer—are attending school. They expect to take to the road again when the school season ends.

SKIP DEAN, more than 20 years with tent rep shows thru the Middle West and who always winters in Lincoln, Neb., picked up some loose change thru the Christmas rush playing Santa Claus for a Lincoln store. Skip, who didn't go out last season, has fattened up considerably and didn't need the customary pillow.

DICK LEWIS PLAYERS, who closed for the holidays December 14, are slated to resume their tour the middle of January, working a route thru North Carolina. Banner Man Royster, after the recent closing, motored home behind the wheel of a new V-8 pulling a new trailer.

J. F. LA PALMER writes from Fort Worth, Tex., that the stock company which he has just launched there includes the following: Jack and Beth Arnett, Joey and Mae La Palmer, Luise Allen, Mr. and Mrs. Jimmie Jukes, Ronald McBurney, Jack Clifford and Gene Navarro. La Palmer says that his recent ad in *The Billboard* brought him so many replies that it is impossible to answer them all personally. The heavy response enabled him to organize sooner than expected, he says.

IN LAST ISSUE the name of Carl Savage's wife was given as Amy Lee. It should have read Myrtle Lee. Myrtle, who came into Cincinnati with Lou and Amy LaCledé to spend the holidays, doubled the past week between the Cat and the Fiddle and the Biltmore, Cincinnati night spots. Lou, Amy and Myrtle are planning on rejoining the Billy Blythe Players early in January. Carl Savage is contemplating on going to Tampa, Fla., for the balance of the winter.

Kennedy Sisters' Show Ends Season in Texas

BISHOP, Tex., Dec. 28.—Kennedy Sisters' Show closed its season recently at Lano, Tex., and all equipment has been placed in storage at the show's quarters here. On the 400-mile haul here from Lano the show's six-wheel trailer overturned, with little damage to the equipment.

Mr. and Mrs. Jim Hillingsworth jumped north to spend the holidays. They stopped off at Robstown, Tex., en route to visit with Bill and Beulah Cummings on Stout Jackson's talking picture show.

PERFORMERS WIN

(Continued from page 22)

been trying to secure a compromise of a 12:30 call with 15 minutes before curtain time. The schedule also calls for a 5 o'clock dinner hour for performers, allowing them a two-hour recess. The Gaiety here, not a member of the EBMA, will observe the same schedule.

With this matter settled, the long awaited contract will be signed momentarily. Only two other minor matters have to be settled and it is expected that they will be completed soon. One of the other matters is the problem of chorus girls doubling as principals, the BAA insisting that these girls be given the minimum salary of principals. Also, a transportation dispute is to be aired. The Independent Burlesk Circuit considers Philadelphia as its point of destination and has no desire to pay the fares of performers jumping from here to Philadelphia to join the circuit.

Once the contract matter is out of the way the BAA will center its attention on securing better conditions for the performers in the Midwest. However, the organization feels that in trying to secure these conditions that it will not be guided by conditions here, but instead will take every locality on its own merits. Tom Phillips, head of the BAA, intends making a Western trip shortly.

Kansas City Jottings

KANSAS CITY, Mo., Dec. 28.—Bob Feagin, co-partner with Larry Nolan all summer, is sojourning in the village after the closing of the show. He will join the Tilton-Guthrie Players on their Iowa circle the first of the year.

Marlon Raymond, who departed for Chicago recently to visit friends and relatives, has returned here.

Walter Mars, pianist, has closed with one of the Kelley Masters circles in Alabama.

Harry Dunbar, who closed his Nebraska circle for the holidays, has moved the entire personnel intact to a Southern spot for the balance of the winter.

Johnny Sullivan, formerly in rep, is now publicity manager of Station KFJZ, Fort Worth.

Hugh Ettinger, veteran Midwest manager of one-night-stand fame, is now a permanent resident of Boone, Ia.

Haverstock's Comedians are making tentative arrangements to play a stock date at Cleburne, Tex.

Cliff Carl has appointed Gus Locktee acting manager of his Kansas circle during his absence. Mr. and Mrs. Carl will rest at their home in Council Groves, Kan., for an indefinite period.

George B. Fluhrer has taken over the Tennessee circle which was launched and formerly managed by Allen Fisher.

Walter Price, who recently closed with the Billy Trout stock in Topeka, Kan., has joined the Mal Murray merry-go-round in Kansas.

Let Ole Do It, a one-nighter launched recently by George Engesser, closed suddenly last week in an Oklahoma spot due to illness of Mrs. Vates Engesser, who departed hurriedly to her home in San Antonio to undergo an operation.

Eddie and Dione Gardner, formerly with Dixiana Showboat in Chicago, spent the holidays in Topeka, Kan.

Larry and Madlin Nolan have joined the Ross Robinson stock at the Capitol Theater, Topeka, Kan.

Herbert Walters, manager of Walters' Comedians, will launch a company in January to play theaters until early spring.

Pete Wight, who arrived in the village recently after closing with Scotty Greenhagan, has joined Cliff Carl's Comedians.

Arthur Kelly, comedian with the Ted North Players, spent his Christmas vacation in the city.

Nell McCoy, rep ingenue, is now working in New York.

Nona Nutt, who trouped with Frank Smith all summer, spent the holidays at Independence, Mo.

Emil Conley, who recently closed with the Dixiana Showboat, Chicago, has joined the John Caylor show in Minnesota.

Tom Blake, who trouped last summer with Billy (Toby) Young, is at home for the winter in Liberal, Kan.

George Kleber is making tentative arrangements to launch a circle in Minnesota.

Herschell Weiss and S. G. Davidson have been engaged by the Resident Theater here to play principal parts in its forthcoming production of *Othello*.

Everett and Mae Evans have joined the Princess Stock Company, touring in Arkansas.

Harry Page, after closing with Scotty Greenhagan, is spending the winter at his home in Illinois.

Bob and Ethel Marley have forsaken the business and are now connected with the State Hospital in Nevada, Mo.

John Morris has joined the McOwen Stock Company, which is scheduled to open at an early date in Phoenix, Ariz. R. M. McCluskey, former Midwest manager, is now in the mining business at Ouray, Colo.

Nell Fletcher, former leading man with the Madcap Players, is now announcing for a radio station in Tyler, Tex.

Dell Post has closed with the Caylor Players in Minnesota and was replaced

Stock Notes

REGIS JOYCE, formerly with George Sharp's *Drunkard Company* in Pittsburgh, has landed a role in Harry Moses' forthcoming Broadway production of Zoe Akins' *O Evening Star*.

SUSAN POWERS, formerly with the Bellefield Players in Pittsburgh, is now working in the New York production of the *First Lady*.

by Emile Conley, formerly with the Dixiana Showboat, Chicago.

Dick Gaedke, former rep actor, is now located in Fort Worth, Tex., where he is engaged in commercial lines.

Neill Helvey, who has been associated with J. Doug Morgan for some time, sojourned briefly in the city this week en route to a Northern spot. It is reported here that Helvey has severed his connections with Morgan.

Palmer Dunn, former rep ingenue, has forsaken the business and is now conducting a dress shop in Independence, Mo.

Cliff and Mabel Malcolm motored to the city this week from Minnesota, where they have been trouping with the John Caylor show. The Malcolms will go places and see things in a warmer climate after the first of the year.

Frank Capp, Baker-Lockwood traveling man, is in the village for the holidays. He will depart for the West Coast the first week in January.

Dell and Flo Phillips have closed with the Ted North Show. It is understood they are joining the McOwen Stock in Phoenix, Ariz.

Al Lindberg has closed with the Mickey McNutt merry-go-round and is at home in Illinois.

Jack Latham, formerly with Midwest rep attractions, is now located at Port Jervis, N. Y.

Al Martin, rep musician, is engaged in the night-club field here.

Art and Mae Newman have closed with the Harry Hugo show, trouping in Nebraska.

Earl Newton is making tentative arrangements to launch a company of players to troupe on the West Coast.

Neill Helvey Players are rehearsing to play a permanent stock date at the Waterloo Theater, Waterloo, Ia.

BURLY BRIEFS

(Continued from page 22)

ducer at the Eltinge, New York, last week. . . . Billy Biber is opening a booking office in Miami. . . . Mae Brown closed a long engagement at the Rialto, Chicago, last week and went into Colosimo's in the same city. . . . Sister Mary Marva Brown is at the Gaiety, New York. . . . Gay LaBar and Lester Mack closed at the Gaiety, New York, Thursday and opened the next day further downtown at the Irving Place.

DAVE KAYNE, former ticket taker at the Hudson, Union City, is now company manager of *Record Breakers*, Indie show, succeeding Hughie Mack, who is managing the Emple, Newark. . . . Joan Arnold, former Eltinge, New York, showgirl, has principal ambitions. . . . Connie Fonslau, Rags Ragland and Murray Briscoe, at a burlesque eatery the other evening, took up a collection to feed needy performers. . . . Six showgirls were dropped by the Eltinge, New York, Thursday night. . . . Two of them, Katherine Rayden and Peggy Davis, went over to the Minskys. . . . The other four moved over to the Star, Brooklyn. . . . Charlie Robinson joined the cast of the Oxford, Brooklyn, upon his return from his dad's funeral. . . . Jack Montague closed a four-week run at the Hudson, Union City, and is now rehearsing with an Indie show.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

ADE DUVAL and the missus, now in their second year in Europe with their *Rhapsody in Silk* turn, concluded a several weeks' engagement at the Arena, Copenhagen, Denmark, December 20, and returned immediately to London to open December 23 on another string of English dates. The Duvals are extremely proud of their recent engagement at the Wintergarten, Berlin, where they scored the biggest hit in Europe to date, due in a great measure to Ade's ability to do his entire routine in German. On the second day of their engagement there they were re-engaged for next year. They open at the ABC Theater, Paris, February 21, for a three weeks' run. "Copenhagen was a surprise to us," Ade pens. "It had always sounded like Eskimos and icicles to us, but instead we found a modern city with shops like Fifth avenue."

GLENN POPE AND ANN, American magicians, are at the ABC Music Hall in Paris.

FREDDY WADDINGTON, magician, is at the Palais Berlitz in Paris.

OFFICERS AND MEMBERS of the Golden Gate Assembly No. 2, Society of American Magicians; Caryl S. Fleming, president of the Pacific Coast Association of Magicians; Ray Gamble, president of Tacoma Ring, IBM, and members of the Oakland Magic Circle, including Jimmy Muir, its president, journeyed to Reno, Nev., December 7 to put on a mammoth magic show at the Civic Auditorium there. The performance drew a packed house. The show was opened by a message of welcome delivered by one of Nevada's former governors, after which Jimmy Muir, who served as emcee, introduced Caryl S. Fleming, Doug Kelly, Ray Gamble and Leaf McManus, presidents of the Pacific Coast Association of Magicians, Golden Gate Assembly No. 2, Tacoma Ring and Reno Assembly, SAM, respectively. The West Coast magi were guests after the show at a dinner and entertainment held at the exclusive Reno Country Club. Later the visiting magicians took in the various gambling houses and other places of interest. The following afternoon (Sunday, December 8) the Golden Gate Assembly No. 2, Doug Kelly presiding, installed the new Reno Assembly as the youngest member of the SAM family. After the installation a visit was made to Carson City, Nevada's capital.

CARRINGTON AND COMPANY are at the Capitoile in Bagnolet, Paris suburb.

LEMONT THE MYSTERY MAN entertained at the many Denver orphanages during the holiday season. He is assisted by Mrs. LeMont and son, Bill.

THEO H. ARNOLD, mentalist, is laid up in Owensboro, Ky., as the result of a heart attack.

ROBERT WIZARDO, of Turnbull and Wizardo, gives us the lowdown on things magic in the Toronto, Ont., area. He reports that Wilson the Magician (Val Halle, of Winnipeg) is back in Toronto and recently gave a show at the Royal York Hotel there; that Billy Arnott, former assistant to Harry Jansen, was kept busy with two and three shows a night during the holiday season; that John Giordmaine is jumping all over the place and working more shows than enough, assisted by Wallace Thurston, local magus and mentalist; that Herb King, of the Robert Simpson Company, has Ross Bertram assisting him in the magic department; that Ray Lowe is enlarging his show and adding a couple of new illusions; that Bill Millman, one of the younger magicians, is doing quite a number of club dates; that Harry Smith is demonstrating in Whitlam's Japanese Magic and Novelty Shop; that Sid Lorraine is doing the usual number of shows this season and that he recently worked a number of air programs as emcee; that Will Gordon, formerly of Winnipeg, says he is getting his share of shows; that Stan Turnbull is doing better than ever before, with several shows booked in advance; that he (Wizardo) entertained 1,600 high-school students with a straight magic act just before

Christmas; that the Toronto magic boys are still talking about Tommy Martin's act; that there is a report making the rounds that Carl Rosini is set for a couple of neighborhood houses soon and that John Ramon, Buffalo magician, played several dates around town recently, booked by Fred LaSalle, agent and former magician.

PERCY ABBOTT, Australian magician, played the Hartman Theater, Columbus, O., for four days starting December 29. In addition to his magic Abbott offered a display of handcuff work and an exhibition of what he termed "humorous ventriloquism."

LEONARD KINGSTON is filling a two weeks' engagement in the Marine Room of the Claridge Hotel, St. Louis, appearing with Orrin Tucker and his orchestra. He is featuring an original routine with the linking rings, silk productions, paper tearing, etc. LaRose-Deal Agency made the Claridge booking.

JACK HERBERT is the magician of ceremonies at the Irish Village, St. Louis.

MAGICIANS, of Winnipeg, Man., recently organized to form the Winnipeg Wizards' Club. Officers of the new group are A. Seed, president; C. Tait, secretary, and I. Roberts, vice-president.

BILLY BAIRD, magician, and Leroy and Sharp, ventriloquists, are en route with the *Sirens and Satins* unit. During their recent engagement at the Capitol Theater, Winnipeg, Man., they were tendered a banquet by the recently organized Winnipeg Wizards' Club.

DANTE THE MAGICIAN and his international magic show opened in Copenhagen, Denmark, New Year's Day for a two months' engagement. Dante has just concluded two big months in Oslo, Norway, where he did 12 performances a week, instead of the usual seven, to handle the extra business.

C. FOSTER BELL, who succeeded John Northern Hilliard as advance man for the Thurston Show, was a caller at the magic desk last week. Bell, who has been working out of the William Morris office, New York, has just finished several weeks with Henry Armetta, film player, and is slated to start out soon with Sally Rand.

R. TEMPLE GREYSTOKE was in Cincinnati for several days the past week, lining up people for his new attraction, *Horrors of Hell*, which is slated to begin a tour of Southern picture houses soon. Lester Lake, who was slated to go with the Greystoke show, has dropped out.

W. C. (DORNY) DORNFIELD has closed a successful engagement in the Walnut Room of the Bismarck Hotel, Chicago. It is rumored that he may open at a New York night spot at an early date.

MYSTERIOUS HOWARD, Chattanooga magi, and his four-people turn, is slated to begin a tour of Texas schools shortly after New Year's.

ZUDELLA, mentalist, has just concluded a 12 weeks' engagement at the Palais Royal, night club, Lansing, Mich.

COTTRELL J. THOMAS and Company of colored magic workers, now touring the Texas country, will move eastward into Louisiana within the next few weeks. Thomas' business has been hampered recently by the heavy rains thru the Lone Star State. Assisting Thomas are Lafayette Jamison, Catherine W. Thomas and Vivian H. Jones.

JACK GWYNNE, "Aristocrat of Deception," has closed a highly successful run in the Terrace Gardens of the Hotel Morrison, Chicago, and opened December 27 at the Jefferson Hotel, St. Louis, for an indefinite engagement.

BALFONTE THE MAGICIAN and wife also were visitors at the magic desk recently, en route to Mrs. Balfonte's home in Ohio, where they spent the holiday season. They journeyed eastward recently after a several months' trek thru Arkansas.

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 NIGHTSPOTS For LEGIT

GOODRICH AND SHAFFER—Two-man hand-to-hand strong-arm acrobatic act, now playing vaude, and a pip of its kind. Larger spots in the night-club field might well use acro acts as novelty insets in the big shows, and they'd do well with this turn. The men have several routines that stand out as examples of strong-arm stuff.

MUSICAL

MARIO AND FLORIA—dance team now playing at the Biltmore Hotel, New York. Make a fine-looking combination, and offer outstanding routines that mix a wide variety of ballet work, spectacular acrobatic flourishes and soft gliding. Should be an easy hit in a revue.

DRAMATIC

BARBARA TERRELL—student at the Feagin School of Dramatic Art, and appearing in its current series of plays. Looks like a good thing for legit. Is very personable and has stage presence and plenty of pulchritude.

J. SANDERSON CREAMER—another Feagin School student. Has shown a marked aptitude for sophisticated parts. Has a tendency toward overconfidence, but that can easily be ironed out by professional work.

For FILMS

ERNEST LAWFORD—veteran legit character actor who might easily sock over a la Arliss in films. Tremendous range and ability. Roles in recent years have ranged from Polonius in the modern-dress *Hamlet* to the Lord Chancellor in *Iolanthe*. Now appearing in *Libel!* at Henry Miller's Theater, New York.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

BUCK LEAHY continues with his reminiscing. "Do you remember," he asks, "when John R. Van Arnham's Hi Henry Minstrels paraded in the rain at Syracuse, N. Y.? When Eddie Leahy refused to row the boat at Newport, Va.? When the Great Lynch did a wire act with Gus Sun's Minstrels? When Bobby Gossman's trouped with the DeRue Bros.' Minstrels? When Al Tint first told the three-legged stool joke? When Rusty Widner said: 'Boy, wait until we play Warsaw, N. Y.?' When George R. Guy appointed George Milmer advance agent for the Guy Bros.' Minstrels? When Billy Bowman, Ross Fox, Harvey Dunn, George Taft, Art Fox, Earl Wilcox, Leon Sanford, Happy Jack Lambert, John Lane, Frank N. Graham, Ed Bisset and Lew Tracy were with the DeRue Bros.' Minstrels?"

ANSWERING AL PITCHER'S recent query in this column, Al Tint says: "I wasn't with the Guy Bros.' Minstrels in 1918; in fact, I never was with that show. In 1918 I was with the DeRue Bros.' Minstrels and late that season I returned to Vogel's Big City Minstrels."

RAY (NEMO) IRELAND, minstrel veteran, is still holed-in at his home in Muncie, Ind., and intends spending the rest of the winter there.

DOC SAMSON, now advancing Wilson the Magician, jumped into his home town, Richmond, Ind., to spend the holidays.

HERBERT SWIFT, b.-f. comedian and a wiz on the E-flat cornet with many of the larger minstrel bands in the past, is now operating a rooming house in Cincinnati.

REESE PROSSER and Billy Burke are still playing occasional club dates in the Cleveland area.

DEL SMITH and Jack Sweatman, ex-minstrels, are on tour with the *Oo-La-La Continental Revue*.

AL TINT is still going along in swell shape on club dates thru the Middle West. Postcarding in, Al asks: "Do you remember when Herbert Woodward took one week to remove the cork from his face and hands after the boys alumized his wash water? When Will Krae-

mer gave Buck Leahy a boxing lesson in Rutland, Vt., when both were with the Guy Bros.' Minstrels? When J. A. Coburn went to work for the city of Daytona Beach, Fla.?"

JOE BEATY'S World's Mighty Minstrels are slated to begin a tour of Alabama, Georgia and Mississippi right after the first of the year. It's a colored troupe and works under canvas.

EMMETT MILLER, the yodeling b.-f. comedian, whose last minstrel engagement was with the Bradford-Redhill version of the Al G. Field Minstrels, is reported to be doing very well for himself in Atlanta. He is now working the night clubs in that city.

PAT PAGGETT, erstwhile minstrel and now a member of the well-known radio teams of Pick and Pat and Mollasses and January, flew from New York to Atlanta last week to spend Christmas with his folks. According to the folks down that way, Pat is looking like a million and is still wearing the same-size hat.

GENE (HONEY GAL) COBB, who spent some time in minstrelsy in years gone by, now has his own company, *Toppin' Tops of 1936*, working thru the South. He is handling the feature comedy. Cobb was for many years teamed with Jack (Smoke) Gray in a double black act.

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Nevola-DiRosa Take Springfield Show

SPRINGFIELD, Mo., Dec. 28.—The J. B. Steinel show, in Shrine Mosque here, closed after 1,344 hours, with Freddie Nevola and Mary DiRosa taking first-prize money. Second place was won by Charlie Loeb and Anita O'Day, with third honors going to Red Oleski and Dorothy Solar. A special consolation prize, offered by leading jewelers here, consisting of a diamond ring and a wrist watch, went to Chet Naylor and Mabel Cooper.

This one-fall contest started slowly but came thru to a strong finish, and to Manager Paul Roscoe goes a chunk of credit for the fourth in a series of successful shows for the Steinel organization.

Show was under sponsorship of the Shrine, which made presentation of the prize money at the Victory Ball. Newspapers co-operated with photos and plenty of lineage. Bernie Marr handled the platform from start to finish and was joined by King Brady the final three weeks. This team, with the assistance of Chick Franklin and Hal Brown on the midnight shift, comprised the platform staff, turning in a smooth and balanced job.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

Is This the Answer?

Recently I overheard a rather interesting discussion anent the endurance show between a physician and an attorney. It appears to explain many things.

After watching the show for hours, watching the excitement of the crowd during the "heat" of the contest, listening to the beat of the tom-tom, the crash of the cymbals and the booming of the drums, the shouts of the floor judge urging the contestants on to greater speed, the physician turned to the lawyer and said:

"Just why are all these people on their feet cheering like mad? You can see greater action, a greater degree of strain on an ordinary field with youngsters running the 440 and 880-yard dash. BUT—the spectators are in the stands, far removed from the field. They do not see the agonizing looks on the faces of the youngsters as they come tearing down the lanes. They are never very close to the runners. But here the spectators are practically on top of the ring. They see the same men and women day after day, night after night. They grow to love the kids. The noise, the sound of the crashing cymbals, the shouts of the floor judge, all seem to contribute to the excitement."

"Yes, it's a great picture of the psy-

chological reaction of people to the Africanistic or jungle atmosphere that is momentarily created and which stirs the inner man," replied his companion. It was so close to my own analysis that I couldn't help wondering if he wasn't absolutely right.

What do YOU think about it? I'd like to hear from physicians, psychiatrists and others interested in the endurance field on this point in question.

Special Attention!

To those who have a mistaken idea that the writer has some financial interest in the Hugh A. Talbot shows, may I point out that Mr. Talbot is merely a client and a member of the NEAA. I have NO financial interest in his shows—no piece of his shows—no interest whatever other than the interest an attorney has in the success of his client's business.

I give the same service and attention to the work of EVERY operator by whom I am retained.

Recently several operators opened shows in various parts of the country without advertising for contestants in *The Billboard*. They were soon disillusioned. The contestants they did get were fly-by-nights and hotel marathons. The real marathoners were busy

Staff Briefs

BILL OWENS, who has emceed for a number of promoters, is in Highland Hospital, Oakland, Calif., with a broken back. We know Bill would appreciate a few lines from old friends.

EDDIE COTTON has returned to Oakland, Calif., after working shows in Colorado.

LOIS GUYTON, former nurse for Guy Swartz shows, writes from Atlanta that by the time this is read she will be in a local hospital to undergo an operation. Letters to general delivery will be forwarded and appreciated.

AL HOWARD writes he has retired from the endurance field and is resting at his Detroit home. He would like letters in the Letter List from Roma Terry, D. K. (Mickey) Sheehan, Earl Fagan, Ray Wray and Joe Brandt. Al adds: "Richard S. Kaplan is offering some great ideas in his Tidbits column. Let's hope the business is smart enough to adopt some of his ideas."

LANE JASPER, property man and sign painter on the J. B. Steinel Springfield, Mo., show, has been engaged to do the decorations for the New Year's event at the Shrine Mosque. He would like 'em from Dick Edwards and hobo.

RALPH BLISS, formerly with John O'Shea concessions on several shows, is in Los Angeles for the winter.

RANDOLPH (RED) MAHER is "resting and eating with the folks" at his home in East St. Louis, Ill.

BERNIE MARR, emcee with the Steinel show in Springfield, Mo., and Mrs. Marr spent the holidays with Paul Roscoe and has family prior opening on their next show. They planned a trip to Des Moines, as guests of Steinel, over New Year's.

14 and 2 on Mesle Worcester Floor

WORCESTER, Mass., Dec. 28. — The Ernie C. Mesle show, in White City Park here, which started November 12 with 45 couples, was down to 14 couples and two solos at the 1,032-hour mark Thursday. Fireworks started last week with the addition of Dud Nelson to the staff. New grinds, fast sprints and trumpets were put in effect, resulting in the elimination of one or more contestants a night.

Teams still on the floor include Johnny Hughes and Viola Nellis, Jimmy Kennedy and Ruthie Booth, Elmer Dupree and Lucille Delmar, Al Crosby and Irene Harriss, Pop and Mom Chance, Billy Addy and Elsie Downey, Larry DeCorrado and Hilda Ladwig, Ralph Fowler and Joan Leslie, Larry Dwyer and Lillian Houle, Bob Marvin and Joan O'Rourke, Bob Kennedy and Florence Foster, Eddie Lensky and Anna Brown, Frenchy Puoliot and Betty Lankey, Doc Miller and Romona Del Rae, and solos Eddie Howe and John Stevenson.

The staff has Dud Nelson, supervising endurance; Syl Reilly and Oscar Davis, emsees; Joe Palooka, comedy; Mal Stout, director. Daily airings over WORC.

point that the last few faltering steps before the final curtain may easily be forgiven and forgotten.

Mr. Miller, as is his wont, has presented a splendid cast and production. Altho Colin Clive is featured, and altho Mr. Clive turns in some fine performing during his harrowing minutes on the stand, the real honors of the evening go to the rival attorneys, Messrs. Wilfrid Lawson and Ernest Lawford. Mr. Lawford is sleek and unctuous, Mr. Lawson silkily sarcastic. Between them they carry the major part of the play.

Frederick Leister is an excellent presiding judge, and good work is also contributed by Joan Marion, Charles Francis, Colin Hunter and practically everybody else.

Raymond Sovey's imposing set is a judicial beauty. *Libel*, ushering in the drama's holiday season, augurs well for our theatrical supply of Christmas cheer.

EUGENE BURR.

Contestant Notes

ALMA BENNETT, former walkathoner, in St. Mary's Hospital, East St. Louis, Ill., as a result of injuries received in an auto accident a couple of weeks ago. She would appreciate letters from friends.

JOHNNIE MARTIN and wife, Millie Sweet, are in Louisville, with Johnnie working for Fred Sheldon in the Club Hollywood. Billie Monroe is also in Louisville. Johnnie writes there are several good teams there that are waiting for a good show to open.

TEDDY WEBB is requested to communicate with his sister, Charlotte, in Dallas, at once.

EVELYN KYSILKA, Chicago, would like to hear from Frenchie and Betty Puoliot and Pat O'Day.

MRS. L. C. WHITE, Riverside, Calif., writes it is important that Tex Plaxco get in touch with his sister.

SCHNOZZLE ROTH, Miami, Fla., wants 'em from Paddy Welsh, Jerry Whalen, Danny Bramer and Millie, Billy Kane, Joe and Babe Nalty.

BOOTS BOWEN, who is en route to Pop Pughe's show at Pueblo, Colo., wants to get in touch with Teddy Webb and Jack Alexander.

BILLY MASON writes from New York City that he is returning to endurance floors and is on the lookout for a partner. Letter List, care *The Billboard*, New York, will reach him.

HANK SHELBY writes an interesting letter from St. Louis. You will find it published in *The Forum*.

CHIC ABBOTT, spending the holidays in Grand Rapids, Mich., wants 'em from Ted Tyler, Denny Beckner, Mickey Ray, Bob Guin and Mrs. Guy Swartz.

GEORGE PINKERTON, stooge on several shows, writes from Huntington, W. Va., there he is now stooging for Kennedy the magician and would appreciate letters via the Letter List.

DICK MITCHELL, at home in Indianapolis, wants to hear from Billy Wilms, Irma Sager, Leona Brown, Jack (Falls) Smith, Jimmy Zimmerman and Frank LeViccio.

RAYMOND WRAY, who recently closed the Yakima, Wash., show as emcee, is currently emceeding the Spinning Wheel club, Seattle. Ray writes he enjoys Kaplan's column and thinks he is doing some mighty good work. He would like to hear from Steve Stevens, Fred Carter, Hank Lewis and Lee Corbett, via the Letter List.



WHAT A SCENE TO LAY before the folks marooned in the North these zero days. Here we see, reading from left to right, J. G. Kitchens, Margie Van Raam, Lillian Russell and Mrs. (Florence) Luman J. Beede. L. J. personally attended to pressing the camera trigger. View was snapped on the beach near the Beede's Hollywood (Fla.) home.

chological reaction of people to the Africanistic or jungle atmosphere that is momentarily created and which stirs the inner man," replied his companion. It was so close to my own analysis that I couldn't help wondering if he wasn't absolutely right.

What do YOU think about it? I'd like to hear from physicians, psychiatrists and others interested in the endurance field on this point in question.

What Is Discriminatory Legislation?

That is the question that has been thrown at me thru several letters recently received. Well, the recently enacted anti-walkathon bills in Indiana and Wisconsin are good examples of such legislation. Both bills absolutely forbid endurance contests BUT specifically permit "other ordinary professional sports," and, in Wisconsin, bicycle and roller-skate racing. Clearly these laws are discriminatory and subject to attack by injunction proceedings.

No Individual Legal Advice

To the operators of "tabs" and vaudeville acts who have written to me recently asking for legal advice I regret to say that I cannot give them such legal advice. My specialty is in the endurance field. I would much prefer that you consult your local attorney.

As for the endurance contest operator who wants advice FREE, may I suggest

watching the columns of the Endurance page.

MORAL: *The Billboard* deserves your support, for it has given you, every operator in the game, and showmen in all branches, the ultimate in support for many years.

Does it pay to become a member of the NEAA? Well, there are more than 100 contestants who will answer that question rather emphatically.

Why not send in your application today? Cost: \$2 per year for contestants; \$5 for judges, nurses, trainers and other employees; \$10 for emsees, and \$100 (the entire fee) for operators. Mail it to Don King, care of *The Billboard*, who is the treasurer of the NEAA.

NEW PLAYS

(Continued from page 19)
by the director of a psychopathic institute. The drooling, gibbering hulk who is supposed to be the real Mark Loddon is even brought into court. At that point Sir Mark's wife, hitherto stanch and steadfast, turns against him and swears that he is not the man she thought she was marrying when he returned from his dreadful experiences during the war.

For details of how it all turns out you will have to investigate the Miller Theater rather than this column; it is all too good to spoil. The ending, it is true, is sudden and comparatively weak, but the power and suspense and excellent melodramatic excitement have been so strong and so beautifully maintained up to that



THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Booster Gives Some Rules for Endurance Field

We who have been in the endurance field for any length of time should at least know some of the rules that mean the breaking or re-making of the business. One of the most important rules is more often broken than any other. After dropping out of a contest the promoter will take care of you for 24 hours, then it is up to you to leave town. How many contestants do? Very few. A recent show in question ended with heat that was uncalled for. Why? Contestants dropping out hung around town, a town whose citizens and officials were hostile. Many yelled they were stranded by the show. In their hearts they knew they lied, but it was the best weapon they had and they used it.

I'm not fronting for the promoter but I know that the contestants dropping out were well cared for; in fact, some for 48 hours or more. Many received money to leave. But did they? No! Contestants, the endurance field is your livelihood and if you mess it up yourselves by breaking easy-to-understand rules, it won't be long before you will have to look for another way to live.

If you are against a promoter and have reason for disliking him, why make a racket out of it and send for transportation? You get his money, drop out of contest and then say you were gyped. Stay away from promoters that you think have done you wrong. Prevent trouble later. Because if you are willing to accept his transportation and have ill feeling for him it will always end in trouble.

Go to the promoter who you believe will give you a square deal. Give him a square deal and you will wind up ahead. Don't go to one thinking you will hurt him, because it always ends the opposite way. Promoters, get wise to yourselves. If contestants fooled you once or gave you any trouble in any show, why send for them? If a contestant is blackballed by one promoter keep him out of your contest. Why? Well, you all know by now.

Promoters, get a little harmony. Work together; keep undesirables out. You all know the contestants by now. If you have to start with two or three couples less, do so. For one bad couple will ruin five good couples by their agitating. Let's start 1936 off right. We are being battered down but we are not out. **HANK SHELBY.**

Boston. Henry Cole's letter in The Forum of December 21 expresses a fearful dislike for secret societies like the old White Rats. Does he fear that such a secret society, accepting only acts of definite qualifications, would leave all of the unchosen incompetents exposed to the public gaze as unmarked reminders that they were not yet considered as having reached the stage of professional approval? The White Rats as a secret organization accomplished something for show business. Previous to that order's amalgamation with the old Actors' Union it was a prideful privilege to wear the White Rats button. As a group the White Rats helped to keep alive the romantic and elusive something which intrigued the curiosity and the interested admiration of the outsiders.

Thinks Alleged Secret Society Might Be Okeh

How different today! Whoever can escape the Major's gong is supposed, willy-nilly, to have been instantly transposed into a full-fledged artist, with a market value of about 20 cents a dozen on ice. And how will the public identify the real troupers smothered under this inrushing flood of impostors who are "sneaking in" to show business because they can sing one song or play

St. Louis. a couple of tunes acceptably on some instrument or perhaps do a fair imitation of some established trouper. I am not opposed to the entry of new faces, but I do object very strenuously to any subterfuge by which chambers of commerce and civic and business bodies are led into encouraging and cheering a means by which unseasoned talent is lured into a field already overcrowded and then used as a fee-reducing lever by means of which the capable artists are forced to step downward into a lower level of remuneration and accept the pittance and conditions that are so eagerly grabbed by the newcomer. Of course, the real artists can refuse to accept the lowered offers and starve—and the new material, the raw material, is nationally ballyhooed as "deserving new talent."

Giving the name "professional" to an entertainer is as serious a procedure as giving the name and standing of "citizen" to an immigrant. And, using that as an illustration, our own nation issues citizenship only to those who complete a probationary stay and then qualify for their citizenship. Wasn't that the idea behind the White Rats for vaudevillians as well? They took into membership only those acts which qualified by their grade of talent and their term of service. Newcomers could enter, of course, but not until they had earned their qualifications. We need this sort of selection again. And if there is to be a survival of the tradition, the pride and the prestige that belong to our profession I believe it will require some selective society to do the work. If Mr. Cole fears that kind of secret organizing he is absolutely opposed to the ideas of the people who are waiting for an organization that will once more put vaudeville on a plane of dignified prestige where the wearers of the badge may be recognized as real troupers worthy of consideration and respect.

Today the vaude artist is in a herd of unbranded mavericks without a distinguishing mark to identify the real from the phony. It is high time that some mechanism was set up to select the worthy and give them a distinguishing brand. Any sign of organizing (secret or otherwise) is a welcome sign of returning life in the big army of artists. I know not what organization Mr. Cole fears so strongly, but if it is like "the old White Rats," as he claims, then I say, let's have some information about it. **WALLACE POLLARD.**

Millville, Pa. All the letters appearing in The Forum regarding juggling are very fine. Regarding club juggling and other branches of the art, there are plenty of performers who have not been mentioned. One of our best club men, Aimee Alaire, was killed in an auto accident last summer. He also used tennis rackets, baton, boomerang hats, etc. The late William Hilton, of Philadelphia, did a club act along with other juggling specialties, which included the cigar boxes and lamp trick. The late Al Mondselo, with whom I trouped at one time, was a comedy juggler who used clubs, hoops,

Many Present And Past Stars Club Jugglers

torches, balls, etc. He was also proficient with the cigar boxes and at one time in his career had included the lamp and boxes trick in his repertoire. The late Tommy Dee, comedy pianist and actor, had been a batonist and comedy juggler on the wire in his younger days. He was a partner of Mavolio, who was also juggler on the wire. Both were from Rochester, N. Y. Mavolio used clubs on the wire along with other juggling props.

Juggling Reginald (William Schilling), of Pittsburgh, does a comedy juggling act in which he uses the clubs. Billy Burke, also of Pittsburgh, is an oldtimer, formerly of the team the Juggling Burkes, his partner having been his brother. He now does a comedy single with balls, clubs and hoops. "Cootie" Cooper, tramp juggler, is also a Pittsburgher.

Eddy Blandy, of Reading, Pa., is an all-round, old-time novelty performer. He includes clubs in his juggling act and is a wizard with devil sticks. Munde and June do a club act and are also proficient in other branches of the juggling art. They are oldtimers. Harry Opel, of "suitcase circus" fame, of Toledo, O., is an oldtimer in the juggling field. He used to do the seven-ball trick, also a turn with clubs. He features cigar boxes and lamp trick. Charlie Byrd uses clubs on the wire. Billy Tirko, of the L. B. Lamb outfit, handles seven balls, four plates, four clubs, also balls and sticks. Gabby Brothers are club men, recently with Van Arnham's outfit. Then there is Aldo, who features plate juggling.

Karl Larkins, furniture juggler, used to do a club act with a woman partner. The De Kohl Troupe use clubs in their act. The Five Juggling Jewels (from England) use clubs and other props. The Harddiggs use hats, but I am told that at one time they were club men also. Then there are the Dazzling Durbands, also Signor Latonio and the Five Juggling Clarkes, who finish with torches. The Great Gravitoy (Frank Davidson) is an oldtimer doing old-time feats that are rarely seen any more. Pepper is another. He was recently with the Woods Show. Billy De Armo is another oldtimer, also Harry La Toy. Jalvan does a novelty act, using some freak props.

E. E. Murdock, owner and manager of Murdock Bros.' Show, is an all-round juggler and novelty performer. George Bishop, owner and manager of the Bishop Show, did an all-round strongman act, including weights, cannon balls and balancing on chin the following objects: A giant farm wagon wheel, farm plow and a human being on a pole. Bob Peasley, of the Peasleys act, is a cannon-ball and heavyweight lugger of note. Paul Kirkland does light and heavyweight balancing, concluding his act by balancing two chairs on his chin, with his lady partner sitting on the top chair. There are several clowns doing juggling turns, and those that come to mind are, besides the Harddiggs already mentioned, Pete Ruth, Otto Griebing, Tracy Andrews, Charlie Fortuna, Fisher Brothers and Lindsay Gaynor.

No letter in The Forum has mentioned that grand old man of juggling, W. C. Fields, the dean of comedy jugglers. He has reached the top, as high as it is possible to go, it seems. No juggler ever achieved greater fame than Fields. Another famous comedy juggler is Stan Kavanaugh, with his balls and clubs; also Moran and Weiser, who present "All in Fun," using clubs and boomerang hats. Jean Bedini, of the old team of Bedini and Arthur, had Bluch Landolf with him when I caught the act, billing it as "Jean Bedini, with Bluch Landolf and Nan," Nan being a girl assisting on props.

Who remembers Rosani (I think that's the correct spelling), "The Prince of Jugglers," who toured for the Redpath

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Lyceum and Lecture Bureau? Swarthmore Chautauquas used Wallace Havelock, the juggler, at one time. Did you know that Jimmy Savo, present-day headlining pantomime comic, used to be a comedy juggler? One of the funniest bits of business burlesquing a juggling stunt was done by Ken Ross, the clown, of Pittsburgh, when he nailed a white tin plate on the end of a small parasol a la plate spinning.

Two men who could write plenty, if they cared to do so, on juggling are Edw. Van Wyck, of Cincinnati, and Harry Lind, of Jamestown, N. Y. **GEORGE DE MOTT.**

Saranac Lake

By BETTY HUNTINGTON

NVA Lodge on Parade—1936: Sylvia (Ving) Abbott, Tommy (Regular) Abbott, Freddie (Bones) Bachman, Marya (Spunky) Blake, Bill (Good Ole Bill) Canton, Alice (Sunshine) Carmen, Doris (Tiny) Connes, Fifi (Cute Kid) Klimas, Ethel (Leather Craft) Clouds, Marion (Smile) Cannon, Marie (Bunky) Bianchi, Oscar (Communist) Davis, Forbes (Writer) Dawson, Doris (Blonge) Gascoigne, Joe (Shopper) Dabrowski, Bob (Pianist) Farley, May (Troupier) Fisher, Chris (Reporter) Hagedorn, Harry (O. K.) Gordon, William (Sunny South) Janny, Marlon (Clothes) Greene, Ray (Rib) Ketchem, Tommy (Pretty Boy) Kearns, Dorothy (Charming) Kruse, Bee (Pee Wee) Lee, John (Harry Lauder) Loudon, Bob (Electrician) Merrick, Dick (Crooner) Moore, Armand (Sheik) Monte, Minna (Morsee) Morse, Margaret (Sweet) Newell, Milton (Kibitzer) Pollak, Gladys (Daunt) Palmer, Rita (Baby) Preftacy, Maxie (Trump) Pfeffer, Joe (Gentleman) Parker, Nellie (Madaline Slade) Quealy, Sal (Honey) Ragone, Eddie (Four Carltons) Ross, Fred (Radio) Rith, Lizzie (Girl in Red) Rogers, Garry (Esquire) Sitgreaves, Ford (Photographer) Raymond, Ben (Vell I'll Tell Yer) Shaffer, Hannah (Zimmie) Zimmerman and Betty (Billboard) Huntington.

Staff: Dr. "Chief" Fische, Dr. "Two-Minute" Wilson, Dr. "Easy" Saland, Rudy (X-Ray) Plank, Bill (Gaffky) Kazanjan and Monroe (Blood Count) Coleman.

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Office: Mrs. "She's Got Everything" Heagney, Mrs. "Accountant" Southard, Mr. "Steward" Eskins and Mrs. "Number Please" Coleman.

Please check on your health to avoid "the cure," but write to those you know in Saranac Lake.

HARRY BLETHROED, comedian, closed at the Capital Theater, Topeka, Kan., December 21 to join Cliff Carl's Comedians working on a circle out of Junction City, Kan. Larry Nolan replaced Blethroed at the Capital.

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THE FINAL CURTAIN

AUSTIN—Charles M., a director of Greene County (O.) Fair, recently at his home near Xenia, O., after a brief illness. He was a noted stock judge and had been identified with the fair almost 50 years. Burial in Bellbrook near Xenia.

BAKER—Mike T., 76, president of the West Tennessee District Fair, December 18 in Carroll, Tenn., after illness from typhoid fever. Survived by his widow, four sons and a daughter.

BERG—Alban, 51, December 24. He was a composer and member of the Prussian Academy of Fine Arts. His best known work is the opera *Wozzeck*. Widow, Helene Berg, survives.

BOWERS—Helen, 18, chorine with the burlesque company at the Palace Theater, Buffalo, N. Y., plunged to her death from a third-floor window of a Buffalo hotel early Saturday morning, December 28. Buffalo police are investigating the possibility of accident or foul play. Her home was in Cincinnati. She was the sister of Eva Stubbs, of the team of Jack and Eva Stubbs, of tabloid and burlesque.

BRANCATO—Matto, 27, in St. Joseph Hospital, Kansas City, Mo., December 26. He was a son of Sam Brancato, who died last spring, leaving Fairlyland Park, Kansas City, to his sons, who operated it the past season. Deceased was a cousin of Rosemarie Brancato, opera singer. Survived by his mother; four brothers, Victor, Marco, Jasper and Joseph, and two sisters.

CALLOWAY—Louise, 21, night club entertainer, instantly in an automobile accident near Willows, Calif., December 19.

CARL—John M., 69, former manager of the Royal and Bijou theaters, Green Bay, Wis., December 22 in a hospital in that city. Survived by his widow and two daughters.

CLARK—Walter L., president and founder of the Grand Central Art Galleries and founder of the Berkshire Playhouse, Stockbridge, Mass., in that city recently. Funeral services at The Gables, Stockbridge, December 21, with the Rev. Edmund Randolph Laine, rector of St. Paul's Episcopal Church, officiating.

COHN—Hazel L., 50, wife of Alfred A. Cohn, film writer, December 17 at her home in North Hollywood, Calif., after a lingering illness. Funeral services December 19 and entombment followed at Hollywood Cemetery.

CONGER—Neva Stewart, 78, former concert pianist, in Milford, Conn., December 20.

FARSON—John D., 71, band leader, December 24 at home of his daughter in Baltimore. His career extended from the days of the Schottische and polka down to the modern Truokin' craze. He recently led the band at the opening of the Pimlico racing season. Surviving are his daughter, Mrs. Aubrey E. Minor; his widow, Antoinette Warlitz Farson; and two sisters, Mrs. Elizabeth Gwinn, of Baltimore, and Mrs. Wilbur Gwinn, of New York.

GERWIG—Charles Henry, musician and organist of Uniontown, Pa., and Pittsburgh, in Uniontown December 21. Survived by his widow.

HANDLER—Al, 40, orchestra leader for 20 years, at the Billings Memorial Hospital, Chicago, December 24 from a kidney ailment. He was well known to radio fans for his song-a-minute tunes and violin solos. Born in London, he was educated in Denver, where he played in the high-school orchestra with Paul Whiteman. His last engagement was at the Limehouse Cafe, Chicago. Survived by his widow and a daughter. Interment at Waldheim Cemetery, Chicago.

HASKINS—Mrs. Alice, 62, Philadelphia music teacher, at the Atlantic City Hospital December 20 from injuries sustained when struck that day by an automobile in Atlantic City.

HASWELL—James, 86, trapeze performer, formerly with the Norris & Rowe and other circuses, recently at the Elks Home, Bedford, Va. Was a member of Los Angeles Lodge of Elks. Survived by two daughters. Interment at Bedford.

HORNE—Martin Edward, 55, in Washington, D. C., recently. A member of the musical team of Horne and O'Connor, he had played the piano before seven Presidents.

HOWARD—Frank, 29, automobile race driver, December 17 at San Fernando,

MAHON—John, 79, old-time vaude and musical comedy actor, in St. Francis Hospital, Jersey City, N. J., of bronchial-pneumonia. Played under the aegis of Harrigan and Hart, Maie Klaw, A. L. Erlanger, Charles Frohman and others. Had an extensive career in Gilbert and Sullivan opera, besides performing at Tony Pastor's and other well-known vaude houses. Services held December 24 at St. Michael's Catholic Church, Jersey City.

MAULDIN—Robert (Robbie), late of B. & B. Shows, at his home in China Grove, N. C., December 18.

McCLAIN—J. W. (Dad), 83, retired theater executive of Atlanta, at his home in that city December 23. He was formerly associated with the old Howard and Bijou theaters, Atlanta. Survived by three daughters, Opal McClain, Mrs. J. W. Williamson and Mrs. J. J. Jones, of Columbus, Ga.; a son, A. W. McClain, and a sister, Mrs. F. P. Singleton. Interment in Crestlawn Cemetery, Atlanta.

McCLINTOCK—Charles Warren, 55, press agent and songwriter, in New York recently. He wrote the lyrics to *Everybody Works But Father*. His first job was as advance man for A. H. Woods

to the merits of a show. Surviving him are his mother, Mrs. Henrietta Newman; a brother, Abe, and two sisters, Mrs. Felix Gaines and Mrs. Fredericks, of Little Rock and New York, respectively. Services were held at Riverside Memorial Chapel, New York, December 27.

PAULLIEN—Well-known French impresario, organizer of many road companies, at Avignon, France, December 7 at the age of 53.

PREISENDANZ—Rud Jr., 45, president of Station WCAM, Camden, N. J., December 21 in the Jewish Hospital, Philadelphia, from a heart condition. Mr. Preisdanz was stricken two weeks ago after he insisted, against his doctor's orders, that he take part in a show staged by the Camden Lodge of Elks for the benefit of crippled children. He was past exalted ruler of the Elks and a Mason. Surviving are his widow, Henrietta, and his mother, Anna C.

ROBINSON—Jack, 63, father of Arthur C. Robinson, owner of the Odeon Theater, Detroit, and head of Price Theater Premiums, December 12, in that city. Survived by his widow and five children.

SCHAEFER—Fred Jr., 24, at Houston, Tex., December 10 of pneumonia. For the last three seasons he had concessions at North Beach, Corpus Christi, Tex., and formerly was with Dodson's World's Fair Shows. Survived by his widow, Winnie, and father, Fred (Fritz) Schaefer, of Corpus Christi. Interment at Corpus Christi.

SHOUB—Henry M., a member of the Showmen's League of America and formerly in amusement business, at Chicago recently. Interment in the SLA burial plot, Showmen's Rest, Woodlawn Cemetery, Chicago, December 19.

SILVERMAN—Harry, 45, stagehand, was killed when struck by a heavy weight falling from a band stand at the French Casino, New York, December 26.

SMITH—Ferdinand, who tramped for 40 years in vaudeville and minstrelsy as "Musical Dale," at Hartford, Conn., his home town, December 21.

SPURGIN—Sidney A., 80, father of Mike (Doc) Spurgin and father-in-law of James P. (Windy) Lewis, outdoor people, at the home of his son, Walter, near Albuquerque, N. M., recently. He formerly resided at Boone, Ia. Burial at Albuquerque.

STEELE—Rufus, 58, December 25 in Boston. Was well known as an author and producer of motion pictures, as well as an editorial member of the *Christian Science Monitor*.

SWOPE—Perk, 37, theater publicity director and former theatrical manager, December 20 at San Fernando, Calif.

THOMAS—Leroy, musician, who was with the Ringling Bros.' Circus when it first took to rails, at the Elks' Home, Bedford, Va., of a paralytic stroke. Survived by a daughter. Interment at Bedford.

THORNDYKE—Lucyle, 70, stage and screen character actress, December 17 in Los Angeles. Funeral services December 21 and cremation followed.

TIETZE—Mrs. Lillian, 43, Detroit singer, in that city December 18 after a short illness. Survivors are her husband, Frederick C. Tietze, and a son. Burial in Forest Lawn Cemetery, Detroit.

VILAS—Royal Lee, 62, national secretary of the Society of American Magicians, in Westport, Conn., December 24 after a six weeks' illness from heart disease. He was well known in magic circles and was instrumental in the formation of the Society of American Magicians, with which he had been connected since 1912.

WHITE—Joseph (Uncle Joe), 70, father of Clyde J. White, repertoire performer, at St. Mary's Hospital, Galesburg, Ill., December 20.

WITKIN—William, first violinist in Emil Coleman's Orchestra, with which organization he had been connected for 10 years, Sunday night, December 22, at Sydenham Hospital, New York.

WOOD—Jacob S., 91, one of Canada's oldest fair managers, at Mispec, N. B. He established a quarterly fair in St. John 60 years ago and it continued until the land was needed for building purposes about 25 years ago. He was one of the first to introduce harness and saddle races at fairs and was owner of a stable. He allowed farmers use of the fairgrounds and buildings for daily sales and in this way they were in use every week-day the year around.

WRIGHT—Dell, 69, musician, December 18 in Green Bay, Wis. Wright played first cornet in the United States Marine Band when the late John Philip Sousa was conductor and later toured with Sousa when the latter organized (See *FINAL CURTAIN* on page 65)

Lieut. Col. Robert Loraine

Lieut. Col. Robert Loraine, well-known aviator and idol of the English stage, died in a London hospital December 24 after an operation for quinsy. He was 59 years old. Loraine's adventurous career in real life eclipsed in dramatic intensity the roles he portrayed on the stage. In 1910 he flew across the Irish Sea—the first time the feat had been achieved. During the World War the British Government awarded him the military cross for bringing down an enemy plane.

In the part of Long John Silver in "Treasure Island" Loraine contracted psittacosis when a parrot bit him. He cured himself by fasting. His thrilling experiences during the early days of aviation are too numerous to mention, but probably his closest call occurred when a piece of shrapnel hit him while he was flying an airplane at a height of 4,800 feet in the World War.

Loraine first appeared on the English stage in the part of Alfred Dunscombe in the "Ne'er Do Well." Other roles followed, most important of which were Toni, in the "Prisoner of Zenda," and Claudio, in "Much Ado About Nothing." His New York debut, made shortly after the Boer War, was as Ralph Percy in "To Have and To Hold." Mention should also be made of his great triumph in Charles Dillingham's production of "Man and Superman." In this Shaw opus he played the role of John Tanner for two years.

His post-war venture into the field of theatrical production led to some international diplomatic bickering when he presented Strindberg's "Dance of Death." Swedish authorities, led by the foreign minister, held that he had distorted the work of the great playwright.

Recent New York productions in which Loraine figured were Belasco's "Tiger Cats," 1924; "The Man With a Load of Mischief," 1925; "The Father," 1931; O'Neill's "Days Without End," 1934, and his last appearance, "Times Have Changed," February, 1935.

Calif., following an automobile accident. His parents, sister and two brothers survive.

LA ROCHE—Edward, 62, of natural causes in his room in New York December 26. He had a bit part last month in a Warner short starring Irene Bordoni. Last stage appearance was in *Twentieth Century*. La Roche had spent seven years in the Foreign Legion, being decorated for gallantry in action.

LAUGHEAD—Mrs. Nellie Overling, 32, wife of Olin Laughead, concession operator, lately with the Olin Indoor Amusement Company, at General Hospital, Memphis, Tenn., December 22. Burial at Memphis.

LEACH—Father of Archibald Leach, screen star known as Cary Grant, recently in Bristol, Eng.

LEIGHTON—George A., music and drama editor of *The Cincinnati Enquirer* and director of education at the Cincinnati Conservatory of Music, at Christ Hospital, that city, December 24. Funeral services at the W. Mack Johnson funeral home, Cincinnati, December 26, the Rev. John Malick, of the First Unitarian Church, officiating. Body was cremated. His widow and one son survive.

LEVINE—William (Buck), 34, operator of the Horseshoe Cafe, Atlantic City, December 20 in Atlantic City Hospital of injuries sustained that day when allegedly attacked by an employee. Survived by his widow, Dolores.

LEWIS—Lella Florence (Holloway), 41, wife of R. O. Lewis, at Oglethorpe Hospital, Macon, Ga., December 22. Burial at Fort Valley, Ga. Survived by her husband, an infant son, three brothers and three sisters.

and later he entered the circus field. At various times he was in advance for the Ringling-Bros.-Barnum & Bailey show and the 101 Ranch Wild West show. He returned to the legit field and worked for Charles Frohman, Sam Harris, Gilbert Miller and George M. Cohan. Four brothers and a sister survive.

MAC NAUGHTON—Louis H., 52, formerly trap drummer in theater and dance orchestras in Amsterdam, N. Y., at his home in that city December 17 of pneumonia. He retired several years ago. Burial in Fair View Cemetery, Amsterdam. Survived by his widow and two sons.

MANEY—John A., 65, active in musical circles in Amsterdam, N. Y., and former leader of the Hi Henry Minstrel Band, at St. Mary's Hospital, Amsterdam, recently following an operation. Interment in St. Mary's Cemetery, Amsterdam.

MAYR—Richard, celebrated singer of the Opera of Vienna, in Vienna recently.

MELTON—Bill, colored porter at the State Fair of Texas since 1902 and widely known to showfolks and other fair followers, was found dead on the fairgrounds in Dallas December 18.

NEWMAN—Leo, dean of Broadway ticket brokers, of coronary thrombosis December 23 in City Hospital, New York. Known to thousands thru his business and charitable works, he leaves a distinct void in the Broadway scene. He was born in Chicago and worked as a rancher and hotel keeper before he became a ticket broker some 35 years ago in New York. The never going into the production end of show business, producers often sought his opinion as

Joe Spiegelberg

Joe Spiegelberg, who formerly operated the Spiegelberg Circuit thru the South and a few years ago one of the best known tabloid show bookers in the country, died when his car crashed into another automobile in Atlanta shortly before midnight December 25.

At Grady Hospital, where Mr. Spiegelberg was taken after the accident, examining physicians found no external injuries and it is believed that he died of heart failure either before or immediately after the crash.

The Spiegelberg Circuit, which had its headquarters in the Flat Iron Building, Atlanta, for many years, booked tabloid attractions thru the entire Southern territory. The Spiegelberg name was for years a household word in tabloid circles.

The Spiegelberg Circuit began its fadeout with the advent of talking pictures and Mr. Spiegelberg closed his tabloid booking office with the first signs of the depression. He did occasional booking of acts in the Atlanta territory after that. At the time of his death he operated the Georgian Tavern, Atlanta, in association with George Campbell.

Mr. Spiegelberg's body was shipped to Rome, Ga., where funeral services were held at his sister's home Friday morning, December 27.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

Abbott, Joan (Tower) Kansas City, t.
 Adair & Richards (Park Central) New York, h.
 Adair, Ted, Co. (Pal.) Rochester, N. Y., 30-Jan. 2, t.
 Adler, Bernie (Club Alabam') Chicago, nc.
 Ails, Roscoe (Sidewalks of New York) New York, nc.
 Aldrich's Oriental Fantasies (Columbia) Alliance, O., 1-2; (Indiana) Richmond, Ind., 4-5; (O. H.) Ashland, O., 8; (State) Greenville 9, t.
 Aldrich's Imperial Hawaiians (Tenn.) Johnson City, Tenn., 1-4; (Ritz) Greenville, S. C., 6-11, t.
 All-Girl Revue, Jack G. Van's (Capitol) Dover, Del., 31-Jan. 2; (Runnymede) Runnymede, N. J., 3-4; (State) Cumberland, Md., 5-8, t.
 Ambassadors of Rhythm, Four (State-Lake) Chicago, t.
 Allyn & Gaudraux (Capitol) Aberdeen, S. D., t.
 Almonte, Marie (Deauville Club) New York, nc.
 Ames, Muriel (Nut Club) New York, nc.
 Andreae, Felicity (French Casino) New York, nc.
 Ames & Revere (Pennsylvania) New York, h.
 Amstel, Felix (Russian Troyka) New York, nc.
 Andre, Janice: (Jimmy Kelly's) New York, nc.
 Arabelle, Rich & Artini (French Casino) New York, nc.
 Archer, Johnny (Madison Casino) Chicago, nc.
 Arden, Donn (Northwood Inn) Detroit, re.
 Aristocrats, Twelve (Stanley) Pittsburgh 30-Jan. 2, t.
 Arley, Louis, & Oliver Sisters (Merry-Go-Round) Dayton, O., nc.
 Armstrongs, The (Rio) Helena, Mont., t.
 Atree, Bobby (Electric) St. Joe, Mo., t.

B

Bachelor, Paul (Marbro) Chicago, t.
 Baie, Rudy (Morrison) Chicago, h.
 Bain, Betsy (Pierre Roof) Philadelphia, re.
 Baker, Babe, & Neil Stone (Howdy) New York, nc.
 Baker, Don, & Louise Rush (Paramount) New York, t. (Indefinite run.)
 Baker, Fay (Chez Paree) New Orleans, nc.
 Baker, Jerry (Del Monico's) New York, nc.
 Baldwin, Frances (Deauville) New York, nc.
 Balloff, Nikita (St. Moritz) New York, h.
 Ballard, Jack & Jerry (Villa Valencia) Springfield, Ill., nc.
 Band Box Revue (State-Lake) Chicago, t.
 Baple & Lamb (College Inn) Chicago, nc.
 Bar & Cross (Rene) New York, c.
 Barbera, Lola (Edison) New York, h.
 Barker Trio (Lincoln) New York, h.
 Barnsdale, Rich (Beacon) Vancouver, Can., 30-Jan. 2, t.
 Barnett, Art (New Lookout House) Covington, Ky., nc.
 Barnett, Bobbie (Merry-Go-Round Club) Akron, O., nc.
 Barr & Estes (Uptown) Chicago, t.
 Beale St. Boys (Jim Healy's) New York, nc.
 Beckworth, Lucille (Dan Healy's Broadway Room) New York, nc.
 Bedford, Bobby (Paramount) Des Moines, Ia., t.
 Beebe & Rubynette (Earle) Philadelphia 30-Jan. 2, t.
 Belasco, Al (State-Lake) Chicago, t.
 Bell, Elaine (Schmidt's Farm) West of Scarsdale, N. Y., c.
 Bell & Grey (Corktown Club) Detroit, nc.
 Bellmore, Doris (Merry-Go-Round Club) Akron, O., nc.
 Bell's Hawaiian Follies (James) Newport News, Va., 1-2; (Capitol) Raleigh, N. C., 3-4; (Castle) Wake Forest 5-6; (Liberty) N. Wilkesboro 7, t.
 Belmont, Bella (Stamp's Cafe) Philadelphia, c.
 Belmonte, Gloria (El Toreador) New York, nc.
 Bemis, Billy & Beverly (Mark Hopkins) San Francisco, h.
 Bergen, Edgar (House of Morgan) New York, nc.
 Bergere Sisters (Commodore) New York, h.
 Berle, Milton (Chicago) Chicago, t.
 Bernard, Phil (Capitol) Aberdeen, S. D., t.
 Bernhardt & Graham (Central Park Casino) New York, nc.
 Bert & Jay (Lyceum) Port Arthur, Can., 30-Jan. 2, t.
 Bertolaso, Enrico (French Casino) New York, nc.
 Bessinger, Frank (New Yorker) New York, h.
 Besson, Barbara (Man About Town) New York, nc.
 Beverly, Lon (Orph.) Wichita, Kan., 5-7, t.
 Bickford & Crandall (Spanish Gardens) Du Bois, Pa., nc.
 Biltmorettes, Three (Hollywood) New York, re.
 Blackstone (Maj.) Dallas, Tex.; (Worth) Ft. Worth 4-7; (Orph.) Waco 8-9, t.
 Blair, Gladys (Club Malibu) Chicago, nc.
 Blanchard, Terry (Normandie) New York, nc.
 Blane, Rose (Hollywood) New York, re.
 Blessing, Dorothy (Man About Town) New York, nc.
 Blue Paradise Revue (Paramount) Abilene, Tex., t.
 Bolero, Michael (Uptown) Chicago, t.
 Bordine & Carol (Congress Cafe) New York, c.
 Bordoni, Irene (Mayfair) Boston, nc.
 Bowes, Ann (S. S. Zee) Chicago, nc.
 Bower Sisters (Gayety) Milwaukee, t.
 Bowes, Major, Amateurs (Colonial) Dayton, O., 30-Jan. 2, t.
 Bowes, Major, Amateurs (Southtown) Chicago, t.
 Bowes, Major, Amateurs (Colonial) Dayton, O., t.
 Bowker, Texanne (Man About Town) New York, nc.
 Bowly, Al: (Radio City Rainbow Room) New York, nc.
 Brand, Lucille (Empresa) Monterrey, Mex., t.
 Brian, Melba: (Cocoanut Grove) Boston, nc.
 Brito, Phil (Statler) Buffalo, N. Y., h.
 Brooks Twins (New Town Bar) New York, nc.
 Brown, Arthur: (Hector's Club) New York, New York, nc.
 Brown, Elmer (Rio) Helena, Mont., t.
 Brown, Mae (Colosimo's) Chicago, nc.
 Browne & Lavelle (Paramount) Duluth, Buck & Bubbles (Kit Kat) New York, nc.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Buckley, Art (Harry's N. Y. Cabaret) Chicago, c.
 Burke, Helen (Club Alabam') Chicago, nc.
 Burns, Lucille (S. S. Zee) Chicago, nc.
 Burrage, Alice Hathaway: (Hector's Club) New York, nc.
 Burt, Billy (Paramount) Abilene, Tex., t.
 Burton, Effie (Club Alabam') Chicago, nc.
 Byrons, Three (Pal.) Chicago, t.

C

Cairns, Lillian: (Greenwich Village Inn) New York, nc.
 California Collegians (Fox) Washington, D. C., 30-Jan. 2, t.
 Caligari Brothers (Alhambra) Paris 3-10, t.
 Camilla's Birds (Hippodrome) New York, t. (Indefinite run.)
 Campo, George (French Casino) New York, nc.
 Campus Eight (Park Central) New York, h.
 Candrea Bros., Six (Oriental) Chicago, t.
 Capalla & Yvette (Bal Musette) New York, nc.
 Caperton & Columbus (St. Moritz) New York, h.
 Carlisle, Chas. (Harmanus Blecker Hall) Albany, N. Y., 30-Jan. 2, t.
 Carlton & Juliette (Cafe Rene) New York, nc.
 Carman, Jerry (Blue Lantern) Detroit, nc.
 Carmelita, Princess (Golden Dragon) St. Louis, nc.
 Carney, Jean: (Village Nut Club) New York, nc.
 Carol, Myra (Capitol) Winnipeg, Can., t.
 Carpenter, Imogen (Radio City Rainbow Grill) New York, nc.
 Carr, Andrew & Louise (Chez Paree) Chicago, nc.
 Carr, Buddy & Billie (Rialto) Phoenix, Ariz., t.
 Carr, Harriette (Mayfair Club) Boston, nc.
 Carroll, Della (Leon and Eddie's) New York, nc.
 Carville Sisters (Paramount) Abilene, Tex., t.
 Cathey, Buck (Empresa) Monterrey, Mex., t.
 Carter, "Red" (Curley's Cab.) Minneapolis, nc.

D

Dale & Dean (Capitol) Winnipeg, Can., t.

Dancing Rockettes, Sixteen (Harmanus Blecker Hall) Albany, N. Y., 30-Jan. 2, t.
 Dario & Diane (Weylin) New York, h.
 David, Johnny: (Frolic Inn) Hollywood, Calif., nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Ches, Chicago Follies (Paramount) Des Moines, Ia., t.
 Davis, Marianne (Central Park Casino) New York, c.
 Dawn, Alice (Pal.) Chicago 30-Jan. 2, t.
 Dawn, Dolly (Taft) New York, h.
 Dayton, Joe & Eddie (Capitol) Aberdeen, S. D., t.
 Dean, Birdie (Royale-Frolics) Chicago, nc.
 Dean, Jill (Jung Roof) New Orleans, h.
 De Buzny, Assia (French Casino) New York, nc.
 Dees, Sidney D. (Capitol) Marshalltown, Ia., t.
 Denise, Diane (Weylin) New York, h.
 Denning, Ruth (Dan Healy's Broadway Room) New York, nc.
 Dermer, Chas. (Capitol) Marshalltown, Ia., t.
 Deslys, Leo, & Keno Clark (Larue) New York, re.
 De Albreu, Peppy (Trocadero) New York, nc.
 DeBarrie's Birds (Paramount) Abilene, Tex., t.
 De Costa, George (Gay Nineties) Chicago, nc.
 De Lain & Dunn (Palais Royal) Lansing, Mich., nc.
 DeLoue & Milo (Capitol) Winnipeg, Can., t.
 Di Fili, Mae (Silver Cloud) Chicago, nc.
 D'Orsay, Phil (Stanley) Pittsburgh 30-Jan. 2, t.
 D'Ivons (Trocadero) New York, nc.
 Dimitri & Vergil (Dimitri's Club Gauch) New York, nc.
 Dix, Josephine (Fox) Washington, D. C., 30-Jan. 2, t.
 Dolgoff, Lew (Rendezvous) Brooklyn, N. Y., nc.
 Dolores (Colosimo's) Chicago, nc.
 Donia, Frank (Silver Cloud) Chicago, nc.
 Donna, Kay (Tivoli) Chicago, t.
 Dooley, Jed, Co. (Fox) Hutchinson, Kan., t.
 Doree & Hayward (Capitol) Winnipeg, Can., t.

E

Earle, Paul (Doeschen Grill) Clifton, re.
 Earles, The (Orph.) Wichita, Kan., 5-7, t.
 Easter & Hazleton (Del Monico's) New York, nc.
 Eckhart, Lois (Man About Town) New York, nc.
 Eddy, Jack, & Co. (Riverside) Milwaukee, t.
 Elliott Sisters (Club Alabam') Chicago, nc.
 Ellison Sisters (Paramount) Des Moines, Ia., t.
 Enrico, Don (Colosimo's) Chicago, nc.
 Erma, Gypsy (New Town Bar) New York, nc.
 Estes, Milton: (Tropical Gardens) Middletown, Ky., nc.
 Evans, James (Paradise) New York, re.
 Evans, Roy (Marquette Club) Chicago, nc.

F

Fads & Fancies (Capitol) Winnipeg, Can., t.
 Farnum, Frank (Greenwich Village Inn) New York, nc.
 Farrell, Billy, Co. (Beacon) Vancouver, Can., 30-Jan. 2, t.
 Farrell, Bill: (Place Elegante) New York, nc.
 Fawn & Jordan (Music Box) San Francisco, nc.
 Faye, Frances (Thru the Looking Glass) New York, nc.
 Ferguson, Mal (Silver Cloud) Chicago, nc.
 Fermis & Mary Lou (El Toreador) New York, nc.
 Fetchit, Stepin (Stanley) Pittsburgh 30-Jan. 2, t.
 Fina, Sylvita (Dimitri's Club Gauch) New York, nc.
 Fletcher, Tom (Village Barn) New York, nc.
 Fleson, Neville (Radio City Rainbow Room) New York, nc.
 Flowerton, Consuelo (Ambassador) New York, h.
 Folles de Paree unit (National) Louisville; (Princess) Nashville 7-9, t.
 Ford, Whitey & Ed (Tivoli) Chicago, t.
 Fowler, Charles (Chicago) Chicago, t.
 Fox, Dorothy (St. Moritz) New York, h.
 Foy, Boy (Biltmore) New York, h.
 Francesco, Tony (Paramount) Abilene, Tex., t.
 Frank, Art (Keith) Boston 30-Jan. 2, t.
 Frazee Sisters (State) New York 30-Jan. 2, t.
 Fredericks, Freddy (Thorpe's Cafe) St. Louis, c.
 Freed, Carl, & Orch. (Pal.) Cleveland 30-Jan. 2, t.

Frisco, Al: (College Inn) Philadelphia, nc.
 Frisco, Joe (New Lookout House) Covington, Ky., nc.
 Fry, Bob & Virginia (Man About Town) New York, nc.

G

Gabby Bros. (Capitol) Winnipeg, Can., t.
 Gaby, Frank (Pal.) Chicago 30-Jan. 2, t.
 Gale & Carson (Riverside) Milwaukee, t.
 Gallagher, Rags: (College Inn) Philadelphia, nc.
 Gamble, Harriett & Al (Sweepstakes) Cleveland, nc.
 Gardiner, Reginald (Montmartre) New York, nc.
 Gardner, Joan: (College Inn) Philadelphia, nc.
 Gardner & Kane (Riverside) Milwaukee, t.
 Garner, Nancy (Larue) New York, re.
 Gay, Louise (Tower) Kansas City, t.
 Gay & Marcie (Paramount) Abilene, Tex., t.
 Gecoma, John, Olympia Circus (State) Cumberland, Md., t.
 Georges & Jaina (Waldorf-Astoria) New York, h.
 Gibson, Virginia: (Village Barn) New York, nc.
 Gilford, Jack (Chicago) Chicago, t.
 Gleason's, Art, Town Scandals (Capitol) Aberdeen, S. D., 3-4; (O. H.) Jamestown, N. D., 5; (State) Minot 7-8, t.
 Glorified Revue, Jack G. Van's (Liberty) Darlington, S. C., 2; (Pantages) Birmingham, Ala., 4-10, t.
 Glynn, Donald (Park Cafe) Burlington, Vt., c.
 Goff, Jerry, & Jack Kerr (Barney Gallant's) New York, nc.
 Gomez & Winona (Montmartre) New York, nc.
 Gonzala, Consuela: (Arcadia Intl. House) Philadelphia, nc.
 Goodner, Jean (Paradise) New York, re.
 Gordon, Frances (Club Paradise) Superior, Wis., nc.
 Gory, Gene, & Roberta (Oakland) Pontiac, Mich.; (Temple) Saginaw 5-8, t.
 Gospel Singer (Imperial) Boston 30-Jan. 2, t.
 Grable, Betty (Fox) Washington, D. C., 30-Jan. 2, t.
 Grafton, Billie (Statler) Buffalo, h.
 Graham, Bobby (State-Lake) Chicago, t.
 Grauman, Saul, & Co. (Tivoli) Chicago, t.
 Gray, Joe, Trio (Madeleine's) New York, nc.
 Gray, Maxine (Pennsylvania) New York, h.
 Green, Terry (Commodore) New York, h.
 Gregory & Eleo (Electric) St. Joe, Mo., t.
 Grenier, Ethel: (Cocoanut Grove) Boston, nc.
 Gresham & Blake (Electric) St. Joe, Mo., t.
 Grisha (Colosimo's) Chicago, nc.
 Guizar, Tito (Pal.) Rochester, N. Y., 30-Jan. 2, t.
 Gwynne, Jack (Jefferson) St. Louis, h.
 Gydenkron, Baron Ebbe (Wivel's) New York, re.

H

Haas, Sam (Heart of Chicago) Chicago, nc.
 Hacker, Monty (Capitol) Aberdeen, S. D., 3-4, t.
 Hale, Ted (Connie's Inn) New York, nc.
 Hall, William (Uptown) Chicago, t.
 Hamilton, Kay (Harmanus Blecker Hall) Albany, N. Y., 30-Jan. 2, t.
 Hand, Billy (Astor) Reading, Pa., 30-Jan. 2, t.
 Hanley, Eddie, & Co. (Tower) Kansas City, t.
 Harmon, Irving (Orph.) Lincoln, Neb., t.
 Harmonizers, Four, also Mack D. Ferguson (Rialto) Danville, Va., 2; (State) Winston-Salem, N. C., 3-4; (Carolina) Wilmington 6-7; (Stevenson) Rock Hill, S. C., 8; (Paramount) Hickory, N. C., 9, t.
 Harris, Claire & Shannon (Chez Paree) Chicago, nc.
 Harris, Ted, Band (Paramount) Des Moines, Ia., t.
 Harrison, Ken (Hollywood Club) Scranton, Pa., nc.
 Hartmans, The (St. Regis) New York, h.
 Hartly, Tom (Park Central) New York, h.
 Hausner, Jerry (Pal.) Chicago, t.
 Haverly, Ned (Paramount) Des Moines, Ia., t.
 Hawley, Mona: (Harlem Casino) Pittsburgh, nc.
 Hayes, Georgie (French Casino) New York, nc.
 Haynes, Mitzel (Hollywood) New York, re.
 Hayward & Allen (Leon and Eddie's) New York, nc.
 Heaney Sisters (Stanley Bar & Grill) New York, nc.
 Hendricks, Ray (Paradise) New York, re.
 Herbert, Grace & Charlie (Central Park Casino) New York, nc.
 Hickman, Stanley (New Yorker) New York, h.
 Higgins, Dot (Paramount) Abilene, Tex., t.
 Hinds, Nina (Music Box) San Francisco, nc.
 Hit Parade (Earle) Washington, D. C., 30-Jan. 2, t.
 Hollander, Mack (Club Sharon) New York, nc.
 Hollywood Secrets (Fox) Washington, D. C., 30-Jan. 2, t.
 Holmes, Harry, & Co. (Riverside) Milwaukee, t.
 Horn, Day & Franks (Pal.) Chicago, t.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Terry (Tivoli) Chicago, t.

I

Inez & DeWyn (Rio) Helena, Mont., t.
 International Follies (Electric) St. Joe, Mo., t.

J

Jackson, Lawrence (President) New York, h.
 James & Mathews (Hollywood) New York, re.
 Jarnot, Bernice (Rialto) Phoenix, Ariz., t.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Jason, Barbara (Paradise) New York, re.
 Jean & Gloria (Paradise) New York, re.
 Jeanette & Carlo: (Bat Gormley's Club) Lake Charles, La., nc.

POLLY JENKINS AND HER PLOWBOYS

Now playing with WIS National Barn Dance. SAM ROBERTS, Personal Rep.

Jerry & Jean (Paramount) Duluth, Minn., t.
 Jewel, John (Southtown) Chicago, t.
 Jones, Frank Pég (Paramount) Des Moines, Ia., t.
 Jonay, Roberta (Wivel's) New York, re.
 Jordan, Harry (Eldorado Gardens) Detroit, nc.
 Jordan Sisters, Three (Blue Lantern) Detroit, nc.
 Jose & Renee: (Cocoanut Grove) Vancouver, B. C., nc.
 Joyce, Vicki (Edison) New York, h.
 Joy's, Billy, Band (Fox) Hutchinson, Kan., t.
 Juan & Marita (The Mansion) San Antonio, Tex., nc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Garter & Schaub: (Jimmy Kelly's) New York, nc.
 Cass, Mack, Owen & Topsy (Pal.) Cleveland 30-Jan. 2, t.
 Cellophane Scandals (Orph.) Wichita, Kan., 5-7, t.
 Cevens, The (Miles) Cleveland, t.
 Chandler, Evelyn (College Inn) Chicago, nc.
 Charles & Barbara (Swallow's Cafe) Warren, O., c.
 Charles & Dorothy (Banker's Tavern) Philadelphia, nc.
 Charles, Ernest (Normandie) New York, nc.
 Charvet, Marie (Bal Musette) New York, nc.
 Chasin, Edith (Empresa) Monterrey, Mex., t.
 Chicquita (Fox) Washington, D. C., 30-Jan. 2, t.
 Chevallier, Mimi: (Greenwich Village Inn) New York, nc.
 Cholet, Paul (Rex) Seattle, t.
 Clairs, The (Fox) Hutchinson, Kan., t.
 Clarence & Delores (Paramount) Duluth, Minn., t.
 Christine, Bobette (Deauville) New York, nc.
 Clark, Flo (Rio) Helena, Mont., t.
 Clark, Sammy (Marquette Club) Chicago, nc.
 Claude & Corinne (Colosimo's) Chicago, nc.
 Claudet, Marguerite (Shawnee) Springfield, O., h.
 Claverie, Rose (Club Alabam') Chicago, nc.
 Clewis, Carl: (Frolic Inn) Hollywood, Calif., nc.
 Clymas Troupe (Marbro) Chicago, t.
 Colleano Family (Pal.) Rochester, N. Y., 30-Jan. 2, t.
 Cocoanut Grove Revels (Marbro) Chicago, t.
 Cody, Kay (Montclair) New York, h.
 Coleman, Thelma (Lyceum) Port Arthur, Can., 30-Jan. 2, t.
 Collette & Barry (Village Barn) New York, nc.
 Comedy Stars of Hollywood (Paramount) Duluth, Minn., t.
 Conrad & Amerson (Rialto) Phoenix, Ariz., t.
 Continental Cavalcade (Keith) Boston 30-Jan. 2, t.
 Coogan, Jackie (Fox) Washington, D. C., 30-Jan. 2, t.
 Coogan, Mac (Edison) New York, h.
 Cook, Gloria (Hollywood) New York, nc.
 Cooper, Jane (Central Park Casino) New York, nc.
 Coon, Dell, & Orch. (Pal.) Chicago, t.
 Coral, Tito (Morrison) Chicago, h.
 Corinne (Hi-Hat Club) Chicago, nc.
 Courtney, Ann (Normandie) New York, nc.
 Craddock's, Four (French Casino) New York, nc.
 Crider & Paige Capers of Mirth (National) Greensboro, N. C., 3-4; (Plaza) Asheville 5, t.
 Cross & Dunn (Chez Paree) Chicago, nc.
 Cummings, Don (Uptown) Chicago, t.
 Cunningham & Bennett (Banker's Tavern) Philadelphia, nc.

Julius, Billy (Diamond Club) Wheeling, W. Va., nc.
 Juliana (French Casino) New York, nc.
K
 Kanazawa Japs, Three (Rex) Seattle, t.
 Karre-Le Barron Dancers (Adelphia) Philadelphia, h.
 Kashman, Betty (Club Deauville) New York, nc.
 Katherine, May (Biltmore) New York, h.
 Kauff, Benn (Place Elegante) New York, nc.
 Kay, Dolly (Royale-Frolics) Chicago, nc.
 Kean, Mildred (Town Casino) Philadelphia, nc.
 Kelly, Nancy (Hi-Hat) Chicago, nc.
 Khmara, Gregory (St. Moritz) New York, h.
 Kidd, Ruth (Del Monaco's) New York, nc.
 Kiley, Irene (Banker's Tavern) Philadelphia, nc.
 Kimion, Lorraine (S. S. Zee) Chicago, nc.
 King's Jesters (Terrace Room) Chicago, nc.
 Kit Kat Klub Revue (Rex) Seattle, t.
 Kittens, Three (Pal.) Chicago, t.
 Knight & Western (Orph.) Lincoln, Neb., t.
 Kramer, Dick (Lebus) New York, re.
 Kramer, Renita (French Casino) New York, nc.
 Kutznetzoff (Russian Kretchma) New York, nc.
L
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
 LaMar, Barbara (Town Casino) New York, nc.
 LaMar, Deloriz (Club Monte Carlo) Sheboygan, Wis., nc.
 LaMarre, Barbara (Gypsy Tavern) New York, nc.
 La Mar & Frederick (Bowery Music Hall) St. Louis, nc.
 LaMar, Paul (Century) St. Louis, nc.
 La Palomas (Deauville) New York, nc.
 La Riviere, Lucien (Deauville) New York, nc.
 La Rue, Bobbie (Frolie Inn) Hollywood, Calif., nc.
 LaRue & LaValle (Casa Madrid) Louisville, Ky., nc.
 La Tour, Teddy (Luck Eleven) Baltimore, nc.
 LaToy, Harry (Orph.) Wichita, Kan., 5-7, t.
 Lalage (French Casino) New York, nc.
 Lamarr, Mitzi (Bal Musette) New York, nc.
 Lane & Harper (Fox) Hutchinson, Kan., t.
 Lane, Leota (Pal.) Cleveland 30-Jan. 2, t.
 Lane, Ted (Hickory House) New York, nc.
 Lang, Neal (Club Cadix) Atlantic City, nc.
 Langston, Margaret (Marquette Club) Chicago, nc.
 Larrick & Larrick (Torch Club) San Francisco, nc.
 Lawlor, Marvin (Wivel's) New York, re.
 Lawlor, Terry (Leon & Eddie's) New York, nc.
 Lawrence, Louise (Radio City Rainbow Grill) New York, nc.
 Lawson, Peggy (Montclair) New York, h.
 Lee, Bob (Wivel's) New York, re.
 Lee, Bunny (Paradise) New York, re.
 Lee, Jeanette (Rex) Seattle, t.
 Lee, Don, & Louise Revue (Strand) York, Pa., 30-Jan. 2, t.
 Lee, Linda (Club Normandie) New York, nc.
 Lee, Finkle (Club Lido) Montreal, nc.
 LaMonte, Jean (Terrace Gardens) Jamestown, N. Y., nc.
 LaPorte, Barbara (New Town Bar) New York, nc.
 Lee, Ginger (Barton's Paradise Club) Youngstown, O., nc.
 Lee, Storms & Lee (Marbro) Chicago, t.
 Lee, Virginia, & Lathrop Bros. (State) New York 30-Jan. 2, t.
 Leon & Mace (Top Hat Dinner Club) Houston, Tex., re.
 Leonard, Ada, Revue (Orph.) Minneapolis 30-Jan. 2, t.
 Leonard, Jack (State-Lake) Chicago, t.
 LeRoy & Regina (Orph.) Lincoln, Neb., t.
 Leslie, Mona (Leon & Eddie's) New York, nc.
 Leslie Sisters (Orph.) Wichita, Kan., 5-7, t.
 Lewis & Dody (Barrel of Fun) New York, nc.
 Lewis, Erwin (Brown) Louisville, h.
 Lewis, Joe (Royale-Frolics) Chicago, nc.
 Lewis Sisters (Club Paramount) Chicago, nc.
 Lewis & Van (Tower) Kansas City, t.
 Liazeed Arabs (Astor) Reading, Pa., 30-Jan. 2, t.
 Lightner, Fred (Strand) York, Pa., 30-Jan. 2, t.
 Lillie, Beatrice (New Montmartre) New York, nc.
 Lilley, Joe, & Jules Monk (Fifth Avenue) New York, h.
 Lincoln, Fred (Stanley Bar & Grill) New York, nc.
 Little, Marjorie (Bon-aire) Chicago, cc.
 Logan, Ella (State) New York 30-Jan. 2, t.
 Long, Nina (Chateau) Milwaukee, cc.
 Loretta, Dorothy (Stanley Bar & Grill) New York, nc.
 Love, Violet (Paradise) New York, re.
 Lovett's Concentration (Capitol) Marshalltown, Ia., t.
 Lowrey, Fred (Ambassador) New York, h.
 Lowrie, Ed (Stanley) Pittsburgh 30-Jan. 2, t.
 Lubina, Ada (St. Moritz) New York, h.
 Lukas, Paul, & Co. (Chicago) Chicago, t.
 Luceford, Jimmie, Orch. (Howard) Washington 3-8, t.
 Lyda & Joresco (Radio City Rainbow Room) New York, nc.
 Lyman, Tommy (Club Lamaze) Hollywood, Calif., nc.
 Lynch, Martin E. (Camerens Casino) Syracuse, N. Y., nc.
 Lynne, Jerry (Orph.) Wichita, Kan., 5-7, t.
 Lyons, Margy (Hi-Hat Club) Chicago, nc.
M
 MacDonald, Barbara (Royale-Frolics) Chicago, nc.
 MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
 MacKay, Carol (Four Horsemen Club) Philadelphia, nc.
 Mack, Tommy Oesli (Pal.) Chicago, t.
 Mack, Winnie (Capitol) Marshalltown, Ia., t.
 Maddux, Frances (Savoy Plaza) New York, h.
 Maegawa, Marie (Frolie Inn) Hollywood, Calif., nc.
 Malina, Luba (Hollywood) New York, re.
 Mann, Peggy (Park Central) New York, h.
 Manning, Peggy (Orph.) Wichita, Kan., 5-7, t.
 Mansen, Vera (Sweepstakes) Cleveland, nc.
 Many & Drigo (Waldorf-Astoria) New York, h.
 Maran, Eddie (Wivel's) New York, re.
 Marbou Sisters (Cocanut Gardens) Chicago, nc.
 Marcellino, "Muszy" (New Yorker) New York, nc.

March of Rhythm (Fox) Hutchinson, Kan., t.
 Marcia & Marquez (Harlem Casino) Pittsburgh, nc.
 Margaret Sisters (Orph.) Wichita, Kan., 5-7, t.
 Marietta & Rudy (French Casino) New York, nc.
 Mario & Florio (Biltmore) New York, h.
 Markoff, Gypsy (Commodore) New York, h.
 Marks, Anthony (Club Alabam') Chicago, nc.
 Marlow, The Great (Torge Club) Jamestown, N. Y., nc.
 Marshall, Everett (Keith) Boston 30-Jan. 2, t.
 Martin, Billy (Silver Cave) Chicago, c.
 Martin, Dolly (Madison Casino) Chicago, nc.
 Martin, Tex (Orph.) Lincoln, Neb., t.
 Marvyn, Gene (Paradise) New York, re.
 Masked Mystery Band (Capitol) Marshalltown, Ia., t.
 Mason, Eileen (Show Boat) Pittsburgh, nc.
 Mason, Jack, Revue (Club Richman) New York, nc.
 Mason's, Jay, Blond Rhythmettes (Deleware Club) Muncie, Ind., nc.
 Mason, Melissa (Keith) Boston 30-Jan. 2, t.
 Mason, Sylvia, Co. (Pal.) Cleveland 30-Jan. 2, t.
 Mathews, Helen (Kit Kat) New York, nc.
 Matliff, Gibson & Lee (Capitol) Marshalltown, Ia., t.
 Mattingly, Nell (Villa Moderne) Chicago, nc.
 Maughan, Dora: (Thru the Looking Glass) New York, nc.
 Maurine & Norva (New Yorker) New York, h.
 Maxwell, Elsa (Versailles) New York, nc.
 May, Bobby (Pal.) Cleveland 30-Jan. 2, t.
 May, Jean (Royal Palm Club) Miami, nc.
 Mayan Trio (Mayan) New York, re.
 Maye, Dorothy (German Village) Columbus, O., nc.
 Mayfair, Mitzi (Waldorf-Astoria) New York, h.
 Mayfair Sisters (Capitol) Aberdeen, S. D., t.
 Mayfield, Bob, Trio (National) Louisville, t.
 Mayfield, Kay (Club Paramount) Chicago, nc.
 Mazzone, Frank, & Co.: (Cocanut Grove) Boston, nc.
 McBride, Jack & Flo (Rio) Helena, Mont., t.
 McCormick, Frank (Del Monaco's) New York, nc.
 McGowan, Pat (Ponce de Leon) Dayton, O., nc.
 McGrail, Walter (Fox) Washington, D. C., 30-Jan. 2, t.
 Meagher, Billy (Club Minuet) Chicago, nc.
 Medrano & Donna (Savoy Plaza) New York, h.
 Mellar, Jeanne (Bal Musette) New York, nc.
 Melton & Snay (Barrel of Fun) New York, nc.
 Melvin, Joe (Rialto) Phoenix, Ariz., t.
 Meredith, Tiny (Music Box) San Francisco, nc.
 Miles, Mary (State-Lake) Chicago, t.
 Millard & Anita (Monte Carlo) New York, c.
 Mills Bros. (Oriental) Chicago, t.
 Mills, Tommy (Place Elegante) New York, nc.
 Milo (National) Louisville, t.
 Minnette (State-Lake) Chicago, t.
 Mitchell, Connie (Grand) St. Louis, t.
 Mitchell, Rena (New Black Cat) New York, nc.
 Modernists, Four (Paradise) New York, re.
 Mogul, Prince: (Arcadia Intl. House) Philadelphia, nc.
 Mohamed & Jaara (French Casino) New York, nc.
 Molasses & January (Fox) Detroit 30-Jan. 2, t.
 Monte, Hal (Royale-Frolics) Chicago, nc.
 Moore, Lela (Pay) Providence, t.
 Moore, Saddle (Club Alabam') Chicago, nc.
 Morales Bros. & Little Daisy (National) Detroit, t.
 Morey, Charlotte (Orph.) Lincoln, Neb., t.
 Morgan, Dorothy (Jimmy Kelly's) New York, nc.
 Morgan, Grace (Joe Howard's Showboat) New York, nc.
 Morgan Sisters (Club Alabam') Chicago, nc.
 Morris, Joe, Co. (Pal.) Rochester, N. Y., 30-Jan. 2, t.
 Moyses, Charee (Marquette Club) Chicago, nc.
 Muare, Jean (Bal Musette) New York, nc.
 Mura, Corinna (Barney Gallant's) New York, nc.
 Murdock & Mayo (Capitol) Winnipeg, Can., t.
 Murray & Alan (Greenwich Village Nut Club) New York, nc.
 Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.
 Murray, Jimmy (Banker's Tavern) Philadelphia, nc.
 Music Hall Boys (St. Moritz) New York, h.
 Muth, Anita (Paramount) Des Moines, Ia., t.
 Myers, Stan, & Orch. (Tivoli) Chicago, t.
N
 Nason, Art (Mendel's) Ft. Lauderdale, Fla., nc.
 Nations, Evelyn (Chateau) Milwaukee, cc.
 Neely, Phil (Paradise) New York, re.
 Neiser, Henri (Paramount) Des Moines, Ia., t.
 Nelson, Chas. (Harmanus Blecker Hall) Albany, N. Y., 30-Jan. 2, t.
 Nena, La (Wivel's) New York, re.
 New, Anita (Fox) Washington, D. C., 30-Jan. 2, t.
 Nice, Florio & Lubow (Century) Baltimore 30-Jan. 2, t.
 Nichols, Les (Paramount) Abilene, Tex., t.
 Niesen, Gertrude (House of Morgan) New York, nc.
 Night in Avalon (Orph.) Lincoln, Neb., t.
 Nirska (Uptown) Chicago, t.
 Niva, Vira (Arcadia) Philadelphia, re.
 Nolte, Carolyn (Town Casino) New York, nc.
 Nonchalants (Harmanus Blecker Hall) Albany, N. Y., 30-Jan. 2, t.
 N. T. G. & Radio Night Club Revue (Earle) Philadelphia 30-Jan. 2, t.
O
 O'Brien, Jack (Sweepstakes) Cleveland, nc.
 O'Doherty, Molly (Del Monaco's) New York, nc.
 Ortons, Four (Pal.) Cleveland 30-Jan. 2; (Pal.) Albany, N. Y., 3-6, t.
 O'Neal, Cackles (Hollywood) New York, re.
 O'Neil, Ruth (Southtown) Chicago, t.
 Ortega, Eva (Southtown) Chicago, t.
 Owens, Karlton: (Frolie Inn) Hollywood, Calif., nc.
P
 Pablo (Chateau) Milwaukee, cc.
 Palmer & Dorech (Cocanut Palms) Detroit, nc.
 Parea, Pat (Paradise) New York, re.
 Parker, Lew, Co. (Pal.) Cleveland 30-Jan. 2, t.

Parker, Marion (Club Alabam') Chicago, nc.
 Parquet, Yvonne (Bal Musette) New York, nc.
 Pat & Marilyn (Club Monticello) Detroit, nc.
 Patou Sisters (Hollywood) New York, re.
 Paula, Paula (Stanley Bar & Grill) New York, nc.
 Payne Bros., Three (Rex) Seattle, t.
 Payne, Chuck (Rex Arms) Minneapolis, nc.
 Payne, Sally (National) Louisville, t.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pearl, Lew, & Boys (After the Show Club) Chicago, nc.
 Peebles, Harriet (Pioneer Club) Detroit, nc.
 Pedro & Luis (Black Cat) Wilmington, Del., c.
 Pepper, Jack, Co. (Tivoli) Chicago, t.
 Perkins, Johnny (Oriental) Chicago, t.
 Pete, Peaches & Duke (Chicago) Chicago, t.
 Peterson, Dave L. (Club Broadmont) Chicago, nc.
 Petty, Ruth (Oriental) Chicago, t.
 Phillips, Bill, Band (Orph.) Lincoln, Neb., t.
 Pierre & Temple (Netherland Plaza) Cincinnati, h.
 Powell, Ruth S. (Rex) Seattle, t.
 Pritchard, Ann, & Jack Lord (Paradise) New York, re.
 Purdy, Lee: (Arcadia Intl. House) Philadelphia, nc.
R
 Radio Rubes (Century) Baltimore 30-Jan. 2, t.
 Rahkaste, Marianne (Wivel's) New York, re.
 Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
 Ramon & Renita (Ambassador) New York, h.
 Rancho Grande Revue (Rialto) Phoenix, Ariz., t.
 Rand, Katherine (Walton) Philadelphia, h.
 Randall & Banks (Grand) St. Louis, t.
 Rardin, Joe (Paradise) New York, re.
 Rasha & Rhona (Merry-Go-Round Club) Akron, O., nc.
 Raye, Allen (Biltmore) New York, h.
 Raye, Gilbert & Vicky (Ray Ott Club) Nlagara Falls, N. Y., nc.
 Read, Jimmy (Capitol) Winnipeg, Can., t.
 Reasons, Three (Music Box) San Francisco, nc.
 Rector, King (Orph.) Wichita, Kan., 5-7, t.
 Reed & Mele (Royale-Frolics) Chicago, nc.
 Rees, Jack (Normandie) New York, nc.
 Reid, Gus, Orch. (Orph.) Wichita, Kan., 5-7, t.
 Reilly Kids (Pal.) Cleveland 30-Jan. 2, t.
 Reilly, Tom, & Jimmy Comfort (Charlie Weighman's 40 Club) New York, nc.
 Revel, Baxter & Revel (Marbro) Chicago, t.
 Reyes, Raul & Eva (New Yorker) New York, h.
 Reynolds & White (Uptown) Chicago, t.
 Rhythm Redheads (Marbro) Chicago, t.
 Ricardo's, Don, Continentals (Rialto) Phoenix, Ariz., t.
 Ricardo & Renee (Ye Olde Tav.) Ft. Wayne, Ind., nc.
 Richards Sisters (Rex) Seattle, t.
 Richardson Twins (Beacon) Vancouver, Can., 30-Jan. 2, t.
 Richman, Margie (Paramount) Abilene, Tex., t.
 Rio, Eddie, & Bros. (Stanley) Pittsburgh 30-Jan. 2, t.
 Ritz Bros., Three (State) New York 30-Jan. 2, t.
 Ritz-Carleton Blondes (Rio) Helena, Mont., t.
 Roberts, Frances (Club Cadix) Atlantic City, nc.
 Roberts, Dave (Plantation Club) New Orleans, nc.
 Roberts, Peggy (Rene) New York, c.
 Roberts, Ruth (Barton's Paradise Club) Youngstown, O., nc.
 Roberts & White (Wivel's) New York, re.
 Rodney & Gould (State-Lake) Chicago, t.
 Rodrigo & Francine (Deauville) New York, nc.
 Rogers, Harley (Legion Circus) Gaffney, S. O.
 Rogers, Jimmie: (Hector's Club New York) New York, nc.
 Rogers, Joyce (Capitol) Aberdeen, S. D., t.
 Rohchaste, Marianne (Wivel's) New York, re.
 Roisman's Broadway Bandwagon (Beacon) Vancouver, Can., 30-Jan. 2, t.
 Rollins, Mimi (Thru the Looking Glass) New York, nc.
 Rolph, Wynne (Wivel's) New York, re.
 Romero, Carmita (French Casino) New York, nc.
 Roof Garden Band (Rio) Helena, Mont., t.
 Rooney Jr., Pat (Oriole Terrace) Detroit, nc.
 Rosalean & Seville (Terrace Room) Chicago, h.
 Ross, Little Stanley (Ambassador) Cleveland, O., nc.
 Ross, Wally (Club Paradise) Superior, Wis., nc.
 Round the Town unit (Pal.) Chicago, t.
 Roxettes, Four (Banker's Tavern) Philadelphia, nc.
 Roy Sisters (Chez Parea) New Orleans, nc.
 Royce, Eleanor & Seymour (Larue) New York, re.
 Royce, Thelma (Silver Grill) St. Paul, Minn., c.
 Ruth & Buddy (Silver Cloud) Chicago, nc.
 Ruten's Dogs (Grand) St. Louis, t.
S
 St. Clair Sisters & O'Day (Capitol) Aberdeen, S. D., t.
 Santrey, Frank, Co. (Capitol) Marshalltown, Ia., t.
 Shaw, Teddy (Terrace Gardens) Jamestown, N. Y., nc.
 Sailorettes, Three (Orph.) Lincoln, Neb., t.
 Saishe, Bee (New Lookout House) Covington, Ky., nc.
 Samuels, Al (Village Grove Nut Club) New York, nc.
 Sanborne, Fred, Co. (Pal.) Rochester, N. Y., 30-Jan. 2, t.
 Sanchez, Anita (Royale-Frolics) Chicago, nc.
 Santos & Elvira (Jimmy Kelly's) New York, nc.
 Sargent, Jack (Ringside) St. Louis, nc.
 Savage, Jean (Southern) Baltimore, h.
 Schenk, Al (Merry-Go-Round Club) Akron, O., nc.
 Schozalas, Three (Freddie's) Cleveland, c.
 Sedano (Larue's) New York, re.
 Seed, Dave, & Co. (Oriental) Chicago, t.
 Seymour, Tommy (Capitol) Winnipeg, Can., t.
 Shannon, Louise (S. S. Zee) Chicago, nc.
 Shay & Parker (Fox) Hutchinson, Kan., t.
 Shayne & Armstrong (Club Lido) Montreal, nc.
 Sherman, Bebe (Chateau) Milwaukee, cc.
 Sherman, "Shavo" (New Lookout House) Covington, Ky., nc.
 Sherr Brothers (Dan Healy's Broadway Room) New York, nc.

Shipstad & Johnson (College Inn) Chicago, nc.
 Shipstad, Roy (College Inn) Chicago, nc.
 Short, Louise (Music Box) San Francisco, nc.
 Shutta, Ethel (College Inn) Chicago, nc.
 Sibley, Olive (Club Lido) Montreal, nc.
 Simons, Henry (Parody Club) Chicago, nc.
 Simpson, Carl (Mosque) Newark, N. J., 1-7, t.
 Simmons, Hilda (1523) Philadelphia, nc.
 Skatelles, The (Orph.) Lincoln, Neb., t.
 Skelly Sisters (State-Lake) Chicago, t.
 Small, Mary (Keith) Boston 30-Jan. 2, t.
 Smith, Adele (Dan Healy's Broadway Room) New York, nc.
 Smith, Russell (Black Cat) New York, nc.
 Smith Sisters' Orch. (State-Lake) Chicago, t.
 Smith Sisters (Barton's Paradise Club) Youngstown, O., nc.
 Snyder, Billy (Hi-Hat Club) Chicago, nc.
 Spurr, Noel, Dancers (Paramount) Newark, N. J., t.
 Star, Barney (Rex) Seattle, t.
 Star, Florence (Park Central) New York, h.
 Starr, Gloria (Club Alabam') Chicago, nc.
 Steele, John (Gay Nineties) New York, nc.
 Stenard, Ralph & Helen (Grand) St. Louis, t.
 Stevens, Ivy & Neece (Harmanus Blecker Hall) Albany, N. Y., 30-Jan. 2, t.
 Stewart Sisters (Dizzy Club) New York, nc.
 Stone & Lee (Century) Baltimore 30-Jan. 2, t.
 Stratosphere Revue (Capitol) Marshalltown, Ia., t.
 Strausser, Saul (Southtown) Chicago, t.
 Stuart, Kay (Pal.) Chicago, t.
 Stutz, Richard (Park Central) New York, h.
 Sullivan, Ed (State) New York 30-Jan. 2, t.
 Swan, Russell (State) New York 30-Jan. 2, t.
 Sygell, Paul, & Spotty (Harmanus Blecker Hall) Albany, N. Y., 30-Jan. 2, t.
 Sykes, Harry (Capitol) Winnipeg, Can., t.
 Symington, Mrs. Eve (St. Regis) New York, h.
T
 Taft, Ted & Mary (New Lookout House) Covington, Ky., nc.
 Take Sisters, Three (Harry's N. Y. Cabaret) Chicago, nc.
 Talbert, Ray (Club Monte Carlo) Sheboygan, Wis., nc.
 Tappan, Maxine (Ambassador) New York, h.
 Tapps, Georgie (Paradise) New York, re.
 Tarr, Terry, Girls (Orph.) Wichita, Kan., 5-7, t.
 Taylor, Dorothy (Airport Tav.) Cleveland, O., nc.
 Taylor, Flo (Anne Millstone's) Chicago, nc.
 Telaak, Bill (National) Louisville, t.
 Templeton, Georgia (Capitol) Marshalltown, Ia., t.
 Termini, Joe (Ritz & Carlton Hotels) London 1-31, nc.
 Thais (Old Roumanian) New York, nc.
 Theodore & Denesha (Delmonico's) New York, nc.
 Thomas Twins (Club Alabam') Chicago, nc.
 Thorson, Carl (Paramount) Abilene, Tex., t.
 Tiltman, Phil, & Jimmy Lee (House of Morgan) New York, nc.
 Torrens, Nanita: (St. Moritz) New York, h.
 Towne & Knott (Club Lido) Montreal, nc.
 Townsends, The (Montclair) New York, h.
 Tracy's, Jack, Band (Paramount) Duluth, Minn., t.
 Travers, Jean (Chicago) Chicago, t.
 Tscherkassy, Alexis (St. Moritz) New York, h.
 Tucker, Sophie (House of Morgan) New York, nc.
 Tucker, Snakehips (Connie's Inn) New York, nc.
 Tucker, Sylvia (Electric) St. Joe, Mo., t.
 Twynne, Arthur (Club Comique) Los Angeles, nc.
 Tyler & St. Clair (Capitol) Marshalltown, Ia., t.
 Tymes, Paula (Silver Cloud) Chicago, nc.
U
 Udell Triplets (Beacon) Vancouver, Can., 30-Jan. 2, t.
 Uncle Ezra Jones & Barn Dance Frolies (National) Greensboro, N. C., 1; (Rialto) Danville, Va., 2; (State) Winston-Salem, N. C., 3-4; (Carolina) Wilmington 6-7, t.
V
 Val & Valarie (Merry-Go-Round Club) Akron, O., nc.
 Valdez, Vern: (Frolie Inn) Hollywood, Calif., nc.
 Van Deusen, Bert (Lyceum) Port Arthur, Can., 30-Jan. 2, t.
 Van, Gus (Marbro) Chicago, t.
 Vaughn, Virla (Club Alabam') Chicago, nc.
 Veloz & Yolanda (Palmer House) Chicago, h.
 Venetian Duo (L'Aiglon) Chicago, c.
 Vernon, Wally (Colosimo's) Chicago, nc.
 Vestoff, Florida & Val (Greenwich Village Barn) New York, nc.
 Vestoff, Gloria (Dan Healy's Broadway Room) New York, nc.
 Victoria & Lorenz (Tower) Kansas City, t.
 Vincent, Larry (Club Ted-Forty) Detroit, nc.
 Volland, Bianca (Village Gypsy Tavern) New York, nc.
W
 Wade, Billy (Orph.) Wichita, Kan., 5-7, t.
 Wagner Sisters (Rex) Seattle, t.
 Waldron, Jack: (Hollywood) New York, re.
 Walsh, Sammy: (Village Barn) New York, nc.
 Waitons, Three (Electric) St. Joe, Mo., t.
 Ward, Aida (Anna Held's) New York, re.
 Warwick Sisters, Three (1523 Club) Philadelphia, nc.
 Watson, Lucile (Colosimo's) Chicago, nc.
 Wayne, Carlyle (Paramount) Duluth, Minn., t.
 Wayne, Clifford, Six (Paramount) Duluth, Minn., t.
 W. B. M. (Pal.) Chicago 30-Jan. 2, t.
 Webb, Nella (Normandie) New York, nc.
 Weber, Rex (Adelphi) Philadelphia, h.
 Wellington, Marcelle (Nixon) Pittsburgh, c.
 Welsh, Murray (Club Broadmont) Chicago, nc.
 Weston, Sammy (Airport Tav.) Cleveland, O., nc.
 White, Hal C. (Club S-X) Chicago, nc.
 White, Jack (Jim Healy's Rendezvous) New York, nc.
 White, Olive (Penthouse) Detroit, nc.
 White & Rae (Marquette Club) Chicago, nc.
 White, Teddy (Normandie) New York, nc.
 Whitman, Flo (Town Club) Chicago, nc.
 Wilson, Edith (Kit Kat) New York, nc.
 Wilson, Warren (Fox) Washington, D. C., 30-Jan. 2, t.
 Wing, Toby (Oriental) Chicago, t.
 Winsette, Emily (Paramount) Abilene, Tex., t.
 Winters, Caroline (Lyceum) Port Arthur, Can., 30-Jan. 2, t.
 (See ROUTES on page 52)

NO H-W CIRCUS NEXT SEASON?

Press Report Taken Seriously In New York, But Not in Cincy

Ringling interests would be playing into hands of opposition if such a step were taken, pointed out—believed title might be shelved but not equipment

CINCINNATI, Dec. 28.—Altho in New York the daily press report that Hagenbeck-Wallace Circus might not go out next season is taken rather seriously, such is not the case in Cincinnati. From what can be gathered here, if anything at all is done it will be discarding the title, but not the physical equipment, altho the title is looked upon as a very valuable piece of property. If the show were shelved, it is pointed out, the Ringling interests would only be creating a vacancy for another organization, even tho they could draw upon the Sells-Floto-Al G. Barnes Combined Circus, as New Yorkers see it, to take over the territory heretofore played by H-W. It would be an ideal setup for opposition interests and followers of the circus here feel confident that the Ringling interests would not be so foolish as to adopt such a plan.

The Billboard yesterday made a futile attempt to have General Manager S. W. Gumpertz verify the report. A wire was sent to him at Sarasota and brought word from Pat Valdo, personnel director of the Ringling shows, that Gumpertz was out of the city and that the message was being forwarded to him. Up to the time that this page went to press no word had been received from Gumpertz.

NEW YORK, Dec. 28.—Decision to disband the Hagenbeck-Wallace Circus, announcement of which broke early this week, was apparently put out of the uncertain class when it became known that the American Circus Corporation is seeking 1936 park and fair engagements for at least one important troupe which appeared on the show last season. Act in question is under contract, and other attractions may be involved in the same way. Pat Valdo, personnel director of Ringling shows, will not go abroad this year to scout acts, incidentally.

With General Manager S. W. Gumpertz away for a short vacation in Hot Springs, nothing of an official nature could be learned at the local headquarters of the corporation on Madison avenue regarding the important and far-reaching shelving of one of the world's largest traveling enterprises, with its effect on more than 500 people. Informed (See NO H-W CIRCUS on page 34)

Pittsburgh IABPB Election

PITTSBURGH, Dec. 28.—The annual election of Local No. 3, International Alliance of Bill Posters and Billers, was held here last Sunday. The following were elected: Charles Mitchell, president; James Wright, vice-president; William Nicholson, secretary and treasurer; Leo Abernathy, business agent; Al Marks and George Germyer, named to the executive committee; Al Finkel, Clyde Cubbison and Ray Shields, named to the trustee board, and Herman Rohrkaster, sergeant at arms.

Mr. Nicholson, who established his office at 418 Bessemer Building here, succeeded George W. Lowry, secretary-treasurer for the last 32 years and past international president. Lowry declined to remain in office on account of ill health.

European Circus Notes

PARIS, Dec. 16.—Several tent circuses and menageries are still playing the street fairs in France. Lemeny's Cirque Francais is at the fair at Hirson, Pezon's Menagerie is at Grasse, Captain Walls' crocodiles are at Carcassons and Tissen's animal show at Dieppe.

The Cirque Pourtier at the Cirque Royal in Brussels is presenting a new program featuring several big animal acts: the Algevois, flying trapeze; Kobe troupe of Jap acrobats and the Yillerons, equilibrists.

The Cirque Amar Freres is playing a long stand at Algiers, Algeria, with Germain Aeros, wire walker; Nor-Bertys, aerial; Babusios, clowns; Recha, illusionist; Marthe and Bizarro, jockeys; Gauthier's high-school horses, 16 elephants and groups of tigers, lions and bears presented by the Amar Brothers.

Tom Mix Show Signs Agreement

PITTSBURGH, Dec. 28.—The Tom Mix Circus joined the Ringling Bros.' controlled shows in signing the 1936-'37 agreement with the International Alliance of Bill Posters and Billers of the United States and Canada. General Agent P. N. Branson submitted the contract to President Leo Abernathy here.

Mr. Abernathy stated that The Billboard advertisement listing all shows that have signed and all others that haven't will be held up until after January 1, the time limit given all circuses to submit the signed agreements.

Macon, Ga., Jottings

MACON, Ga., Dec. 28.—Tony Lamb, trombone player with Rodney Harris' Band on Downie Bros.' Circus, launched his vaudeville circus December 12 at Dry Branch, Ga. Roster includes the Wilson Trio, in comedy acts; the Whipping Smiths, whipcracking and sharp-shooting; Lola Morales, iron jaw, and Lillian Wilson, traps. Teresa Morales was a feature at opening stand with her heel and toe catch on trapeze. However, she did not go on road with show. Dime Wilson has a nicely framed pit show.

Mayme Butters, wire act, motored from Los Angeles and are quartered at Hotel Central awaiting the opening of a new revue after the holidays.

Carlos and Etta Correon, also Allen Hauser, equestrian director of the Downie show, will winter in Macon, as usual, and after January 1 all will be actively engaged in training some new stock purchased during the summer by Charles Sparks. Several Kentucky horses are included.

Dorothy Morales returned here to attend school after a summer on the road with her mother, Concha, of the Pape and Conchita act. She is an accomplished little performer.

Carl Clark went to Tifton, Ga., where he played a week's engagement with his dogs, ponies and Georgia razorbacks for the Lions' Club. Teresa Morales and Stuart and Forrest, comedy bar act, were also there.

Louis Roth With Mix

CINCINNATI, Dec. 28.—Louis Roth, well-known animal trainer, will work a cat act on the Tom Mix Circus, and his daughter will perform with her wrestling tiger.

Old Washington Lot Will Not Be Available

WASHINGTON, Dec. 28.—The circus lot at Fifth and Florida avenue, used for the last 15 years, may not be available next spring. A new street is being constructed thru the center of the grounds which is to serve as the approach for a viaduct over the extensive Baltimore & Ohio Railroad tracks. New market buildings in other portions of the grounds will tend to make the lot unavailable.

Circuses will be able to use the new government property near Benning without cost if they so desire.

Reviving Parades

The following editorial recently appeared in The Greenfield (Mass.) Recorder Gazette:

"Is the circus parade coming back? Greenfield has been noticeably short-changed in this respect in recent years.

"A spokesman for Ringling Bros. says that a circus is spending \$50,000 to equip its wagons with rubber tires and its horses with rubber shoes, so city pavements will not be cut up by parades. He says parades were discontinued because city officials complained their pavements were damaged by iron tires and iron-shod hoofs.

"The return of the circus parade will be welcomed with shouts of joy. The elephants don't need rubber shoes; they have them already. We didn't know how we missed the gold-paneled wagons and chariots, the clowns and their antics, until we saw the announcement. Will there be a calliope? We trust so."

Mouton Buys Sadler Unit

SAN ANTONIO, Dec. 28.—A deal was closed yesterday whereby Ben Mouton, who has a perch and fire-diving act, purchased the winter unit of the Harley Sadler and Bailey Bros.' Circus. Sadler had leased the winter show and it was operating under Goldman Bros.' title, playing to fair business when weather permitted.

Mouton closed the show and moved it to quarters here, where equipment will be repainted and show enlarged for an early spring opening. He has engaged practically all of the department heads of the Sadler Circus and several of the acts for next season.

Sadler, on closing of the Sadler Circus several weeks ago, moved several trucks, the big top and other equipment to his quarters in Sweetwater, Tex., where trucks and trailers have undergone repairs and will be used for his repertoire show, and early next summer will launch a historical play as a one-night stand show in Texas.

Rotary Show Success

BINGHAMTON, N. Y., Dec. 28.—The first professional Rotary Circus was staged here under auspices of the Rotary Club on Thursday in the ballroom of the Arlington Hotel. Performance was staged in one ring and on one stage. Acts consisted of trained animals, clown numbers, ventriloquism and an escape act. Fifteen members of the forthcoming Martin Bros.' Circus put on the performance. Music was furnished by the Triple Cities Traction Band of 20 pieces. A full-length classical concert was given from the ring prior to the performance. A calliope also was used in the program.

There was circus atmosphere thruout. Hundreds of feet of canvas sidewall adorned the walls while overhead there was a myriad of flying pennants and flags. Several sections of blues flanked the sides. A marquee was erected at the entrance. There was a padroom for the performers. Regulation side-show banners were hung entire length of the ballroom. All in all, there were 10 truckloads of equipment, including a number of portable cages. Arrangement and direction of program was under Stuart English and George H. Barlow III, local circus fans.

Booked for Second Year

HAVANA, Cuba, Dec. 28.—Santos & Artigas Circus, now playing under canvas in the heart of the city, between the Sevilla Biltmore and the famous Sloppy Joe's, has been booked for the second year. Circus will play in Havana approximately three more weeks and then units, under the direction of Fred Bradna, will leave to play Shrine circuses in the United States. Performances are daily at 8:45 p.m., with three matinees a week.

Cole Receives New Animals

Mostly tigers in carload from West Coast—replacing aged cats

ROCHESTER, Ind., Dec. 28.—Capt. W. K. Bernard, who was in charge of the Cole-Beatty animals on the Coast, has returned, bringing a carload of new cats, mostly tigers, which will be used to replace aged animals and to enlarge the act.

Mr. and Mrs. Zack Terrell have returned from a holiday visit with Mr. Terrell's mother at Owensboro, Ky.

Mr. and Mrs. Eddie Allen, in charge of the Cole elephants, are spending the holidays with relatives in Scranton, Pa.

Mr. and Mrs. Harry Herrelde were Christmas guests of Mrs. Herrelde's parents at Marion, Ind.

Mr. and Mrs. Earl Lindsay are expected back at quarters soon. They have spent a month in Fort Worth and Dallas, Tex.

Al Dean is the No. 1 man around quarters since the Christmas spread, which included turkey and all of the trimmings. It was a sort of dedication of the new cookhouse.

Work of remodeling and shifting animal quarters at Cole headquarters is progressing rapidly. It is believed now that the new arrangements will be completed early in February. The new animal barn will be 250x60 feet in size.

Uyeno in Hospital

SARASOTA, Fla., Dec. 28.—Missa Uyeno, younger member of the Jap tumbling troupe with the Ringling Circus known as the Uyenos, today is a patient at Florida medical center at Venice, 18 miles south of here, under the personal care of Dr. Fred H. Albee, world-renowned bone surgeon.

Uyeno has been a patient at a local hospital for about two months but friends advised him to see the bone surgeon, who is preparing Uyeno, described as a "very sick man," for a difficult operation to remove infection caused by tuberculosis of the spine. Uyeno went to the medical center for an examination but was found to be too sick to return to Sarasota. His brother, Albert, is in New York at present.

Beatty Back at Rochester

ROCHESTER, Ind., Dec. 28.—Mr. and Mrs. Clyde Beatty are back in winter quarters after a month in California before the camera, where Beatty completed a 12-reeler for Mascot Pictures. The Beattys will remain here until January 16, when they leave for Detroit and a vaudeville trek around the Eastern circuits.

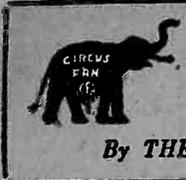
Fire Destroys Old Quarters

FRANKFORT, N. Y., Dec. 28.—An explosion, followed by fire, destroyed the old L. R. Ripley farmhouse on the main Utica-Frankfort road Wednesday night. The plot of ground on which the house stood was once the winter headquarters of the Robinson Circus. Robinson was a native of Connecticut and was known as "Yankee" Robinson. He was a son-in-law of L. R. Ripley.

Smith Again With Russell

ROLLA, Mo., Dec. 28.—Herman Q. Smith will again serve as contracting agent with Russell Bros.' Circus, his second season with the show. At present he is working on a promotion in Las Cruces, N. M.

Walter Jenner, seal trainer, will present his Buddy II with the Russell show coming season.



**With the
Circus Fans**
By THE RINGMASTER

CFA.
President, **FRANK H. HARTLESS**, 2930 West Lake Street, Chicago, Ill.
Secretary, **W. M. BUCKINGHAM**, Thames Bank, Norwich, Conn.
(Conducted by **JOHN SHEPARD**, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

With CFA, as with circus folk and all, it is the time of greeting cards. The original and unique are those that stand forth in the stacks. Among some very clever ones were those of the Shanks, of Evanston, Ill.; Del Theard, of New Orleans, and that book on "Uncle Sam Gone Specialist." The Knechts, both Klara and Karl, ran to circus with his two elephants, as usual. Barnes, Cble Bros., Hagenbeck-Wallace and Ringlings had nifty ones. The Big One all in gold with a Sarasota background. R. M. Harvey had a chimp shining his shoes. The Hohenadles, of Rochelle, Ill., who print *White Tops*, had the "bull" line. Joe Cook, the stage, screen and radio comic, had a regulation four-page newspaper, *The Evansville Courier*, with a cartoon by his old friend and fellow CFA. Cook's cards and so too Knecht's were mailed from Santa Claus, Ind., and the postmark created a stir.

Cleveland Williams, of Ft. Leavenworth, had circus all over his. The Joneses, of New Jersey, had an original of elephantine topic with their faces on the figure in the howdah. Walter Nickels, of New Philadelphia, O., had a picture of the first town in Ohio. The Harper Joys' three children graced their card, playing in the Spokane snows. Sam Solinsky, of Beaumont, had the marquee in open and shut front. Townsend Walsh's was a nifty of colored animal pictures and verse. Bev Kelley and Bill Fields' card showed their *Old Maids*. Bernie Head, *The Old Darling*. well, that is the name of the George M. Cohan show he is ahead of.

The A. Morton Smiths, of Gainesville, Tex., as was expected, oozed circus all over each page. Heinz Rhue, the animal dealer's, was a clever Noah's ark. Walter Krawiec, CFA, and foremost circus painter of this country, had hand-made sketches in color. Pasco and Tom Scaperlanda's, of San Antonio, were rich in silver, red and blue, of a side-show barker.

Mel Hildreth and wife, of Washington, D. C., showed their three cute children as aerialists with words from the *Man on the Flying Traps*. Harry and Bert Chipman made a "holiday agreement."

The Don Howlands, of South Bend, Ind., reproduced an old Barnum half-sheet herald in actual size. President Frank Hartless, of the CFA, and wife are sitting on a real elephant's knees. The Tormeys, of Madison, Wis., are shown in a fine snapshot aside of the Big One ticket wagon with "We Pay as We Go." Harry Hertzberg's was a fine reproduction of an old Barnum, Bailey & Hutchinson Mtho showing Batcheller and Long heads in insert, and they with others in the leaps. Sverre and Fay Braathen, of Madison, Wis., also went for reproduction and in a large-sized card had an old Ringling herald front as of the season that they had *Cinderella* spec. Frank Ford, of Boston, showed himself on a one-horse dray, the dray loaded with Frank's good wishes in cases—not his beer that the truck usually carries.

Mal Fleming, of Fryburg, Pa., showed

an old cut-print of a ship unloading its circus, as the return of Barnum from Europe. Paul Hoy, of Sheldon, Ia., showed a big clown head and it was Pat Valdo if you looked close enough. Justus Schlotzhauer's was clever, an aerial view of the white tops with "may your yuletide be the TOPS." Bill Dunkle, of South Bend, was original, with Bill's face peering forth. Tex Sherman's, press agenting a city editor, was rare. A marvelous fine etching was that from Edward J. Busse, of Cincinnati. Fred Schlotzhauer capped the climax by showing Santa and little 1936 being shot from the cannon as the final act. There were others, but the writer can't wade thru any more right now. Many stock cards abounded in appropriate circus and elephant scenes and fit right in.

The December-January *White Tops* was another fine issue; many thanks and congrats to John Shepard. Walter Krawiec had a fine drawing in three colors on the cover. Good articles within.

Celebration Staged At Christy Quarters

HOUSTON, Dec. 28.—With a 35-foot Christmas tree loaded with presents for all the needy children of South Houston and lower Harris County, G. W. Christy "hung up the banner" for a Christmas celebration at the South Houston quarters. With seats for more than 2,000 people and all seats filled, with aisles overflowing and many who could not gain admittance, the Christy auditorium doors were thrown open Tuesday evening to an "enviable circus throng" that literally was treated to a 12-act circus.

Hundreds of gifts were presented to the adults present, as well as the kiddies. Individual gifts were on the monster tree for those who had attended. Santa Claus was busily calling the names of those youngsters who had written him thru Christy Bros. After the gifts to adults had been handed out, the children filed down the aisles and were handed their gifts in person. Bert Rutherford played the part of St. Nicholas.

Evening's entertainment opened with readings by Rev. Miller, pastor of the local Baptist Church, and songs by the church choir, followed by recitations by the children of the church. A vote of thanks was extended Katherine Dockell, secretary to Mr. Christy, for her untiring efforts toward the success of the event.

Circus act followed the opening number and included six toy ponies, presented by Mary Norton; moving pictures, presented by G. W. Christy, using the original machine used by him 30 years ago; aerial number by Miss Frederick; menage number, Merritt Belew and Miss Norton; moving pictures 25 years old; aerial rings, Dorothy Brown; novelty musical number, Musical Fredericks; Christy's Liberty horses; Merritt Belew; again the movies by Mr. Christy; Dyalmitte, mule act, presented by John Burns; magic, Prof. Dela; Christy's performing elephants, presented by H. A. Christy. Following the circus acts was a tableau, a spectacular presentation with a real chimney scene.

More than a week was required to prepare for the evening's entertainment and the work was handled by the Christy personnel, including Merritt Belew, equestrian director; Andrew McFarlane handled the seating arrangements; Paul Hickman, property man; John Burns, stage manager; William Smith, electrician; Nita Belew in charge of decorations, assisted by O. Glazner and James Darling. Gertrude Thomas was missed by her friends. She is convalescing from a recent major operation.

Evans Business Better

PITTSBURGH, Dec. 28.—The Evans Circus, one-ring dog, pony and clown outfit, found pre-holiday business much brighter this year. Show worked department stores and benefits in Western Pennsylvania, Ohio and West Virginia territory and played the last two performances before the holidays in Jack Bowman's Shrine Show in Pittsburgh December 23, and at the Goodrich firm show in Akron December 28. John H. Evans and wife spent the holidays in their home town, Massillon, O.

Dexter Fellows Tent Tattles

(CSSCA)

By FRED PITZER

NEW YORK, Dec. 28.—Let's go up to the Hotel Gotham. It's luncheon day and Graham McNamee is the Fall Guy. Here's the hotel and a bell somewhere is tolling the midday hour. I elbow my way thru the handful of autograph hunters who always congregate in front of the hotel to hold up our popular front-page members for their signatures. The crowd pays absolutely no attention to me. I haven't done a thing in my life to support reporters. I check my coat, making sure as I hand it to the girl that the torn lining doesn't show. The first one I run into is Ollie Oliphant, who is busy with reservations. As I enter the Big Top I trip over a couple of loud-speaker cables, much to the enjoyment of the engineers, who are busily engaged getting the apparatuses ready for the meeting.

I see Arvid Paulson, who is laying off his Ibsen plays for the holiday season.

Henry Havemeyer Jr. strolls in loaded down with packages containing "hot dogs" made of candy and these are stowed in the trio of Christmas stockings hanging in front of Jolly Bill's barker stand. and Jolly Bill struts around like a Simon Legree, long black mustachios 'n' everything. there's Phil Ridgway, of Newark, the badge man and a good member. and for the luvva Pete, there's Dexter Fellows himself. All the way up—or it is down?—from New Britain, Conn., just for this luncheon. We chat a bit about his new book, which might be called "This Way to the Big Top: An Autobiography of Dexter Fellows." We don't like that title, it's too long. Why not "Last Writes," "Under Canvas," "Let Me Talk," "Pen Parades," etc. The book is to be issued in April next and the hope is that all the pictures submitted to the publisher by Dexter will be used. And if they are, boys, what a treat for circus lovers.

Bump into Paul Meyer, always the same, and congratulate him on the great exhibition of his old theater and opera programs exhibited in the window of the French Line on Fifth avenue. There's—they're coming in so fast I'm all befuddled, and rather than steinky names I'll let 'em go. there goes the bugle tooting the mess call. everybody seems to enjoy the immense Christmas tree set up in one corner electrically lighted. Graham McNamee is announced and he comes crawling under the canvas as they all must do (an idea of Orson Kilborn's) everybody singing "He Floats Thru the Air," etc., as Graham is led to the dais alongside of Sarg. introductions follow. Jack Carey seated with a group of "NBC Pioneers." About 18 of them organized in 1922.

Mayor La Guardia has his usual seat and yanks from one of his pockets his Bohemian pipe which he pulls at with careless abandon. We suppose the dense smoke from this glimmer caused Jolly Barker Steinke to call on Joe Johnson, old-time fire commissioner. Judge Schlesinger introduces a very vital resolution which is unanimously adopted. Maurice Goodman, former attorney for the Keith-Albee combination, steps up and takes a bow, and one of Maurice Baldwin's hors d'oeuvres. Then introductions fall thick and fast: Paul Dumont, Daddy Schindler, O. B. Hanson, George Behr, E. Wedemann, Curt Peterson, Roy Lyon, Jack Covey, Sam Ross, Mark Wood, Bob Guthrie, Park Hay, J. B. Walker, F. G. Wilson, Swede Knolson. stories, stories, stories. Some good, bad and you-ought-to-be-ashamed-of-yourself. Jolly Bill directed to Christmas tree, from a limb of which hangs a gift from the Tent to him for his splendid and hard work during 1935.

Meeting then turned over to Prexy Sarg, who immediately massacres Graham McNamee in a burlesque biography. Graham then seated in the sawdust ring on a specially prepared throne. clown enters (that's right, Carlton Hub), who delivers on a tray a Santa Claus costume for the Fall Guy. Only the Santa Claus whiskers instead of being white are red. Bought in (See DEXTER FELLOWS on page 34)

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Write for our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.



Under the Marquee

By CIRCUS SOLLY

THE BEERS-BARNES CIRCUS is in quarters at Miami, Fla.

HENRY KYES, of Merle Evans' Band, is taking a course in watchmaking this winter.

MR. AND MRS. BERT DOSS were unable to spend the holidays in Denver, as planned, due to illness of their daughter.

LLOYD SENTER, contortionist, and Frank and Grace Webb, novelty revue, are playing Southern dates.

EDDIE JACKSON will not return to the Ringling-Barnum Circus the coming season.

HARPER JOY, on his holiday greetings card, had the following clever line, "The Circus isn't under canvas—it's in your heart."

CAPT. J. E. (BLACKIE) BOWMAN, who was bull man on Seal Bros.' Circus, is in Dallas for the winter.

JACK HOXIE and Dixie Starr are hibernating on their ranch in Arizona when not making motion pictures.

THE HOLIDAY Number of *The White Tops* is very interesting. It has 28 pages and contains a number of illustrations and many greeting cards.

DENNY AND RUTH HELMS, in Dallas the last few months, have returned to Compton, Calif., winter quarters of the Mix show.

JOHN DELMAR was in St. Louis at Sears-Roebuck store, clowning in Toyland for 4½ weeks. Will again be with Rice Bros.' Circus coming season.

LADDIE LAMONT presented his globe and unsupported ladder act at Hotel Shoreham in Washington, D. C., last week.

THE FRANK WIRTH Circus, while playing at the Park Theater in Erie, Pa., visited the Zem Zem Hospital for Crippled Children and staged a special performance.

MEMBERS of Santos & Artgas Circus, playing in Havana, gave a show at Columbia Cuba, December 23 for Col. Fulgencio Batista, a big man in that country.

THE MAIN CIRCUS, motorized, will be enlarged for the coming season and open at Rock Hill, S. C., early in April. A baboon was recently born at winter quarters.

KIWANIS CLUB, Marianna, Fla., at a recent meeting, had the following visitors: Mrs. Alice Hubbard Haag, Mrs. Joe Hayworth, Capt. Guy D. Smuck and little Harry Haag Jr.

DON WIRTH, Pittsburgh aerialist, joined John Dalley's *Varieties on Parade*, a new stage unit which opens at the Rialto Theater, Beaver Falls, Pa., New Year's Eve.

BERNICE KELLY Circus Revue played the Veterans of Foreign Wars Circus at Benton Harbor, Mich. After the holidays she will resume her indoor dates.

IT IS QUITE authentically rumored around Chicago that the Ringling show has already completed arrangements for the use of Soldier Field for its nine-day summer engagement.

THIRTY-TWO ACTORS appearing at Fox Theater, Washington, last week ate Christmas dinner in the ballroom in the National Press Club. At the head of the table sat Will H. Hill, manager of the troupe.

BILLPOSTERS' UNION, Local No. 118, New Castle, Pa., and the Trade and (See *Under the Marquee* opposite page)

TOM

Please send for Carole. I have no money.—BILLIE.

Chicago Circus Notes

CHICAGO, Dec. 28.—A number of circus folks have been in and out of Chicago during the Christmas holidays, some in to do their shopping, others visiting friends. Bob Hickey is still at home but soon will again be on the road in advance of the personal-appearance tour of Clyde Beatty. Beatty is set to play the RKO Palace here early in the new year.

Harry Bert returned from Hot Springs in time to enjoy Christmas with friends here and he probably will remain in Chi until called to the Coast next spring.

Earl DeGlopper and John Brassil departed for the West Coast Tuesday and will not be back east until next fall.

"Jerry" Finnell, formerly secretary to the late George F. Meighan, of the Ringling offices, spent the holidays with friends here. She is now secretary to the U. S. railroad co-ordinator in Washington, D. C., but still gets homesick to see old circus friends.

Joe Lewis, clown with the Hagenbeck-Wallace Circus, came up from Peru for a couple of days. He was showing friends a clipping from a Manhattan (Kan.) paper that carried a two-column cut of himself on one page, and on the other page, backing up his picture, a picture of Joe Louis, the heavyweight fighter. An interesting coincidence!

Billy Lorette, clown cop, continues to steadily improve but will be in American Hospital for some time. Many of his friends have called on him recently and they find Billy full of optimism and confident he'll soon be out among the boys again.

Burt Wilson, circus fan, returned from a 9,500-mile trip thru the Southwest in time to spend Christmas with his family here.

N. Harry Cangle is having a great time at Hot Springs, according to reports reaching his friends here, and is expected to return looking 20 years younger.

Notes From Paris

PARIS, Dec. 23.—The Cirque d'Hiver is presenting a new program with several big animal numbers presented by the Bouglione Brothers; the Five Meteors, trampoline; the Zoppes, unsupported ladders; Leotaris, aerial; Fred Hoffman's Band (in the ring); the Four Richelets, acrobats, and the Leytons.

The Alhambra has several good circus acts on its new program, including the Five Marywards, sensational Risley act; the Pierrotys, excellent comedy equilibrist; the Dalcy's, jugglers, and the Juvellys, equilibrist. The Three Grotos, trapeze, and the Five Tagonis, acrobats, are at the Gaumont Palace.

The Six Flying Dells, flying trapeze; Three Tibor Gomorys, equilibrist; Christians' Dogs, and the Waro-Astis, jugglers, are at the Casino Municipal in Nice. The Rummars, acrobats, and the Lien-Wang Tsin Chinese troupe are at the Eldorado Casino in Nice. Howard Nichols, American hoop juggler, is at the Casino Municipal in Aix en Provence. The Three Marcellos, equilibrist, and the Newton Trio, comedy acrobats, are at the Casino in Lille.

Paul Gordon, American slack-wire ace; Miss Zellias, trapeze number; Percon, foot juggler, and the Fiochis, aerial, are at the Arena in Brussels.

Fisher's elephants are at the Kuchlin Theater in Basle, Switzerland. The Rigolotto Brothers, American burlesque acrobats, are at the Ronacher in Vienna.

Jean Houcke, French circus operator, is joining Louis Berni, former American showman, in a circus venture in the South of France.

Events, Happenings

(From December, 1934, to December, 1935. Crowded out of the circus department in last week's issue.)

BUY DUGGAN BROS.—Tom Atkinson, who had been with Star Bros.' Show, has joined forces with John D. Foss, late of Seal Bros.' Show, in purchasing the Duggan Bros.' Show (motorized) in December. Organization is called Barney Bros.' Wild Animal Circus.

BOCKUS SHOW CLOSES—A dispatch from Rutland, Vt., on December 13, says that the Curtis L. Bockus Circus went "broke." Animals parked throughout the city.

JOHN ROBINSON HONORED—At a meeting of the John Robinson Tent of CFA, Cincinnati, December 14, an honorary membership was conferred

upon John G. Robinson by Frank H. Hartless, national president of the CFA.

MAKES DEBUT—Concha (Snooky) Morales, three-year-old daughter of Felix and Iva Morales, tight-wire performers and acrobats, made her first appearance at Beaumont, Tex., week of December 31 with Polack Bros.' Indoor Circus.

OYLER TO MANAGE SIDE SHOW—J. H. (Doc) Oyler will be in charge of Russell Bros.' Circus Side Show. Announced at Rolla, Mo., March 2.

ADAMS DEATH—George F. Adams, 82, last of the "Humpty Dumpty" pantomime clowns, at Brooklyn, N. Y., May 26. Had been with Stone & Murray and Barnum & Bailey circuses.

FORTUNA DEATH—Cecelia Fortuna, performer, in New York City August 15 after a lingering illness. Was with Sells-Floto Circus for many years.

DEXTER FELLOWS

(Continued from page 33)

Red Bank, where the dust from the clayey soil (no, sit quiet, this isn't going to be a scientific geologic report). . . . Noise heard outside and Ollie Oliphant rushes in and shouts that a funny looking thing wants to enter. All it can make is noises. Tony orders the thing brought in. It's a human microphone (you guessed right again, Ed Thortenburg, our genial and sympathetic treasurer).

Sarg seeks someone to translate the static noises the mike is making. Calls for the Tent's Marahaja Seersucker, who enters in his usual solemn (or is it solomon?) way . . . the Hindu (someone whispers into my ear that he dares me to take off my turban and show them the first bald-headed Hindu) interprets all of the complaints of the mike against Graham, mainly about his erroneous descriptions. . . . Graham takes it all in good fun and then he is given a chance to reply, but just as he starts to do so the microphone explodes and the fire-extinguisher committee stands near by in case Graham's beard takes fire . . . then Graham is given the Tent's 18-inch medal of membership and the newest member promises to come regularly to every meeting. . . . A great luncheon by a great bunchion. I say good-bye to Dexter as I leave for the office—and work (?).

NO H-W CIRCUS

(Continued from page 32)

quarters believe that Ralph J. Clawson, Hagenbeck manager, will join the Ringling-Barnum Circus as assistant to Gumpertz, perhaps with the title of manager. It is also believed that one or two bosses, notably baggage stock and transportation, will be switched to the Big Show to fill actual needs.

No bones have been made about the fact that show went into the red last season, this subject among other things having been discussed at the two-day meeting of the corporation's officers and board of directors, held in the Prudence Building before Gumpertz's departure. At that huddle the entire list of officers was re-elected, including John Ringling, president; Gumpertz, senior vice-president and general manager, the "senior" being a new designation; Mrs. Charles Ringling, Mrs. Richard T. Ringling and John M. Kelley, vice-presidents, and Frank T. Pender, secretary-treasurer. Ringling remains chairman of the board.

Move is said to have been planned with great secrecy for several weeks, announcement having come as a surprise to even the closest attaches. Insiders believe that elimination of the show was pushed to a great extent by those interested in the corporation's finances, and it is also understood that Mrs. Charles Ringling and Mrs. Richard Ringling indorsed it.

Removal of the corporation's second largest show means that pre-season work, especially in the press department, will not begin in Sarasota, Fla., the winter quarters, until March, whereas publicity plans usually get started in January. The Sells-Floto-Al G. Barnes Combined Circus is expected to step into Hagenbeck territory next season.

SARASOTA, Fla., Dec. 28.—Rumors have been flying thick and fast around Sarasota for the last few days since a United Press dispatch quoted General Manager Sam W. Gumpertz of the Ringling circus interests as saying that the Hagenbeck-Wallace and Forepaugh-Sells Combined Circus, retitled last year, would be disbanded and taken off the road.

Gumpertz has been in New York and is now said to be in Hot Springs for a



The Corral

By Rowdy Waddy

THERE WAS a lot of "new blood" in contestant circles during 1935.

DID YOU NOTICE the many comparatively new names in the lists of winners at rodeos last year?

MONTE REGAR and his long-horn steer Bobby have been among "those present" in and around Burbank, Calif.

HART KING, trick roper, and George Harmon, midget bicyclist, and Van Wells and Happy Kellems, clowns, did their stunts in a department store in Philadelphia for several weeks before Christmas.

TED ELDER (Suicide Ted) is spending some weeks on the Chelsea Ranch in South Carolina as guest of Jack Weller. Vacationing and indulging in fishing and other pastimes prior to his fair engagement at Tampa, Fla. Ted is also developing a new Roman-standing jump.

DICK ANDERTON and Jimmie Nesbitt, both well known in the rodeo circles, have taken over the Grove night club in Fort Worth, Tex., to operate. The place was first operated by another well-known rodeoist, Bryan Roach, who left the club last summer.

EDNA GARDNER HOPKINS is still among "those present" at San Antonio, Tex. Despite Edna's retirement from the Wild West show field years ago, she retains a warm spot in her heart for cowboy and cowgirl sports and pastimes of both many years ago and the present.

AN INDIAN display from the Pawnee Bill Trading Post, in charge of Bill Penny, was located in a large store at Oklahoma City, Okla., prior to Christmas. Paul Jerome, circus clown, was filling his third engagement at the same store. Major and Mrs. Gordon Lillie were in Oklahoma City for Christmas.

TOMMIE EDWARDS postcards from Sherman, Tex., that he is doing trick roping with Otto Gray's Oklahoma Cowboys, which has been playing theaters in Oklahoma, Missouri, Kansas and Texas. Tommy says he will "trick the ropes" with this opry until the grass rises."

JAMES (CHIEF) HAWK, who has been working dates in and around Cincinnati lately, arranged early last week to join a Barn Dance company slated to play theaters and school auditoriums during the winter, doing his roping acts. Was scheduled to open at the Virginia Theater, Parkersburg, W. Va., December 31. Hawk expects to again be with C. L. (Jack) Raum next outdoor season.

IN A RECENT ISSUE mention was made of a communication from Capt. (See *CORRAL* on opposite page)

short vacation before returning to Sarasota, where he will supervise preparations of the Big Show for the road next year. There was no intimation of the Hagenbeck abandonment prior to Gumpertz's departure for New York and the annual meeting of the circus owners, and the dispatch appearing here was a distinct shock for those who have an actual or indirect interest in the welfare of the No. 2 Ringling aggregation. Pat Valdo, Gumpertz aid, had nothing to say, and Roland Butler, general press representative, referred all questions to the boss. Mrs. Charles Ringling, one of the owners, declined to comment, also referring questions to the general manager.

Tex Sherman, Hagenbeck press agent, was in town for several days last week and left for Miami, apparently with no knowledge of the move. The latest development was a query here yesterday by both the Associated Press and United Press on a report that the Ringling quarters would be returned to Bridgeport, Conn. Naturally, no one here in authority could comment on the report—but then there have been hundreds of reports of major Ringling moves in the last few weeks, altho none of them has materialized. All of the questions will be put to Gumpertz immediately upon his return.



By CLAUDE R. ELLIS
(Cincinnati Office)

THE NEW venture of Jesse Carey and his son, Malcolm, Circus Gardens Rink, in Philadelphia, was launched on the night of December 19, reports E. M. Moor, and, while the opening crowd did not compare with the one which stormed the doors of Carman Rink seven years ago, probably because of the pre-holiday season, it is estimated about 400 skating fans were on hand to inspect the spot and test the new maple floor. Circus atmosphere prevails, as most of the decorative scheme in vogue when the place was a night club has been retained. Music by a new Hammond electric organ, played by Harry Hartung, who has presided at the console of the pipe organ in Carman Rink, proved an innovation. Every rink in Philadelphia sent its quota of skaters and everything seems to point to success for the new arena. Floor space, 175 by 70 feet, is considered idea for racing and hockey, which will be featured. Carman Rink, still under Carey management, will be run in conjunction with the new rink. Shirley Foster and her partner, Marty Collins, added feature at Circus Gardens opening, were well received. Critics say the little lady is much improved since her last Philly appearance and appears to be a natural-born skater.

Staff of the Careys in the new spot comprises Betty Williams, Jack Delaney, check room; Bill Holland, Cy Mintz, B. Hallman, floor; John Donegan, Ben Daley, Casey Schwaskaski, Malcolm Metcalfe, skate boys; Walter Metcalfe, skateroom; Art Chesworth, door; Margaret Carey, cashier; Harry Hartung, organist.

LEXINGTON RINK, Pittsburgh, has been having big business because of a graceful roller-skating contest during December, which attracted many new patrons. Cups were awarded as first and second prizes, with many additional rewards for runners-up. Rink is holding daily matinees during the holidays.

WORD FROM Sam Sholovitz, Massachusetts operator, is that he is wintering in Coral Gables, Fla., and that he will return to the East in the spring to open a new spot with new equipment and an organist added to his personnel.

ARRANGEMENTS for Greater Grand Forks (N. D.) third annual Winter Carnival have been started, again under sponsorship of the Cavaliers, younger men's civic organization. Kenneth M. Wood, general chairman, announced ski

and hockey tournaments and exhibitions by pro figure skaters.

SKATING HAMILTONS were held over for the second version of the revue of the Casino de Paris in Paris. Alfred Megros, Swiss amateur champion, is giving exhibitions in Molitor Rink in Paris. Howard Nicholson and Nana Egedens, pro figure skaters, are in Pole Nord Rink in Brussels.

THREE CYCLONES, roller-skating act, were featured in Jack Bowman's Shrine Auto Club Show in Pittsburgh on December 23.

SKATING SWINGERS are featured in *Chicago Follies*, a unit stage show playing upper Ohio Valley and Eastern Ohio, turn proving one of the outstanding acts on the bill.

On Rollers in England

By CYRIL BEASTALL

The four roller-skating displays organized by the NSA of Great Britain in aid of King George's Jubilee Trust Fund were all magnificent successes.

Cricklewood (London), Forest Gate (London), Herne Bay (Kent) and Alexandra Palace (London) staged displays, each rink being filled to capacity. Speed men played the most prominent part in all programs, 10 races being staged on each occasion, while Ernest A. Clarke gave exhibitions of figure skating. The intense enthusiasm of the numerous spectators at each event demonstrated that really well organized racing can attract and hold interest of large crowds for considerable time. Forty-nine of England's finest amateur roller speed men from seven leading clubs (Aldwych, Alexandra Palace, Cricklewood Broadway, London All Blacks, Brixton Wanderers, Forest Gate and Kent Combined) competed.

The newly formed Kent Combined relay team created a big surprise when they proved too fast for the Alex Palace boys at Cricklewood Rink in the first round of the relay event over three miles. This was the first time that the Palace team had been beaten by any provincial team and was a distinct feather in the caps of the boys from Hop County; they were unfortunately disqualified in the final.

On November 29 the fifth annual Charity Carnival in aid of the Derbyshire Hospital for Women was staged in New Palais Rink, Derby; event was the usual big success, over 500 attending.

Mrs. Gladys Frost, NSA gold dance medalist, and Bob Hulme, popular floor manager of New Palais, also an NSA gold medalist, gave a polished exhibition of fancy skating, but the piece de resistance of the night was the final match of a special roller hockey tournament (preliminary rounds being played off prior to the carnival) in which New Derbians, champions of the Midlands, clashed with Derby Nomads, led by Bob Hulme, of international fame.

Great player, that Hulme is; he found the task of leading four very mediocre players to success beyond his powers against such a strong combination as the district champions at their best. Hulme's spectacular play in the first period aroused deafening applause, but in the closing stages the better balanced side went ahead and eventually won, 7-2.

Despite the keenness of each side to win play was remarkably free from infringements and as referee I found my duties a pleasure, and I take off my hat to 10 very fine sportsmen.

Midland Counties Roller Hockey League, with eight teams entered to date, started to operate from December 18. Derby, with five clubs affiliated to the NRHA, is the most flourishing roller hockey center in the kingdom.

An effort is on foot in this country to bring roller hockey before the public on a level with the ice game and recently a number of ice-hockey promoters paid a visit to Alexandra Palace, London, when Herne Bay I defeated the speedy Palace team by the odd goal of 11 after a game which showed roller hockey at its best as a spectacle. We must now wait and see if anyone will take a chance on promoting the roller game in a really big way over here. It's a proposition worthy of serious thought.

was still sick and he would appreciate cheerful letters from his acquaintances. He is about four miles from Johnson City, Tenn., and says mail will reach him if addressed care of Ike Dawson, Milligan College, Tenn.

THE OPENING of the Black Hawk Restaurant, dine and dance spot owned by C. L. (Jack) Raum and with Pee Wee Lunsford in an executive capacity, at Olney, Ill., drew the feature position on the front page of *The Olney Times* of December 19. Story stated that more than 400 were in attendance and that more than 100 dancing couples were on the ballroom floor. In commenting on Raum and the place, the story included: "He will not serve beer or liquor and figures that a restaurant and night club can be operated successfully in Olney without it." Great Delno gave a free-attraction high dive Christmas Eve.

A LETTER FROM Julia Allen, who since closing Julia Allen's Wild West late in 1928 has been at Hudgins, Va., advised that her well-known dancing horse Teddy died recently on the Hudgins Farm. Julia also infers that at a public wedding in her show years ago in Ohio the bride of Buck Jones was seated on Teddy, Buck on another of Julia's horses. Incidentally, James Hawk was at The Corral desk when Julia's letter was received and became deeply interested when told of it. Stated that he was with the show when the public wedding was staged and that it drew very heavy attendance. Hawk was doing both roping and bronk riding in those days, quitting the latter in 1915.

ONE OF THE HANDS (requests his name withheld for personal reasons) writes, in part, from Texas: "Dear Rowdy: Noticed several times in The Corral where you suggested there being more winter rodeos in this section of the country. Doubtless you had the interest of contest and exhibition folks at heart. That is, providing them with dates during winters, during the dead season in the North. More power to you—they need it and deserve it! However, it's lucky that a lot of rodeos weren't prepared and advertised for this week (last week—ROWDY), for it's been so darn cold there would be few spectators. But the worth of your plugging for more winter-time rodeos in the 'Sunny South' still holds good—many a rodeo has been completely rained out in the North in midsummer." Thanks, old-timer. You certainly guessed the purpose of the "plugging."

UNDER THE MARQUEE—

(Continued from opposite page)

Labor Council are trying to get the Max Ludwig billposting plant to some agreement. Plant has been on strike for last eight months.

HARRY SEYMOUR has been very ill since the closing of Russell Bros.' Circus and has lost 88 pounds. He is recovering and will no doubt be on hand with the white tops in the spring. Is now at Wilkes-Barre, Pa.

MARION WALLICK, after closing with Lewis Bros.' Circus, played vaudeville with his cowboy band. He is now home at Dover, O., where he opened a dance school, the Dover Dancing Studio. He also has arranged to operate amateur shows in and around Dover.

BERNIE HEAD, member of IABPB, was in Pittsburgh acting as agent in charge of billing of George M. Cohan's new show, *Dear Old Darling*. He spent many afternoons with Leo Abernathy, international president, and renewed old acquaintances.

THE LEVINAS (Lola and Walter) concluded a four weeks' engagement in Butler, Pa., for the Montgomery-Ward

store. It was their fifth year in different cities. Also gave free shows for the poor children in theaters and played clubs in that city, Lola as Mary Christmas and Walter as Santa Claus and with his magic act. Will be with King Baile on Seils-Sterling Circus Side Show coming season.

MRS. MINNIE FLEISCHER, 87, who was with P. T. Barnum's and John Robinson circuses and also appeared in legit, is at the Ladies of the C. A. R. home at Hawkins Station, Pittsburgh. There was a recent mention of her in a Pittsburgh daily.

CHARLESTON, W. Va., again carried off the circus honors last season. Five shows exhibited in that city, viz.: Barnett Bros., April 16; Downie Bros., May 1; Russell Bros., May 7; Cole Bros., May 13, and Hagenbeck-Wallace, May 25. All except one had heavy rains.

KLING BROTHERS had a swell time visiting with Manny Kanazawa, the Kanazawa troupe and other folks of the *Kit Kat Revue* during their two-day engagement at Elalto Theater, Glendale, Ariz. The Klings worked at Country Club, Phoenix, December 23. Will play a few schoolhouses.

DAN FAST, electrician of the Hagenbeck-Wallace Circus, is back at Peru, Ind., after a honeymoon trip to the South and West, including a visit to Lamar and Kansas City, Mo., the homes of the parents of the bride and groom. Are at home to their friends at 64 Ewing street.

FLOYD HARVEY was in charge of light plants and also was chief mechanic on Conroy Bros.' Circus the past season. It was the 16th successive season that he has been electrician for an outdoor show or circus. He will be with one of the larger motorized circuses the coming season.

GEORGE HARMON, Happy Kellems and Van Wells, clowns, completed their holiday season engagement at Sears-Roebuck store, Philadelphia, and returned via plane to West Baden, Ind. Will soon return to Philly to start the Seroco Club for Sears-Roebuck for an indefinite engagement.

WASHINGTON Circus Fans co-operated extensively with Loew's Fox Theater in the presentation of a Christmas circus. Featured were Will Hill's elephants, George Hanneford Family and the Yacopis. Miniature cage wagon belonging to the children of Melvin D. Hildreth was placed in the lobby, housing a baby lion.

RECENT CALLERS at the Circus Room, Hotel Cumberland, New York, were Charles Nagel, William Hamburg and Victor Proctor, all CPA; John Dalrymple, Eric Erickson, Alfred J. Meyer, Edgar Wallace, Charles Gardner Jr., Warren Wood, Abie Adelman, William Vino; Norman, the Frog Man; Ben Willis and Wesley Blair.

DR. AND MRS. WILLIAM MANN recently entertained Helen Hayes, distinguished actress, and Mr. and Mrs. Carl T. Hathaway at a zoo luncheon in Washington. In the evening Mr. and Mrs. Hathaway and Dr. and Mrs. Mann were guests of Mr. and Mrs. Melvin D. Hildreth at dinner and also at a theater party at the National Theater, where Miss Hayes played in *Victoria Regina*.

MICKY McDONALD, clown, en route from Tulsa, Okla., to Cleveland, spent Christmas Day with Mr. and Mrs. Earl Shipley at St. Louis. Following Christmas the Shipleys went to Earl's old home town, Willow Springs, Mo., where Earl was guest of honor at the Annual High School Alumni banquet. After the first of the year the Shipleys will be in Chicago until the winter dates, starting at Grand Rapids.

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CORRAL—
(Continued from opposite page)
Victor F. Cody, stating that he was ill in Tennessee. A letter from Victor, received a few days ago, informed that he

Second Fire In Worcester

Blaze deals \$10,000 damage in Lincoln Park—spot in Connecticut is razed

WORCESTER, Mass., Dec. 28.—An overheated oil burner caused a fire in the roller-skating rink in Lincoln Park here on Monday, resulting in \$10,000 damage to the rink and water damage to Coconut Grove Ballroom near by and bowling alleys beneath the rink.

Rink is operated by Arthur Nichols, of this city. Park is operated under a lease held by Frank Duffy, Inc., operator of the dance hall. Building was about three-quarters destroyed and will have to be completely reconstructed.

This was the second park fire here within a year, Airplane Swing in White City Park, across Lake Quinsigamond from Lincoln Park, having burned last spring.

BRIDGEPORT, Conn., Dec. 28.—Fire starting in the cellar when two oil tanks exploded leveled 30 Acres, near Orange, Conn., with damage estimated at more than \$40,000. The resort, familiar to thousands of summer visitors thruout the East, has been closed for some time.

For A. C. Winter Swimming

ATLANTIC CITY, Dec. 28.—Commander Edward E. Hippensteel, American Legion Post, was elected president of Atlantic City Hygeia Swimming Club. Faculty adviser of Atlantic City high school swimming team and always a booster of swimming meets, he plans, besides meets to attract national stars, to put up programs which will bring greater interest in pools, especially during winter, and to make swimming one of the outstanding winter attractions here. Joseph Weiss was elected vice-president; Dr. Francis B. Coll, secretary; Mrs. Mary Dearolf, financial secretary; Eugene M. Henofer, treasurer; David Balsley, team captain; Spencer Bennett, delegate to AAU.

Altering Blackpool Dipper

BLACKPOOL, Eng., Dec. 23.—Reconstruction to cost thousands of dollars is included in plans for a "new" Pleasure Beach here, according to Leonard Thompson, managing director. The big Coaster, the Dipper, is to be changed to make its dips deeper and steeper, and part of it is being dismantled and altered. The new section will run parallel with the Promenade on added land acquired by Pleasure Beach Company from the Blackpool Corporation. Work is under supervision of Charles Paige, American designer and builder.

Berni With Circus Operator

PARIS, Dec. 23.—Louis Berni, prominent amusement park showman, has become associated with Jean Houcke, well-known French circus promoter and operator. Mr. Berni will equip a large building in Juan les Pins, Riviera resort town, with stage and circus ring and will stage circus and vaudeville shows, with Mr. Houcke and his group of horses and ponies as feature attraction. Mr. Berni spent several days in Paris this month conferring with the promoters of the midway section of the Paris 1937 World's Fair.

Ft. Worth Pools Ready

FT. WORTH, Tex., Dec. 28.—A much better season for pools is expected here in 1936. All pools will open with equipment overhauled and repainted and bathhouses and fixtures are being refinished and painted. Another pool may be constructed in Sylvania Park, Riverside.

AKRON—H. W. Perry, more than 15 years with park ballrooms here and in Canton, O., who underwent an operation here, is convalescing at his home. Lessee of Summit Beach Park ballroom here for the past two years, he will again direct this spot, planning to inaugurate the summer season about the middle of April. Planned improvements include an outdoor dance patio.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: This year it's a white after-Christmas. . . . Christmas Eve trade among Island roadside places and other night spots slow, with usual patrons seeming to prefer home stuff for that night. . . . Paradise Duck Inn, one of the Island's favorite eating spots, went up in \$50,000 worth of smoke. . . . Little vaude around Long Island, but all small week-end stuff, it seems.

Billy Mundee was Santa Claus in a Christmas party over in Broad Channel the other evening for the town's kiddie element and Don McCann was Pop-Eye.

. . . . Lee (Long Island Daily Press art editor) Benn tossed a gay party in ye humble columnist's honor. Paul (Schenley liquor p. a.) Rugile was roastmaster. . . . Pavilion Royal's New Year's Eve plans the gayest. . . . Nautilus Club, Atlantic Beach, seems to be cutting down in lavish winter plans of the past.

Jack Garns, back from an English trip, where he took a wallop at picture directing, has plans. . . . Jamaica Dance Studio gliding along snappily among the Island's light-fantastic spots. . . . Max Buch, New York Evening Journal reporter on Long Island beaches, has our nomination for being the best manipulator of verbiage of any N'York scribe.

ROCKAWAY BEACH: George Wolpert asks this department to mention the Chamber of Commerce's new folio, and too much praise we cannot give. New Theater's gone thru a real renovation (See LONG ISLAND on opposite page)

NAAPPB Men Hear Procedure For Loans Under FHA Explained

Address and accompanying discussion on "Modernization Credit as Insured by the Federal Government" by Gael Sullivan, associate director of Federal Housing Administration of Illinois, at the December annual convention of NAAPPB in the Hotel Sherman, Chicago.

Will Rogers, who, I understand, is now twirling his lariat and making other people happy in a heaven we hope to reach some day, once happened to attend a convention just like this, and after listening to one of the celebrated windbags at the convention he said: "That fellow reminds me of a wagon wheel—long spoke, big tire." So being rather grateful to you for allowing the Federal Housing Administration to say something here, I will not trespass upon your good will by being too long.

We have a little boy in the apartment downstairs. The other day he went in his mother's room and knocked a mirror off of the vanity case, and she was very peeved and started to chase him out of the room. He rushed to his dad, who at that time was in a perfect sanctuary, and his mother went back to her room weeping. He told his daddy about it and what his mother had said about seven years' bad luck and all that. Daddy leaned over and whispered something to him. He went

to his mother's room and said to her: "It is all right, mother, about those seven years' bad luck. Daddy says we have already had six and a half years of it."

No Direct Loans

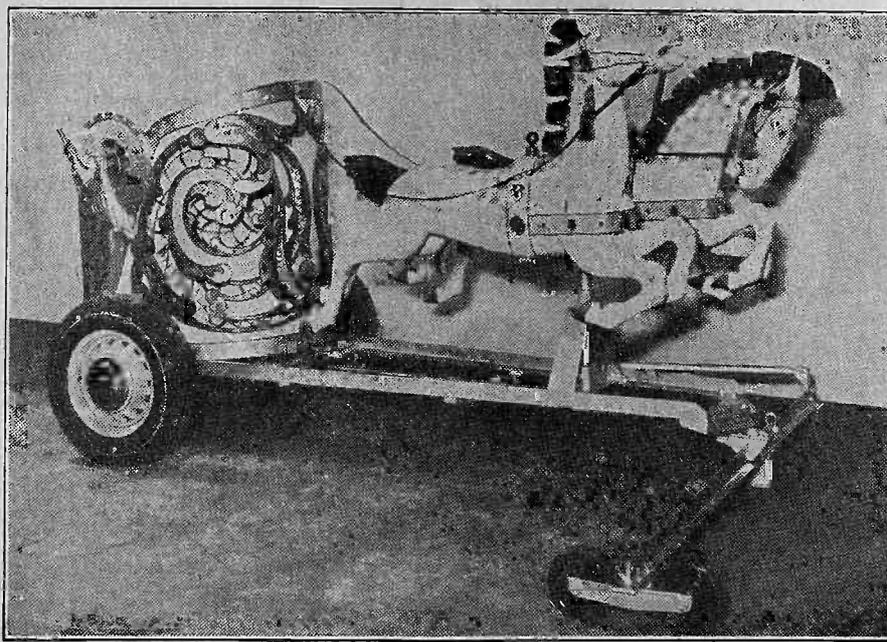
Most of you, from that economic cataclysm of 1929, have gone thru a figurative hell in the various operations and maintenance in business. This is no time to come before you with any ballyhoo about what the government can do for you and for what you plan to do for the future. You have done one thing in coming here. You have decided to quit looking out of your knothole and you want to look out of somebody else's. You are using this as a clinic to exchange ideas, to use it as a slide-rule of someone's else's opinion, to go back to your operations and put some of those operations from red ink to black ink. Today we know in our present economic structure that frequently it is the change of certain structures or the addition of certain equipment that in time will mean the difference between profit and loss on your balance sheet. When President Roosevelt signed this National Housing Act in June, 1934, he gave birth to what we consider the Better Housing Quintuplets, and for want of a better name he called them Titles 1, 2, 3, 4 and 5. I understand you are especially interested in Title 1 relating to modernization credits. As it was originally established, it was to help home owners by insuring loans from \$100 to \$2,000. Recognizing the tremendous deterioration in business buildings and so forth and recognizing, too, the obsolescence of equipment and machinery that had to be shaped and reshaped over five and six-year periods, it was prudently decided to make insured loans available to agriculture, commerce and industry in sums ranging from \$100 to \$50,000.

At the outset we must know one thing, that the government does not lend money directly. The National Housing Administration is set up by the government and administered by the government, but it is nothing more than an insurance corporation, capitalized at \$200,000,000, to pay off private lending institutions in the event of a default. The lending institution is insured up to 20 per cent of its aggregate loans, meaning just this: If it makes insured loans up to \$100,000 it is protected to 20 per cent or \$20,000 of its loans, and, knowing as you do the percentage of loss, that is almost 100 per cent coverage.

Items That'll Apply

In the issuance of 616,000 loans so far by the Federal Housing Administration and in the insurance totaling \$225,000,000 but one-tenth of 1 per cent have defaulted. You know that some of the barons in economics might talk to you about overproduction and underconsumption and faulty distribution, but I know that this convention with you means an opportunity to discuss matters tending to swell the pocket-book. We are not asking you to go patriotic in supporting a movement like the Federal Housing Administration. Before I came here I happened to check up some of the things that might apply to your operations that would be considered by the Federal Housing Administration in the event private institutions would make the loans. There are hundreds of items available in machinery and structural changes. This is just to give you an idea:

Air-conditioning equipment; amplifying sound equipment; awnings; bar equipment; bars (built-in); basket racks (gymnasium) installed in sizable units; beer-dispensing equipment (commercial); beverage-dispensing equipment (commercial only); billiard tables (commercial installations); boilers; bowling alleys (built-in); burglar alarm systems; peanut roasting machines; coffee urns (commercial); coolers (milk); counters; dish-washing machines (electric); fire escapes; fire extinguishers; fire hose systems mounted on reels and permanently attached to the water system; fruit presses (commercial); friers (deep fat, electric, commercial); furnaces; griddles, electric (commercial); heaters—coal, oil and wood; circulating (See NAAPPB MEN on page 47)



CHARIOT AND HORSES used by Allan Herschell Company, Inc., on Ben-Hur Chariot Race, the new and novel ride the firm has just perfected. Altho exhibiting at the NAAPPB convention, the firm was prevented from displaying the working model intended for that purpose, due to trucking difficulties encountered. John Wendler, president, and his son, W. J., however, were fortified with an array of photographs by means of which, and because of their reputation in the field, they were successful in obtaining a number of orders for the ride for early delivery.

Obstacles Hurdled, Time Ample To Complete N. Y.'s Exposition

Following paper on New York's 1939 World's Fair was delivered by R. S. Uzzell, R. S. Uzzell Corporation, New York, at the December 6 session of National Association of Amusement Parks, Pools and Beaches, Hotel Sherman, Chicago. Mr. Uzzell is secretary of American Recreational Equipment Association and an official committeeman of the fair by appointment of Boro of Queens, site of the exposition.

The 1939-'40 Sesquicentennial Exposition now under way in New York City was started quietly and in ample time to carry out its long cherished and well-conceived plan for the greatest exposition of all time.

Our proximity to Philadelphia made it easy for our leading citizens to learn the prime cause of that deplorable failure. It was conceived in politics and born under boss rule. This made it advisable to ban politics from the very inception of the New York Fair. Ability and achievement characterizing the personnel of the committee, they are determined to give us an exposition free from politics and graft—an estimated \$40,000,000 exposition drawing an at-

tendance of 50,000,000 patrons—30,000,000 the first year and 20,000,000 the second year with at least 1,000,000 from abroad. The merit of the fair and its location on the Atlantic Coast are expected to attract record total and foreign attendance.

After hurdling the political menace the second important accomplishment was avoidance of profiteering in selection of the site of 1,003 acres as compared with 640 acres used at Chicago. Like the Pontine marshes of Rome, some of this submerged land has been an undeveloped eyesore for centuries. The city has acquired a considerable portion of the tract and can, if it becomes necessary, resort to condemnation proceedings to complete the purchase of the remainder of this site, all of which becomes permanent city property carrying with it greatly enhanced values because reclaimed from marsh land.

Another feature will be permanency of improvements. Buildings are to be permanent and intended to be used eventually for a municipal college, a civic center for Queens Boro, public parks and (See Obstacles Hurdled opposite page)



The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

It's funny that so much attention is paid to sterilization of water and other swim-pool sanitation and so little consideration is given to sterilization of sand beaches at tanks. While some may think, from the last two articles here, that I'm not in favor of pool sanitation, as J. H. Ling, of Upper Darby, Pa., wrote, I want to go on record here, lest there be more misunderstanding, that I am certainly not against water sanitation. What I am against is ballyhooing your sanitation work, not the sanitation work itself. Is that clear, Mr. Ling?

To get back to sanitation precautions which should be taken on sand beaches of pools, so few pool men realize that it's just as necessary to have absolute cleanliness around the beach as it is to have pure water. Merely having a guard pick up scraps of paper thrown on a beach is not precaution enough. Sand beaches must be treated and sterilized just as the water in your aquadrome, if not more so, for germs can spread more rapidly in the sand.

Coney Island pool in Cincinnati runs a team of horses early every morning over its beach spraying HTH all around to make the sand sanitary. Then it rakes every inch of sand on the beach, and by the time the pool opens the entire area is dry and ready for the day's crowds.

Pool operators who have forgotten about their sand beaches should stop and think for a moment how many persons used them last summer. Every day at least one-third of patrons stay on the beach; some lie on their backs for a sun-burn, others romp around, and still others bring baskets and eat there. So the sand must be kept sanitary at all times. Picking up papers wouldn't do it; merely raking it over wouldn't either. Sterilize with proper chemicals and take care in this work as you do with your water.

Will Peejay Ringens, who is now somewhere in the wilds (or isn't it?) of Florida, communicate with the writer at once? Everything is about set for that world's championship high-diving contest, about which so much has been written here. Those who have been interested in entering this competition, and there have been many, are urged to be sure to read the column during the next month, when particulars will be printed each week.

Therefore again I ask Peejay Ringens and also Billy Ritchey to please write in just as soon as they see this, letting me know exactly where they are, so that I can write them full details.

Oklahoma Park and Pool Association informs this department of a gala Learn-To-Swim Campaign it is planning for next summer. The entire State is thinking of tying up with Martin Stern's official nation-wide aquatic campaign in June and in addition will conduct its own drive. Those who have been inquiring about the national Learn-To-Swim Campaign since first announcement appeared some months ago in this column are requested to write to Mr. Stern, Chanin Building, New York City, for all information. I'll report further on the progress of this drive.

DOTS AND DASHES—Roy Staton, Spray Lake, Okla., is thinking of putting in a lot of slides, etc., at his bathing place next summer, but he's anxious to know how they've worked out at other pools and beaches. . . . Joe McKee, of the Cyclone Ride, Coney Island, N. Y., and prior to that boss man of Rockaway's Playland, is supervising construction of the new play area for Pallsades Park (N. J.) pool, which is nearly complete. . . . Migration of Women's Swimming Association stars to Florida has begun, with the beautiful gals already getting their pictures in the rotos at the Rooney Plaza, Roman, Miami-Biltmore and other Miami tanks. . . . And the Polar Bear Club, of New York, made its first appearance at Coney Island, N. Y., last week, which is a sign that not yet all the crazy people are in the asylums—or are columnists either.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 28.—Holidays saw atmosphere change to one of mid-winter, with snow deep thruout the city with exception of the Boardwalk, which was kept clean by crews working thru nights . . . invasion fair, but not as heavy as expected, with bad driving conditions responsible . . . avenue houses caught late shoppers for good Christmas Eve houses while the Walk lagged. . . . Special bills at all Walk places for Christmas Day, with Steel Pier coming thru in unique redecoration of front lobby.

Winter ice hockey season opened at Auditorium last week, with 3,500 turning out for first game. . . . Thompson expects to double first gates when season gets into full sway. . . . Reservations for New Year's Eve show heavy, is report. . . . Richard Endicott, general manager of Steel Pier, to head south after holidays for first vacation in four years. . . . he and President Frank P. Gravatt returned from Detroit, reporting success there in lining up national exhibit for pier. . . . Charlie Dootin, ex-Steel Pier minstrel, will be one of guiding lights of new night baseball setup for resort next season. . . . Vaughn Comfort, another ex-pier minstrel, writes he is keeping his place in Somers Point open thruout winter. . . . Slim Timblin, one of pier stars of last season, goes into road company of Tobacco Road.

Kenneth Waite, late clown of Million-Dollar Pier, writes act is doing well in Fort Dodge, Ia. . . . Tom Endicott, owner of Dude Ranch on the Boardwalk here, says he was guest artist with Johnny Marvin at the Criterion Theater in Bridgeton, N. J., and, altho loud-speaker went bad, he was able to put over *Wagon Wheels* so the gallery could hear. . . . Frank B. Hubin, old-time showman of the resort, spent Christmas visiting local showfolk. . . . Adrian Phillips, vice-chairman of city's advertising committee, urges Mayor White to increase city's advertising appropriation to \$250,000. . . . Mayor, however, informs committee fate of appropriation is in doubt. . . . Lenape Park managers, promoting roller skating on Ventnor Pier, are doing a good job with series of races and prizes.

American Recreational Equipment Association

By R. S. UZZELL

With the reports of Walter K. Sibley, Maurice Piesen and Dick Lusse at our meeting in Chicago and a two-page letter from Harry E. Tudor, we are in a position to correctly infer, I think, that there were some taxes at the Belgian Exposition. Tudor says Heinz has only 57 varieties, but Brussels doesn't try to count them.

The lesson to remember is: before leaving England, Canada or the States for operating in foreign lands better sit at the feet for a long session of one who has been there and tried it.

Their life, sentiment and economic existence are all pitched to a tune we do not know and cannot easily learn. An American park man or concessioner would have to be made over from his rubber heels to his hatless hair to fit into the foreign picture. Since his disposition cannot be changed, why try to make the grade? Louis Berni made it go, but remember he was born and reared on the Continent.

More Negotiations On

Our amusement men are going to be more content to remain here and help us usher in the New Day for amusement parks, fairs and beaches.

Harry Tudor is managing a Christmas Fun Fair and Circus in Birmingham, Eng., modeled somewhat on the large one at Olympia in London. A lot of us will never be satisfied until we pull off the big show and exhibit here.

In the closing days of the year most of us had more negotiations on than at this season of the year since 1929. The convention touched off an enthusiasm that will not simply spend itself and flit away, but is going to be translated into some new attractions in the more progressive parks.

The railroads are renting dining cars from the Pullman Company and have reopened their schools for chefs, cooks and dining car waiters which have been closed for five years. They are all short of rolling stock and starting their shops, which will retold for making the new

designs. Streamlined trains, air conditioned, are to multiply rapidly.

Go a Little Slower

It was the best Christmas in years. Already we see the light breaking for a new day in the park business. Let us all be up and alert for our part in this new era and determined to avoid the mistakes of the past.

Never again should some try to do a large business on a meager capital. Better go a little slower and hold your gains. You are not as young as you were in those bonanza days of the early '20s. When you get it this time you better hold part of it against the day when silver threads multiply.

Grasp opportunity as it passes, but be firm with your grip. If you don't hold it this time your declining days may be lonely and not well provided for in all essentials.

With the Zoos

FORT WORTH, Tex.—Rosie, Moness in Forest Park Zoo, gave birth to quadruplets, bringing her offspring since March 4, 1932, up to a total of 22. One of the four cubs died two days after birth. Of the 22 all except eight are living, most of them with circuses and zoos. Rosie's record: Quintuplets, born March 4, 1932, one died; triplets, August 16, 1933, one died; quadruplets, January 27, 1934, one died; quadruplets, November, 1934, all died, because of cold weather; twins, March, 1935, and quadruplets, December 12, one died.

SALT LAKE CITY.—Patrick Goggin, commissioner of parks, has been appointed head of the committee now managing Hogle Gardens Zoo and is in direct charge of the department that operates the zoo, which is now under the control of the city and not Salt Lake Zoological Society. Capt. Ralph McCollin, zoo director, went to New York, where his young son was scheduled to appear in an act, wrestling with Rex, a trained lion. "Dutch" Shider, assisting in zoo management, formerly had charge when the zoo was in Liberty Park.

SAN ANGELO, Tex.—Bill Russell, San Angelo hunter, wasted little time following his selection by Texas Centennial committee as official collector for event's museum of State wild life. Accompanied by a game warden and taxidermist, Russell reports the capture of a 12-point 307-pound blacktail deer, several antelopes and a porcupine, all taken in the trans-Pecos section, and a mountain lion and bear in the Chisos Mountains. He intends to take some mountain sheep and elk in the Guadalupe Mountains, West Texas, and go to the gulf coastline for geese and ducks.

LONG ISLAND

(Continued from opposite page)

process, with 10 G's going for the work. Will pull from the attendance at Far Rockaway chain houses. . . . Too bad about the Seaside lad who got his chance on one of the small radio stations, then forgot the lyrics when he had the nerve to face a live mike without the music. . . . Relief workers keep cleaning and cleaning the beaches. Only fault is work is out of season. . . . "Banjo Eddie" Noto, who has been playing one of the stringed pancakes locally for two decades, leads the ork at Grogan's. . . . Re-boarding the Boardwalk over the Rockaway Park curve. . . . Rits Park was a losing proposition the summer past, it comes out now. . . . Steeplechase Baths

imperiled by fire that ruined an adjacent laundry.

LONG BEACH: Lotta N'Year's rackets and beer flows like water. . . . Local labor only on new Boardwalk, promises Mayor Gold. . . . Atlantic City buildup for Long Beach next summer, with possibly a Times Square signboard. . . . Board of Trade has selected a new administration. . . . Local coppers prove they're on the look. They've caught Boardwalk concession thieves. . . . Billy Monahan, for three decades a dance-hall cop, opines that one out of ten drunks is either in a fighting mood or very close to it. Nine out of ten drunks can be lcked, he adds, by hitting and stepping away. Oddly enough, genial Billy is one of the most tranquil sort of fellers a citizen would care to meet. Until, of course, a citizen makes him become otherwise.

OBSTACLES HURDLED

(Continued from opposite page)

museums. There will be a permanent recreational center and it is hoped and planned that we shall also get a stadium adequate for Greater New York's requirements. By this early acquisition of the grounds enough room was obtained to prevent the squatter nuisance just as was done at Jones Beach, Long Island. The city will co-operate in keeping the place morally clean by refusing a license to any objectionable features. There is to be no "sexation" of the midway.

The transportation and accessibility to this site are unexcelled. The new super parkways pass the grounds. The Triboro Bridge leads directly there, while the new subway will reach the place in 12 minutes from 42d street, Manhattan. Flushing River will be dredged to make an 18-foot channel and its banks landscaped and transformed into a region of beauty and usefulness where only an eyesore existed before. Coastwise vessels can dock in the grounds and allow the excursion parties to live aboard while on the special trip to the fair.

The exposition celebrates the 150th anniversary of George Washington's taking the oath of office in New York City, the first capital of our nation, which long ago marked in enduring bronze the place where he stood when he took the oath to uphold and defend the newly adopted Constitution of the United States of America, and then delivered the first inaugural address. The statue is of heroic size and we hope it will continue to occupy the historic spot for all time.

A nationwide observance of the adoption of the Constitution has been called for 1939, hence all of the States will join to make this a national center for that celebration. Each State should be fittingly and fully represented.

Prosperity for Chicago

In its exhibits and portrayal of the progress in science, art, industry and recreation we hope to make it the world's premier exposition.

New York City has had only one exposition and that was a marked success. Eighty-one years ago the Crystal Palace, in what is now Bryant Park, ran successfully for five years. This (See *Obstacles Hurdled on page 45*)

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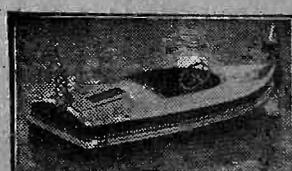
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Hoosiers Bar Banquet Talks

Speeches to be eliminated at State meeting—street fairs are on program

INDIANAPOLIS, Dec. 28.—Speaking has been practically eliminated on the banquet program night of January 7 of Indiana State Association of County and District Fairs in the Claypool Hotel here, it is announced by Secretary Joseph L. Glinther, East Chicago. President W. E. Struckman, Huntingburg, will be toastmaster, and the only talk scheduled is address of welcome by Dick Heller, manager of Indiana State Fair. Floor show will be by acts from the Lyric Theater.

Program during the day will start at 10 a.m. with an address by Lieut. Gov. M. C. Townsend, followed by *Value of Horse Racing to Our Fairs*, Will Ross, Clinton County Fair; *The Gentry Bill; Tax on Amusements*, E. W. Woods, Huntingburg; Ralph Hanna, assistant attorney-general, Delphi; *Revival of the 1935 Fairs*, Clifford Steele, Princeton. In the afternoon subjects are *Compensation and Liability Insurance for Our Fairs*, Harry McLain, State insurance commissioner; *History and Management of Street Fairs*, Carl Helms, secretary of Bluffton Free Street Fair; open discussion of fair and 4-H Club topics, County Agent A. J. Hessler, Covington, leader. Officers will be elected Tuesday afternoon and there will be a closed session of Indiana Trotting and Pacing Horse Association.

At the annual conference and delegate meeting with State Board of Agriculture on forenoon of January 8 election of members to fill expiring terms will be held and speakers will be Gov. Paul V. McNutt and President E. S. Priddy, State fair board.

Iowa Board Will Continue On Its "Open Shop" Basis

DES MOINES, Dec. 28.—Iowa State Fair board has adopted a resolution to continue work on the fairgrounds here on the "open shop" basis.

Despite protests of Iowa State Federation of Labor and numerous central bodies in the State prior to the 1935 State fair in August that all labor be paid at prevailing scales, the board did not accede to the demands, which caused the fair to be put on the "we don't patronize" list.

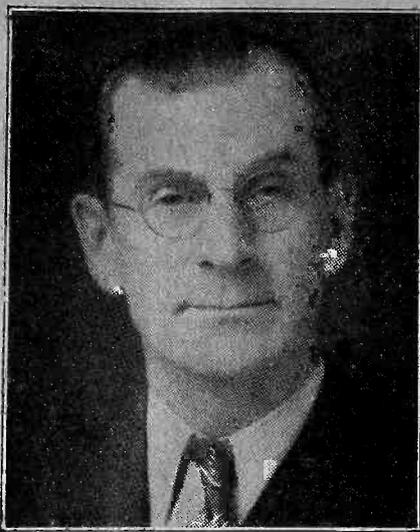
Fair board takes the stand, according to President J. P. Mullen, Fonda, that the fair is a State institution, supported by all taxpayers in Iowa, and that a "closed shop" would close the door for employment of all workmen not belonging to a union. Resolution states that the board increased wages 25 per cent to all employees on the grounds this year.

Green Heads Michigan Loop

LANSING, Mich., Dec. 28.—Fred W. Green, former governor of Michigan, Ionia, was elected president at the annual meeting here of Southern Michigan Fair and Racing Circuit; Frank Bradish, Adrian, vice-president; Andy Adams, Litchfield, speed superintendent, and H. B. Kelley, Hillsdale, secretary-treasurer. Commissioner of Agriculture James P. Thomson; A. C. Carton, department of agriculture; Joseph Frost, State racing commissioner, and William Dowling, of the racing commission, attended.

F. & M. Sign for San Diego

SAN DIEGO, Dec. 28.—Fanchon & Marco signed contracts to bring three new shows to the 1936 California Pacific International Exposition, Wayne W. Dallard, assistant managing director, announced. Mr. Dallard, who conferred with Ben Black, director of Fanchon & Marco in Los Angeles, said the three big concessions to be on the exposition's new amusement zone are *Hollywood Secrets*, *Revue of the Nations* and a huge circus-top attraction.



E. W. WILLIAMS, vet secretary of Fair Managers' Association of Iowa, who was re-elected at the recent annual convention in Des Moines. In amusement business more than 30 years, "Deak" has been secretary of Delaware County Fair, Manchester, 22 years, and secretary of the State Association 12 years.

Clay County, Ia., Has Great Record

SPENCER, Ia., Dec. 28.—In the annual report of Iowa State, district and county fairs showing is made, according to Leo C. Dailey, secretary of the fair association, that Clay County Fair showed a larger profit in 1935 than any other fair in the State, including the State fair. Clay County profit was \$37,099.82 and State fair profit \$34,185. Clay County profit also showed it represented more than one-third of all net profit for all other fairs in the State, as net profit for all fairs in the State was \$99,537.

Larger grand-stand receipts put Clay County Fair far above many other fairs, but it spent many times more money on free attractions than other fairs. Clay County Fair stands 22d largest in the country and is a member of the International Association. Royal American Shows, here this year, have been booked for the midway in 1936.

Smith Leaves Wisconsin

MADISON, Wis., Dec. 28.—Wyman Smith, editor of the department of agriculture and markets and publicity director for Wisconsin State Fair for the past six years, has resigned to become assistant to the regional conservator in Des Moines (Ia.) office of the soil conservation service, United States Department of Agriculture.

Displays Investments, Not Charity Dished Out to Fairs by Exhibitors

Address of Mazie C. Stokes, assistant secretary of Mississippi Valley Fair and Exposition, Davenport, on "Commercial and Industrial Exhibits" before Fair Managers' Association of Iowa in annual meeting in Des Moines on December 10.

While we all agree, especially in this great agricultural State of Iowa, that live-stock exhibits, 4-H Club activities and other phases of our work that are directly linked with agriculture and rural life must always receive our best thought and study, it is important that we plan our fair work and activities with a sense of balance to the entire program. Commercial and industrial exhibits afford the fair manager the activity or vehicle to use in balancing his entire scheme or plan of program. The completed program of fair attractions, if well balanced, will appeal to all farm folks and city people, youngsters and adults, and will enable the fair to serve the commercial and industrial life of a community as well as its rural life.

A thing that has always impressed me is the fact that all great fairs place much emphasis upon commercial and industrial exhibits. The great Leipzig Fair in Germany has attained international fame by reason of the commercial

Acts, Midway Among Problems Bains Puts Up to Iowa Managers

Address of C. Jay Bains, secretary of Buena Vista Fair, Alta, on "Problems Confronting a Fair Manager" before annual meeting of Fair Managers' Association of Iowa in Des Moines on December 9.

No doubt many of you know that I come from Alta, the home of C. E. Cameron, who for more than 40 years was a member of Iowa State Fair board, 25 of which he served as president of this great organization. Mr. Cameron was one of the organizers of Buena Vista County Fair just 50 years ago, and it has

been in no small way that his experience and wisdom have steered us over many bumps; that may be one of the reasons that we have one of the oldest county fairs in Iowa.

As our fair happens to be stock-owned and incorporated as a non-profit organization, I hope this stock is surrendered in the near future and our fair becomes county-owned. One year ago a program was mapped out to spread the management thruout the county, thus breaking up the centralizing of the management in the territory directly adjacent to Alta. This program has apparently been in the right direction and the last exhibition was the first to show a small profit, after paying all operating bills in full, for the past seven or eight years.

Care in Directorship

I do not want anyone to think that I am trying to claim all the glory for this; but inasmuch as many of our directors are new and inexperienced but willing workers, we are anxious to secure all the information possible to enable us to build up our fair to where it is a creditable show of which our patrons can feel proud and be a really worthwhile asset to our county and surrounding territory from every angle.

In saying this, we do not want any of our neighbors to think we have set out on a program to "steal their thunder" or position, and we trust that they will ever be able to continue to grow bigger and better, for in their success we get our inspirations and ambitions. I have selected what I consider a few of our outstanding problems, and if time will permit I would like to have this period turned into a more or less of a round-table, so that more ideas can be obtained.

"Management, Thru County or Territory Co-Operation." Under this heading we cannot be too careful in selecting directors, as often men believed to be in-

(See ACTS, MIDWAY on page 40)

Seek Delta Annual Revival

GREENVILLE, Miss., Dec. 28.—Revival of Delta Fall Fair in 1936 is aim of leading citizens working for reorganization of the old association, it was announced by L. (Pink) Smith, editor, who in past years was secretary. Fair has not been held since 1911, when weather played havoc, and in 1916 a tornado swept away all except one building, now abandoned.

Frisco S. D. Office Busy

SAN FRANCISCO, Dec. 28.—California Pacific International Exposition, San Diego, has reopened its Northern California offices in the Palace Hotel here, in preparation for the second phase of the exposition, and David Larson, assistant director of exhibits, in charge here, said inquiries indicate an even larger and more representative display from Northern California for the reopening.

Mutuels, Slap at State Fair Adding Interest in Nebraska

LINCOLN, Dec. 28.—Program for the Nebraska Association of County Fair Managers' convention here in the Cornhusker Hotel on January 20-22 will be highlighted by discussion on part-mutuels, according to President R. C. Johnson, Mead. Leo C. Dailey, secretary of Clay County Fair, Spencer, Ia., is scheduled to talk on *New Ideas in Fairs*.

Other speakers will be Paul F. Taggart, Blair; William Styer, Florence; Mrs. Wilson Field, Lincoln; Stanley A. Matzke, Seward; E. T. Winters, Lincoln, and A. C. Shallenberger, Alma. The State board (State fair) meeting will be on the afternoon of January 21.

Much interest has been aroused in the convention due to criticism of the State fair by a weekly farm paper with large circulation, which charged the present board with incompetency.

ERNIE WISWELL, who will be under the Hamit banner again in '36, will have Gay Purdy and Norman Pratt as clown cops again in the 13th consecutive season of his Lizzie-of-the-Sawdust act under the same agency.

12,000,000 Set For Dallas Top

Survey gives estimate on Centen Expo gate—F.D.R. is expected for opening

DALLAS, Dec. 28.—Texas Centennial Exposition, opening next June, will draw between 10,000,000 and 12,000,000, who will contribute \$100,000,000 during their stay, according to R. L. Thornton, chairman of the management committee. He said cash cost of the venture will be about \$20,000,000, about half to be spent by the exposition management and balance by exhibitors in construction. In arriving at attendance figures, Mr. Thornton said a large manufacturer had made an extensive survey and that this investigation had resulted in that estimate.

Reports from Washington indicate the President will attend on opening day, June 6. With the \$130,000 Agriculture Building nearing completion and finish of work on the Administration Building only a few days away, activities continue in full force.

Night Club Planned

Ray Foley, director of works, reports all construction even with or ahead of schedule, while exhibits, concessions and publicity departments announce similar results. Contract has been let to Wolken Brothers, operators of the Turf Catering Company, which had restaurant privileges at the race track here and at Arlington Downs this season.

Paul M. Massmann, director of exhibits and concessions, is working out a proposition for a \$50,000 night club on the grounds, where leading dance

(See 12,000,000 SET on page 40)

and industrial exhibits sponsored by it annually. A Century of Progress in Chicago in 1933 and 1934 has probably done more to stimulate interest in commercial and industrial exhibits at our American fairs than any other single development in recent years. The emphasis placed upon such exhibits by the Chicago World's Fair management can prove of great assistance to us all if we will study that great fair carefully.

At this time, a year or more since its closing, it is good to bring out our World's Fair literature and to look back from the present upon what we can recall as being truly outstanding from the standpoint of both fair management and exhibitor in handling commercial and industrial exhibits. It is well to look back upon other fairs also, State fairs, district fairs and county fairs, to study how they have handled such exhibits. I believe most of us will agree that history can teach us many things and that in making plans for the future it is well to study the successes and failures of the past.

As I study past fairs for suggestions for future fairs, two thoughts stand out that are most important in the consideration (See Displays Investments on page 40)



Fair Grounds

cultural Society in annual meeting pronounced the 80th annual fair one of the most successful ever held. Rain on the second day of the fair, which reduced gate receipts, was given as reason for the deficit.

Fair Elections

GREEN BAY, Wis.—Frank Zimonick was elected president of Brown County Fair Association; Ralph Soquet, vice-president; William S. Klaus, secretary; Frank H. Bogda, treasurer.

OSWEGO, Kan.—Labette County Fair Association elected Fred Green, president; H. W. Burgess, vice-president; Dr. F. J. Faulkner, assistant secretary; Clarence Montgomery, treasurer.

COUSHATTA, La.—Upon resignation of Mrs. H. L. Murphy as secretary Red River Parish Fair Association chose P. L. Collins as her successor and authorized various ground improvements.

SEYMOUR, Wis.—Seymour Fair Association re-elected T. A. Nickodem, president; Grover Falck, vice-president; Herbert Leininger, treasurer; F. H. Huth, secretary.

SANDERSVILLE, Ga.—Washington County Fair Association elected W. H. Smith, president; Marvin P. Scruggs, vice-president; G. S. Chapman, secretary; Herman Bashinsky, treasurer.

CHILTON, Wis.—Carl J. Peik was elected president of Calumet County Agricultural Association; Oscar Moehrke, vice-president; Royal Klofanda, treasurer; A. P. Baumann, secretary, succeeding A. L. McMahon.

TYLER, Tex.—East Texas Fair Association elected P. K. Budwell, president; Gus F. Taylor, W. C. Windsor, vice-presidents; W. O. Cox, secretary, treasurer and manager; Miss Ioné Whitman, assistant secretary.

SUPERIOR, Wis.—Ford S. Campbell, president; C. E. Armstead, vice-president; Max H. Lavine, secretary, and A. J. Wentzel, treasurer, were re-elected by Tri-State Fair Association.

PROVIDENCE—Washington County Agricultural Society elected Frederick R. Hazard, president; Andrew Dexter, vice-president; Mrs. Martha C. Saunders, secretary-treasurer; Arthur N. Peckham, general manager. Mr. Peckham is a son of Jeremiah G. Peckham, a charter member of the society 65 years ago.

MARYVILLE, Tenn.—Blount County Fair Association elected D. W. Proffitt, president; Shan Wilson, vice-president; Hugh Delosier, secretary-treasurer.

BRIDGEPORT, Conn.—For the first time in its history the 47-year-old Connecticut Horticultural Society has a woman president. Mrs. Gilbert E. Ashley, Wethersfield, was elected, succeeding Alexander Cumming Jr., Bristol, who was named vice-president.

EUNICE, La.—A. L. (Pat) Guillory and J. C. Keller were re-elected president and secretary-manager, respectively, of Tri-Parish Fair Association. M. J. Fruge is vice-president, and M. M. Milburn, treasurer.

ELKHORN, Wis.—Walworth County Agricultural Society elected William S. Libby, president; Harold Potter, vice-president; John C. Woodford, treasurer; F. M. Porter, secretary; Roy Lauderdale, marshal.

AKRON, Ind.—Akron Fair Association, which had its most successful year in 1935, elected J. R. Emahiser, president; Jack Morris, vice-president; F. M. Fultz, secretary; George Bolley, treasurer.

WEST MINERAL, Kan.—Mineral District Free Fair re-elected John Blair president and J. C. Thompson secretary-treasurer and elected R. O. Mizener vice-president.

WOODSTOCK, Va.—Shenandoah County Fair Association re-elected Dr. James H. Smoot president, secretary and treasurer to be chosen later. Treasurer C. M. Shannon reported the fair is on a sound basis.

OSHKOSH, Wis.—Winnebago County

SPARTA, Ga.—A new fair building here, to cost about \$1,500, President H. L. Cason said would be ready for a fair in 1936, none having been held in 1935.

EUNICE, La.—President A. L. Guillory reported profit of \$3,747.31 for Tri-Parish Fair in 1935 despite heaviest expenditures on record and a premium increase. He said premiums would be further increased in 1936 by 33 per cent.

OSWEGO, Kan.—City has bought Labette County Fair grounds here and will improve them with federal aid, making an addition to Riverside Park. Plans include new grand stand and poultry building, landscaping and sanitary system. The 1936 fair in August will be combined with Oswego's 70th anniversary and homecoming.

WILMINGTON, O.—Clinton County has been assured a county fair, county commissioners voting financial support following a conference with the fair board after reports that the annual might be abandoned.

JEFFERSON, O.—Thirty WPA men have started work on Ashtabula County Fair grounds, race track to be improved and all buildings to be renovated, with some new construction, first improvements to the plant in several years.

HALIFAX, N. S.—E. Frank Lordly, who became secretary-treasurer-manager of Nova Scotia Exhibition Commission here last summer, is eliminating a number of activities, including promotion of junior hockey, to devote more time to duties as directing head of Halifax Fair. He is a member of city council, but may resign. Commission is operating Forum Rink. Before establishment of the fair plant 10 years ago the rink had been leased for winter. Commission represents provincial government of Nova Scotia and civic government of Halifax.

FT. WORTH, Tex.—Contracts for purchase of both the North Side and Arlington Heights sites for the 1936 Centennial Live-Stock Show have been executed by city council and architects are to proceed at once with plans for three of the buildings, Coliseum and Auditorium, to cost \$400,000 each and be located in Arlington Heights, and Husbandry Building on the North Side to cost \$150,000. Construction must begin by January 20 to conform to PWA regulations.

HILLSDALE, Mich.—Despite much rain and the fact that more than \$2,000 was spent on ground improvements, Hillsdale County Fair in 1935 showed a profit of about \$800, Secretary H. B. Kelley reported.

DETROIT—Secretary George A. Prescott Jr., Michigan State Fair, was a visitor to the recent International Live Stock Exposition in Chicago and also attended the convention of the International Association of Fairs and Expositions.

MADISON, Wis.—Receipts of \$14,509.18 were chalked up by 1935 Dane County Fair here, with gate receipts of \$5,170.35 and carnival and concession receipts of \$2,712.16. Disbursements were \$14,325.62.

PALMYRA, N. Y.—Altho disbursements of \$13,803.01 exceeded receipts by \$839.64, officials of Palmyra Union Agri-

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Elliott Hotel Building, Des Moines, Iowa

ACTS

CAN USE SEVERAL MORE HIGH-CLASS ACTS

FOR FAIRS, PARKS.

Catalogue Goes to Press January 5.

B. WARD BEAM

Suite 703, 1564 Broadway, New York City.

Fair re-elected James Weller, president; A. F. Schroder, vice-president; T. G. Brown, secretary; Carl Fugleberg, treasurer.

WOOSTER, O.—Wayne County Fair Society re-elected H. C. James, president, and Walter J. Buss, secretary-treasurer, Harry Graber being named vice-president to succeed M. C. Ebright. A committee was appointed to supervise construction of a new grand stand which voters recently approved.

HILLSDALE, Mich.—Hillsdale County Fair elected V. F. Merchant president; Dr. J. C. Whitney, vice-president; J. I. Post, treasurer; H. B. Kelley, secretary.

PLATTEVILLE, Wis.—William F. Knebel was elected president of Platteville-Badger Fair Association; George V. Merrifield, vice-president; Clarence H. Gribble, secretary; Stanley Mussehl,

1936 Resolution

Resolved, That I, a manager of a fair, pledge allegiance to Hamid Hit Acts, thereby fulfilling my duty to the enterprise I represent.

GEORGE A. HAMID Inc.
general Amusements
1560 Broadway, New York

treasurer. Association, with a balance of more than \$1,000, is reported out of debt.

ACTS, MIDWAY*(Continued from page 38)*

fluent business men or farmers are not always good workers. In my short experience I have found that both influential men and workers, combined in one, are a necessity if your organization is to succeed. With a widespread membership of your board, more people are interested and the association should not overlook any opportunity to present something special for each town or township and so dedicate it on some program, thus making every civic organization and people recognize the fact that they are part of the fair. We realize that large active boards are hard to get, but if there are only four or five full board meetings a year, then have an executive committee to transact routine and emergency business, subject to approval of the board.

Racing Question Again

Encourage commercial exhibitors to get more out of their exhibits by giving the time on the public-address system during the hours it is not used for program purposes. Along this same line patrons milling on the grounds could be encouraged to visit various exhibits in the art buildings, live-stock pavilions, etc., as well as 4-H Club departments. A satisfied exhibitor is a big booster. Altho this figure may seem small to some, one automobile exhibitor actually sold and delivered seven \$1,200 cars and another one sold as many \$1,000 cars, besides disposing of about 20 used cars, thru their exhibits at our fair last year. We can depend at a cost of not to exceed \$100 that these dealers will be back next year.

What is the opinion on eating stands? What can we do to raise the standard and quality of these stands to such a point that patrons will feel that they can stay on the grounds over a dinner hour without danger of getting sick from poorly kept and prepared food? Should we encourage our churches, auxiliaries and such organizations to operate eating stands? Yet I realize some traveling stands are very good.

What is to be done about horse racing? What can we do to make this feature bring in more revenue? I do not believe there is a man in this room who enjoys a good horse race more than I do, but what has been the history the past 10 years or more where race meets in Iowa have been held without the aid of other entertainment? What can we do or what can the horsemen do to popularize this form of entertainment, which is one of the few purely American sports? Some have suggested that a small fee, say, 50 cents or \$1, be assessed to every horse, every time they start, the association to be responsible for this collection, and possibly offsetting this fee by raising the purse just a little, this fund to be consolidated and used in a national program to promote interest in harness races.

Sees Monotony in Acts

Other sports are, in a big way, attracting large crowds, so the promoter can pay better salaries, etc. As an example, Oliver Sansen, from my town, a former University of Iowa football star, is now playing professional football with the Brooklyn Dodgers and receives \$160 per game and is guaranteed 16 or more games during the season. I believe that publicity to the extent of selling the public on football is the key word, and surely the racing societies can do more than they have along these lines. While on this subject, I would like to ask the question, what is the horseman doing to help himself? No doubt everyone present can point to some horseman who is sponsoring a stable of two to six head of pacers and trotters with a capital investment of from \$10,000 to \$25,000. But with all this money, what has that horseman done to popularize his own sport and hobby, so that we as fair and race promoters can get more gate receipts, so we can at least get our purse money back?

Entertainment is another one of our bugaboos and we have found it is not always the amount of money we spend that brings the biggest hit with the patrons. Booking agencies for 25 years have been selling us aerial, tumbling acts, etc. Possibly the amateur craze that is now sweeping the country, along with professional acts, may be a temporary relief from the monotony of the past. This last year a 10-year-old amateur, at a very nominal fee, completely stole our show.

Now the midway, which is by no means a small part of our fairs. Often

we find patrons who spend their entire time on the midway and never see anything else on the grounds. To secure better balanced midways, would there be any benefit for county fairs to form a circuit, thus attracting bigger and better carnivals? And what can we do to make these carnivals cleaner and more entertaining? Who doesn't like to look at a well-groomed leg?

To Cultivate Publishers

Sell your program and organization to the public. There are entirely too many organizations, in my opinion, that stretch every resource to get good programs and then expect from 2 to 3 per cent of their gross receipts to carry their advertising appropriations. National Bureau of Research states that the entertainment programs should spend about 10 per cent. This amount need not all be handbills, newspaper space and road signs but other forms of publicity, such as entertaining publishers, good-will tours of your county, calling on influential men, clubs, etc. In Alta we found that printing the fair dates on the bottom of stationery used by all merchants in the county was a very good piece of publicity last year. It aroused the interest of the business contacted and also those who received the letters. We handled this by making a deal with each printer over the county to work his own town, we paying the cost of printing, which was not excessive.

Too many of us have taken publishers in our territory just as a matter of course and I believe we should pay more attention to them, giving more courtesies and making them feel a part of our organization because without their good will we cannot buy advertising enough to make our shows the success they should be. I believe if we look around a little the shows that are making the most success are the ones that have the good will and co-operation of their newspaper fraternity. I firmly believe the outlook for fairs is very promising and that now is the time for us to popularize them.

12,000,000 SET*(Continued from page 38)*

bands and floor shows will be booked. It would be designed to provide separate sections and entrances for whites and Negroes. Harry A. Illions was here to complete negotiations for two giant Ferris Wheels he will operate and to discuss promotion of a children's playground. Several sketches of this layout have been submitted by him and details will be worked out after January 1.

Executives on Go

Harry Harrison, ticket sales expert for San Diego and Chicago fairs, who will act in same capacity here, was scheduled to arrive with Marc T. Neilson, of the Old Globe Theater Shakespearean troupe, to discuss possible participation of that show.

Exposition executives are planning numerous trips about the country in interests of the big show, first to leave being Frank Watson, director of publicity, who will be in Los Angeles to supervise the exposition's Rose Bowl activities and then make a swing along the Coast and thru Western cities. H. W. Stanley, acting for the expo and Dallas Chamber of Commerce, will be in El Paso handling details of the fair's participation in the Fiesta del Sol there on January 1. Walter Herzog, assistant director of finance, expects to leave early in January for Chicago and other cities, while Mr. Massmann will visit major exhibitors in the Middle West and East.

DISPLAYS INVESTMENTS*(Continued from page 38)*

eration of commercial and industrial exhibits at our fairs. One is that such exhibits must appeal and be of real value to patrons that we seek to draw thru our gates. The other thought is the important fact that such exhibits must return real money values to exhibitors. If we keep these two thoughts constantly in mind it is possible to develop a program for handling commercial and industrial exhibits that will enable us to sell exhibitors space year after year.

Exhibit space is a medium of advertising. It should be sold as such to prospective advertisers. We fair officials have a wonderful advertising bargain for business men. It is our job to convince ourselves, first of all, of the great value of what we have to sell, and then set about

in a systematic and businesslike manner to convince prospects who can use our type of advertising that they should do so. The day has passed when we can expect business men to spend time and money in exhibiting at our fairs just out of loyalty to the fairs. Exhibits put up just to help the cause along are nothing more or less than charitable contributions. I do not believe that any of us want to operate a fair that is looked upon in a community and supported in a community as if it were a charitable organization. Another thing to remember is the fact that when business men buy space but are not convinced that it is a purchase of bargain advertising for them, then such business men fail to make the exhibit what it should be and thereby help weaken the whole part of the fair given over to commercial and industrial exhibits.

Attraction of Sight

Business men are acquainted with newspaper advertising. We all agree that it is a good medium of advertising—especially for special sales. So are radio, billboards, direct mail and other mediums. But we have in our exhibit space, that we must sell to business men, advertising space that is just as good as any of these other forms of advertising and, for most of them, the best advertising bargain that they can buy.

Advertising experts agree that goods are sold to consumers thru appeals to the five senses. Surveys and studies reveal that consumers buy goods as follows: One per cent thru attraction of taste; 1.5 per cent thru attraction of touch; 3.5 per cent thru attraction of smell; 7 per cent thru attraction of sound; 87 per cent thru attraction of sight. In this important truth that 87 per cent out of every 100 buyers of goods buy thru the attraction of sight lies the secret of success in the use of exhibit space as an advertising medium.

Placing commercial and industrial exhibits at a fair in the place of importance that they deserve is our own job. If we do not attach high value to this part of our fair program how can we expect either the business men, whom we expect to buy the space, or the patrons of our fair, whom we expect to visit the exhibits put up in the space, to place any value upon them? Today exhibit space is recognized by all national advertisers as one of the very best forms of advertising. These national advertisers have high-salaried experts handling their advertising. They cannot afford to make mistakes in buying advertising space. The fact that they buy regularly, year after year, exhibit space in food shows, cooking schools, automobile shows, fairs and at other public exhibitions should convince us of the value of our own exhibit space as an advertising medium. Then we should study the reasons why they buy exhibit space and use those same reasons as arguments in selling our exhibit space to our prospects. We should also study how the smart national advertisers use their exhibit space so that we can make practical suggestions to those who buy space from us that will help them prepare exhibits of real advertising value.

For Sales Arguments

At too many of our fairs we do not treat exhibit space selling with the importance that it deserves. Some individual should be in charge of this department just as individuals are appointed in charge of other departments of the fair. Developing this department should not be left entirely until the weeks immediately ahead of opening of the fair. Constant thought should be given by fair officials to improving this department.

It is best to prepare immediately a list of prospects who should be interested in buying exhibit space. This list of prospects should be circularized at regular intervals by letter, leaflet or other means. By having the exhibit space at the fair brought to his attention at frequent intervals he remembers, first of all, to save some of his advertising appropriation for the fair, even tho the date of the fair may be far distant. Then, too, constant reminders will keep him thinking of his plans to exhibit so that he will be working out his own plans far enough ahead of the date of the fair to make the exhibit of profit to him. When too little time is left for preparing an exhibit, either the exhibit is canceled altogether or the exhibit put up is poor, with no results to the exhibitor that will prompt him to decline to return the following year.

By handling sale of exhibit space on the same basis that other sellers of ad-

Fair Meetings

South Carolina Association of Fairs, January 6, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

Wisconsin Association of Fairs, January 6-8, Hotel Schroeder, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 7 and 8, Claypool Hotel, Indianapolis. Joseph L. Ginther, secretary, East Chicago, Ind.

State Association of Kansas Fairs, January 7 and 8, Jayhawk Hotel, Topeka. George Harman, secretary, Valley Falls.

Illinois Association of Agricultural Fairs, January 9 and 10, St. Nicholas Hotel, Springfield. J. H. Metten, secretary, Duquoin.

North Carolina Association of Agricultural Fairs, January 13, Sir Walter Hotel, Raleigh. C. S. Parnell, secretary, Mebane.

Ohio Fair Managers' Association, January 14-16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. R. F. Hall, secretary, Minneapolis.

Nebraska Association of County Fair Managers, January 20-21, Cornhusker Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

South Texas Fair Association, January 20-21, Travelers' Hotel, New Braunfels. George J. Kempen, secretary, Seguin.

Western Canadian Association of Exhibitions, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. S. W. Johns, secretary, Saskatoon, Sask.

Western Canada Fairs Association, January 20-22, Royal Alexandra Hotel, Winnipeg, Man. Keith Stewart, secretary, Portage La Prairie, Man.

Maine Association of Agricultural Fairs, January 21, Falmouth Hotel, Portland. J. S. Butler, secretary, Lewiston.

Michigan Association of Fairs, January 22 and 23, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

North Dakota Association of Fairs, January 23 and 24, Dakota Hotel, Grand Forks. H. L. Finke, secretary, Minot.

Vermont Agricultural Fairs Association, January 23 and 24, meeting with Massachusetts Association in Hotel Weldon, Greenfield. Glenn W. Rublee, secretary, Enosburg Falls, Vt. Massachusetts Agricultural Fairs Association, January 23 and 24, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Western Fairs Association, January 24 and 25, Hotel Whitcomb, San Francisco. Charles W. Paine, secretary, Sacramento.

Texas Association of Fairs, January 24 and 25, Adolphus Hotel, Dallas. Frank M. Thompson, secretary, Sherman.

Rocky Mountain Association of Fairs, January 26-28, Rainbow Hotel, Great Falls, Mont. Harold F. DePue, secretary, Great Falls.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 29 and 30, Abraham Lincoln Hotel, Reading. Charles W. Swoyer, secretary, Reading.

Ontario Association of Agricultural Societies, February 3-5, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

Association of Tennessee Fairs, February 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of Agricultural Societies, February 18, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 18 (meeting place to be selected) Hartford. Leonard H. Healey, secretary, Hartford.

SECRETARIES of associations should send in their dates, as inquiries are being made.

vertising space sell their type of advertising it is possible to present at regular intervals the sales arguments in favor of exhibiting at the fair. Doing this not only convinces the prospect that he
(See Displays Investments on page 45)

FORSTALL NEW PREZ

PCSA Elects All Slated Officers

Incoming president has had active career in various branches of shows

LOS ANGELES, Dec. 28.—Monday's meeting night of the Pacific Coast Showmen's Association was the night for the election of officers for 1936. When this business matter came in order a motion was made that the secretary be instructed to cast a unanimous vote for the ticket as nominated and such a voting was recorded. By this action Theo Forstall is the president of PCSA for the new year; other officers as follows: Dr. Ralph E. Smith, first vice-president; Roy E. Ludington, second vice-president; O. H. Hilderbrand, third vice-president.

(See FORSTALL NEW on page 44)

Royal Palm To Go To South America

HAVANA, Dec. 28.—Royal Palm Shows completed their third week of exhibiting here Thursday. Business so far has averaged fair, with prospects of increasing during the remainder of the local engagement.

Manager Berney Smuckler advises that his amusement organization will remain here until January 10, after which date it will play some weekly engagements at other places in Cuba prior to its going to South America.

Ludingtons Returning West

INDIANAPOLIS, Dec. 28.—Roy E. Ludington, manager Crafts 20 Big Shows, and his wife, who have been on a motor trip from California to visit relatives and boyhood acquaintances of Ludington at various points in Indiana, are leaving on their return trip to Los Angeles today. On their westward journey they will make short stops at some cities in Oklahoma and at Dallas.

Christmas Tree Party Starts The HASC Week of Festivities

KANSAS CITY, Mo., Dec. 28.—The holidays week festivities of the Heart of America Showman's Club got under way with a Christmas tree party on Wednesday.

A large (30 feet high) tree was erected in the lobby of the Coates House Hotel and was decorated by members of HASC, assisted by members of the Ladies' Auxiliary. The tree, a beauty in itself and flooded with high-power flood lights, was one of the outstanding Christmas trees in this city.

The lobby of the hotel is crowded with exhibits, and there are many show-folks here for the HASC banquet and ball, which will be held New Year's Eve. Among the attractive exhibits is one of the Chevrolet Motor Company.

Attendance at the banquet and ball will be a record breaker if the number of reservations at this writing is indicative. Baker-Lockwood Manufactur-

ing Company has made reservations for several tables and, incidentally, also made a donation of \$25 to the HASC Hospital and Cemetery Fund thru the outgoing president of the club, J. L. Landes.

Huffines Changes Title; Jack Lyles Gen. Agent

CINCINNATI, Dec. 28.—A communication from E. C. (Jack) Huffines from Fairmont, N. C., advises that he has changed the title of his amusement organization from Robeson United Shows to Campbell United Shows for the season of 1936. He plans having 10 shows and 8 rides among his attractions.

Mr. Huffines also informs that he has engaged Jack V. Lyles as advance representative, who has already started booking engagements.



THEO FORSTALL, the new president of Pacific Coast Showmen's Association for 1936.

Hewitt Launches Innovative Idea

CINCINNATI, Dec. 28.—A new idea in promoted and staged events as pertains to local merchants' "trade weeks" was recently launched by William Judkins Hewitt at Moultrie, Ga., where he was associated in the venture by William B. Davis. The title, Merchants' Free Street Circus, was new and the presentations of the entertainment offerings innovative. It was all free acts; no shows, riding devices or concessions. Local newspapers gave the event feature front-page stories in advance of the week and later highly praised the occasion. The headings to one of the stories in *The* (See HEWITT LAUNCHES on page 44)

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

EVERGREEN, Fla.
Week ended Dec. 28, 1935.

Dear Charlie:
The long-looked-forward-to week here at last! Christmas and all that goes with it. No snow, no ice; just sand, sunshine and citrus. A real trouper's holiday.

Auspices here the "Over-Indulgence Club." Ninety per cent of our troupe automatically became members before the week was past.

The spot our first Florida still date. The two nights before Christmas were as "still as a mouse." Not a ride stirred, not a show stirred, not a concessioner stirred.

The bosses had ordered everything to be closed on Christmas Day, saying

"Peace on earth," etc. But some of earthly peace officers beat the bosses to it by closing it on Christmas Eve.

What a Christmas! Our big circus tent was stripped of its acts, riggings and props, also ring curb, stages and seats. The largest fir tree that money could buy was placed in the center. Thousands of gifts stacked high around it. The hippodrome track covered with sparkling imitation snow and Santa Claus driving his six reindeer (drafted from the menagerie) made his appearance. A long table, the full length of the tent, covered with good eats, was the finish feature.

Toastmaster Pete Ballyhoo was the life of the party. All insisted on hearing (See BALLYHOO BROS. on page 44)

Latlip Files Suit In Daughter's Death

IRONTON, O., Dec. 28.—David L. Latlip, Charleston, W. Va., of the Latlip Shows, and father of the late Rita Latlip, who was killed November 8 when the automobile in which Miss Latlip and her sister were riding was sideswiped by a truck, has filed a \$40,000 damage suit in Lawrence County Court of Common Pleas against Earl N. Reinhardt, said to be owner of the truck, which was allegedly operated by a driver who is under indictment for manslaughter and driving while intoxicated.



The 14th annual Banquet and Ball of Pacific Coast Showmen's Association, held December 12 at Hotel Biltmore, Los Angeles

16 1/3 CENTS PER HOUR



Low cost operation and absolute dependability make the ELI POWER UNIT best for the Ride Man. Write for information.

ELI BRIDGE COMPANY

Builders of Dependable Products,
N. West St., JACKSONVILLE, ILL.

WHEELS

Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

\$12.00

BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 235. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

MIDWAY CONFAB

By THE MIXER

AGAIN: Look at the Letter List, all showfolks.

F. H. BEE JR., owner F. H. Bee Shows, spent a few hours in Cincinnati last week while on a trip headed north.

CHARLES (BOSTON) TOWNE is slated to again handle the front of the Minstrel Show with Royal American Shows.

J. H. AND HARVEY DREW (the Georgia Boys) are wintering at Waynesboro, Ga., with their families.

REGRETS: The recent death of the veteran outdoor showman (circuses and carnivals), Charles F. Curran.

The new year is a "leap year." May carnival business make a record high jump!

JACK DANIELS, former concession wheel agent for Johnny Hobbs, is reported as enjoying good business with his beer parlor at Youngstown, O.

MR. AND MRS. BEN DAVIDSON left Moultrie, Ga., early last week to spend Christmas at Marianna, Fla., and to visit members of Mighty Haag Circus.

FRANK ZORDA, of Morris Miller's traveling museum, rambled southward from McKeesport, Pa., to spend the

way, Station No. 9), Aurora, Ill., and would appreciate cheerful letters from her acquaintances.

AFTER CLOSING with Starr DeBelle's Museum at Portsmouth, Va., Jo-Ann (Billie Burk) and Jess Morris returned to Augusta, Ga., for a week and then planned to go to New Orleans.

AMONG THE offerings in K. F. (Brownie) Smith's store show that has exhibited a number of weeks on Broad street in Augusta, Ga., is Peggy Ewell with big snake—python.

CHARLES C. GLENN, showman in various lines for about 25 years, writes in part: "I am in Veterans' Hospital at Tuscaloosa, Ala., with t. b. As I am in bed, I would appreciate cards or letters from acquaintances."

CYCLONE BELL (D. Harry Bell), last season with Mighty Argyle Shows, made a tour of wrestling matches in North Central States and then went eastward to spend the holidays at home in Newark, N. J., which city he is leaving for the South.

JIMMIE DE SILVO, formerly Athletic Show with F. H. Bee Shows several seasons, last in 1933, has of late been doing a nice business with groceries in Memphis, Tenn. Incidentally, Jimmie recently purchased the house trailer F. H.

tree (General Delivery), S. C. Would appreciate letters from showfolk acquaintances.

Roy E. Ludington recently experienced "cold feet" literally and figuratively (the latter sort of mentally). While Roy and the missus were on a trip from California to Roy's boyhood spots in Indiana, they planned to visit the home of The Billboard in Cincinnati. Got within 40 miles of Cincy (Brookville, Ludington's birthplace), encountered a wintry blizzard, and returned to Indianapolis, from which city he scribed to The Mixer: "It is my intention to will you and others in this part of the country this snow and sub-zero weather. You can accept it with my compliments. And put me down as one 'Hoosier' showman who has turned 'Coast Defender.'"

"PICKUPS" FROM Norfolk, N. Y., by Frank J. Mosher—Danny O'Connell, agent of Brown & Ingalls' corn game, is now lead comedian with Earl's Comedians, which played the Empress Theater here recently to turnaway business. . . . Robert Lawrence, Ferris Wheel foreman who has been with Traver's Shows, A. B. Rogers' Shows and others, is vacationing this winter at Norwood, N. Y. . . . Olaf Larson, former carnival owner, is operating a restaurant at Ridgefield Park, N. J. . . . Scotty Forbes who worked the griddle for Patrick Sullivan the past season is now operating a restaurant in Augusta, Ga. . . . Guy L. Finch, carnival agent, is superintendent on WPA projects at Norwood, N. Y. . . . Prof. George White, of dog and pony show note, two seasons on the midway of Brown & Ingalls Shows, has been playing department stores in North Adams, Mass. . . . William Laye, well-known outdoor showman, is doing police work in Syracuse, N. Y.

ASTRO FORECASTS AND ANALYSES

1936, Complete (With Balance of 1935). Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00 Analysis, 3-p., with Blue Cover, Each.03 Forecast and Analysis, 3-p., with White Cover, Each.15 Forecast and Analysis, 9-p., Fancy Covers, Ea.08 Samples of the 4 Readings, Four for 25c. No. 1, 34-Page, Gold & Silver Covers, Each.30 Wall Charts, Heavy Paper, Size 28x34, Each 1.00 Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15 HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples. 25c FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c. HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 30c. ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. Our name or ads do not appear in any book.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO. Instant Delivery. Send for Wholesale Prices.

BINGO CORN GAMES

100 CARD SET, \$3.00
200 CARD SET, 6.00
300 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

GEO. W. BRINK & SON

1454 Gratiot Ave., DETROIT, MICH. Dept. BC.

(Over Thirty Years in Business.)

1936 ASTRO FORECASTS

Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES

198 S. Third Street, Columbus, O.

SECOND-HAND SHOW PROPERTY FOR SALE. \$25.00 Wrestling Mat, 12x13 feet. \$10.00 Indian Headgear with Feathers. \$50.00 Genuine Mounted Giraffe Head, 6' Neck. \$ 5.00 Ladies' Red Sateen Picture Dresses, Costumes.

\$49.00 Full Size Dressed Hauptmann Figure. We buy Rink Skates, any make. Concession Tents and Kiddie Rides. **WEIL'S CURIOSITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

METROPOLITAN SHOWS WANT

Chairplane Ride, Concessions, Bowling Alley, Fish Pond, Pitch-Till-Win, Cigarette Gallery, Popcorn, Merchandise Stores. Out all winter. Winter Haven, Fla., this week.

SAM LAWRENCE, Manager.

ART NEWMAN or NEUMAN, Comedian

Get in Touch Immediately With **RAYNELL**

Care Royal American Shows, Tampa, Fla.



BAND WITH Siebrand Bros.' Piccadilly Circus (circus-carnival organization), L. W. Payne, director, which, Manager P. W. Siebrand advises, has been engaged for the fourth consecutive season. There are, left to right (only family names at hand), Merriet, Blackburn, Cooper, Evans, Payne, Davis, Moore, Denton, Day and Mason.

holidays with Mrs. Zorda and their kiddies at home in Atlanta, Ga.

MR. AND MRS. C. L. DUTCHER, who have been with J. L. Murray on wax shows with carnivals since 1929, have purchased and are operating an apartment house at Hot Springs, Ark.

- 1—First week in another new year.
- 9—Months until next closing time.
- 3—The spring, summer and fall seasons.
- 6—"Lucky 6" for the return of PROSPERITY.

CASH MILLER has had his Oddities set up and operating at Sulphur Springs (Tampa), Fla. Probably will play some winter dates with one of the amusement organizations in Florida.

FRANK DUGGAN and wife, Grace, and Mrs. Nell Sanders have an apartment for the winter at Orangeburg, S. C. Frank has been working paper subscriptions in that neck o' th' woods.

HARIO AND MARIO (Mr. and Mrs. H. Leonard) are playing schoolhouses in the Central South with their own unit, presenting mental acts, Punch and Judy and magic.

MR. AND MRS. HENRY T. CURTIN, whose concessions have been annuals with "Capt. John" Sheesley for years, are again wintering in Mrs. Curtin's home city, Atlanta, Ga.

PRINCESS BEATRICE (Mrs. B. Clark), tattooed lady, informed that she was recovering from a nervous breakdown at Mercyville Sanitarium (Lincoln high-

Bee Jr. had advertised for sale in *The Billboard*.

TOM C. ROGERS on the front of L. B. (Barney) Lamb's Side Show at fairs and later on ticket box with Lamb's traveling museum, decided a few weeks ago to spend Christmas with his sister at Gosport, Ind., and has now decided to remain there for the winter. Tom plans to be back with Barney next outdoor season.

ABOUT SOME FOLKS—Bill and Helen Moore planned winter trouping in the South, but were reported as ready to turn back to their Michigan and Canadian homes. . . . Frank and Dot Earle headed to Hot Springs, Ark.; probably there for the winter. . . . Bert Montgomery, of rides note, and the missus and son, Trevor, taking a well-earned rest at their home in Pennsylvania.

THE STORK, almost day-and-dated Santa Claus in the family of George Von Stein at Miami. Anyway, George is the proud daddy of a girl, born December 23. As soon as the mother (formerly Erlene Dennis, "Miss Miami" a couple of years ago) and babe are able to travel, they will all motor to Dallas, where George will resume his duties with Dufour & Rogers.

A LETTER from Patrick H. Murphy, who has spent many years in show business, circus and carnival (a part of last season with Cole Bros' Circus) states that the veteran trouper has lost the sight of his left eye and his right eye will soon be sightless unless he undergoes an operation. He wrote from Kings-

Los Angeles

LOS ANGELES, Dec. 28.—This holiday season has apparently been one of the happiest for trouper folks in this section for some years. There is an air of prosperity and optimism expressed for the coming season.

Orville Crafts, of Crafts' 20 Big Shows, in from San Bernardino, and dividing time between his show, winter quarters and his Hollywood home. . . . C. F. (Doc) Zeiger expressed the thought that in the new year outdoor shows will have a very good season. Doc, incidentally, will undergo a minor operation before the season starts. . . . C. F. (Fat) Alton, of Silver State Shows, reports a very good season just finished. . . . Archie Clark, of Clark's Greater Shows, has a small force at quarters preliminary to the starting of a larger force to do overhauling and painting of equipment. . . . Mike Krekos, of West Coast Amusement Company, after a visit in Southern California left for San Francisco. T. Dwight Pepple reports his promotion as going along in manner to indicate that his new idea will click. . . . O. H. (Red) Hilderbrand, of Hilderbrand United Shows, has taken a Hollywood apartment.

Letter from Roy Ludington, of Crafts Shows, mentioned that he would spend the holidays at Laurel, Ind., his old home town. Dick Wayne Barlow wrote of his doings in the Southwest. . . . Joe Glacey in Oakland. On promotional staff of Polack Bros' Circus. . . . Polack terminated a visit to this city and Southern California points. Stated that the large tent Polack Bros. used for the summer season had been sold. . . . Much entertaining among the troupers. Harry Fink has Mr. and Mrs. John Miller of Santa Monica and Marie Morris and her mother as holiday guests at the San Fernando Valley ranch.

The PCSA dinner enabled many to enjoy a double-header Christmas Day. The Doc Zeigers, Archie Clarks and O. H. Hilderbrands have been entertaining friends during Christmas week. . . . J. Doug Morgan, of the tent dramatics, in from Texas. Reports very good season. With the missus he is visiting their son in Hollywood. . . . Jess Jordan back in town from a four weeks' trip thru North Carolina. . . . Fritz Landes (the bird man) in town for a holiday vacation. . . . Jimmie Lee, motordrome rider, has joined the "West Coasters." . . . Sol Grant seen downtown for what he called a "breathing spell." Doing nicely at the spot at Garvie and San Gabriel streets.

E. B. Davis, who has been with many of the major carnivals, is another trouper West Coasting. . . . Jimmie Hill, (See LOS ANGELES on opposite page)

Showmen's League of America



CHICAGO, Dec. 28.—About 50 of the brothers breasted a 5-below-zero night to attend Thursday's meeting. Vice-President Jack Nelson was in the chair. With him at the table were Treasurer Lew Keller, Secretary Joe Streibich and Past Presidents Edw. A. Hock, C. R. Fisher and Ernie A. Young.

Chairman M. J. Doolan has been busy with preparations for the New Year's party and a big time is in store for all who attend.

Had a nice attendance at the Christmas dinner, served in the League rooms. Turkeys were cooked by Brother Andy Craig, and Brother Frank Ehrenz handled the other details of the culinary department. 'Twas sure a nice repast.

Sam H. Tessler and Samuel Solomon were elected to membership.

Brother Lou Leonard has departed for the Sunny South. Said he would stop at Birmingham, then on to Florida.

Letter from Brother Jimmie Simpson advises that he has been under care of a doctor and had a narrow escape from losing a leg.

Max H. Bernard, of the Pacific Coast Showmen's Association, was guest of Vice-President Jack Nelson at this week's meeting.

Vice-President Ernie A. Young made several good suggestions for thought on the next Cemetery Fund Drive. Ernie will carry out his plan with his show and plans will be made to put it into effect on other outfits.

Mrs. Frank D. Shean in town for a few days. Says she will return to New York, as Frank will be busy in the East for a while. She was the guest of the Benjamins and Cohns at a dinner on Christmas Eve.

Brother Howard Gloss attended his first meeting since being elected a member.

Well, 1936 has arrived. Have you sent in your dues? If not, why not attend to it at once?

As previously stated, the winners in the Cemetery Fund Drive campaign were Charles Davis, of Los Angeles; John O'Brien, of Ringling-Barnum Circus, and M. Gordon, of Wheeling, W. Va. These have all been contacted and arrangements are being made to deliver the awards.

Brother and Mrs. Joe Rogers spent the Christmas holidays with their friends the Perrys, of Birmingham, Ala.

LADIES' AUXILIARY

CHICAGO, Dec. 28.—A regular business meet was held Thursday in the rooms at the Sherman Hotel, President Mrs. Lew Keller presiding. With her at the table were First Vice-President Mae Taylor, Second Vice-President Leah Brumleve, Third Vice-President Hattie Lotto, Treasurer Edith Streibich and Secretary Cora Yeldham.

Committee reports showed real co-operation and President Keller feels confident of a big year for the organization.

At this writing all the ladies are anticipating a wonderful time at the New Year's party to be held by the SLA on the 31st.

Coffee and cake were served after the close of this week's meeting.

Philadelphia Pickups

PHILADELPHIA, Dec. 28.—C. Jack Shaefer was in from Paterson, N. J., where, he reports, he has been having nice business at his museum. Says that he had a very fine visit to the conventions at Chicago, his first in a number of years.

Max Gruberg and family are spending the holidays at Miami Beach. Max expects to return shortly after the first of the year to commence preparations for next season.

D. Stack Hubbard, of museum interests in Baltimore, made a visit to this city. Says his opening was good and that he is looking forward to a good season.

H. Van, secretary of Max Gruberg's World's Exposition Shows, arrived from the South. Says the past season was just fair on account of so much wet weather in early part of the season. Besides his duties as secretary, he also operates a couple of shows. Is arranging to take out a traveling museum in the near future.

Local carnival operators are hoping to

be able to again operate in the city after the new administration comes into office. The new mayor is expected to be more liberal in his ideas than the one now closing his term. Whether outside shows will be allowed in is a question.

Bruce Greater Shows

NEWNAN, Ga., Dec. 28.—Since the close of the season nearly all the personnel have checked out for various parts of the country. Very few left here in quarters. After the holidays will go to work painting and remodeling for next season. Mrs. J. H. Bruce, owner, left for her home at St. Petersburg, Fla. W. R. Harris, general manager, here and everywhere. W. E. Franks, assistant manager, to his home, Gadsden, Ala. F. P. Davis, general agent, at home, Pittsburgh. George Parrott, lot superintendent and trainmaster, home, Boonesville, Va. L. White, electrician, Tampa, Fla. A. McCarter, promotions. George Kitzinger is working publicity. The show transports on 10 cars. All of which is from an executive of the show.



Pacific Coast Showmen's Assn.

LOS ANGELES, Dec. 28.—There were 97 members present when President Archie Clark called Monday's meeting to order. All officers present. Especially noted and drawing heavy applause was the reading of the financial statement. The addition of funds derived from the 14th annual banquet and ball brought the fund to highest mark in the history of the organization. Much favorable comment on the banquet-ball appearing in major dailies was also read.

With the banquet and ball out of the way plans were made for the annual Hi-Jinks in January, also for later the Get-Away Party that marks the period just before the opening of the outdoor season.

The button for members is finally decided upon. Order was placed for them and members will have them at the next meeting.

It was ordered that acknowledgment be made to those who sent greetings to the PCSA.

There were six new members accepted—C. B. Davis, Ivan Fromm, Price Payne, Dr. Vance Offut, Charles E. Dodson and T. Dwight Pepple. A change was made in the routine, so the new members might be introduced. T. Dwight Pepple made a talk that got him the approval of the board of control of the "Grid Club." His gift of oratory was commended. But Ed Maxwell wished to know if Dwight could "take it." Then Charley Dodson "hung a lot of paper" for the old reliable *Billboard*. Told of a time when he sold the paper, of its great help to New York parks and resorts, of himself and many others having been attracted to the Pacific Coast Showmen's Association by the publicity that appeared in *The Billboard*, and added that this organization had a very valuable ally in old *Billyboy*. Dr. Vance Offut, of Venice (now a concessioner there) and for 40 years a practicing physician, gave a most interesting talk and added a bit of witticism in his closing remarks, that "he became a showman in self-defense." Had known nothing of the business, but became happy to be a showman and had learned more of human kind than he had as physician and surgeon. President Archie Clark took opportunity to do a lot of "ribbing," calling on several members, and took a fall out of Red Hilderbrand, Frank Babcock and Phil Williams. Frank Forrest came to the aid of Hilderbrand. He stopped the proceedings by saying that down in Texas as a boy he had read somewhere that "A soft answer turneth away wrath," and that Archie being a competitor, and not wanting to incur Clark's displeasure, he would answer his very leading question with a soft answer—but he didn't make the grade—unable to think of a soft answer. J. Doug Morgan also made an interesting talk.

Joe De Mouchelle received the weekly award. Then the usual buffet lunch and refreshments.

The beginning of each new year is a time for many folks to make the good "New Year's resolutions," so with a desire to be helpful to showfolk, the members of this organization suggest that while you are "resolving" make one of the resolves be to take your first opportunity to be enrolled as a member of the PCSA.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 28.—This is being written during the lull which usually occurs during the middle of the holidays season, accounting for a short period of inactivity and resulting in a lack of important news.

We start 1936 with a more abundance of enthusiasm on the part of our members and those interested in the association alike. Everything seems to indicate that 1936 should be one of the best years ever in the carnival industry both within and without the association.

We are planning if possible to attend the fair men's meetings at Richmond, Va., January 27-28, and at Reading, Pa., January 29-30, in accordance with the desire expressed by many of our members at the last annual meeting. For reasons which were indicated during the sessions at Chicago, we are unable at this time to advise definitely whether we will be able to attend. If our attendance will be at all possible we shall certainly be there.

Last week Jack White and six members of his cabaret company were callers at the ACA office. White spends his summers with some of the Eastern carnivals and devotes his winters to night clubs.

During the recent meetings in Chicago we were requested by several to prepare an article on interstate commerce under the United States Constitution, police powers under the Constitution and similar subjects as applied to the carnival industry. If there is sufficient interest in such subjects we shall be glad to do the necessary legal research and prepare items of interest in this field. If those who are interested will communicate with us we shall appreciate it greatly.

The Appellate Division for the Second Department recently handed down a decision which goes a great way in exonerating showmen from liability. In the case of Tapley vs. Ross Corporation the court held that where a person is injured upon showmen's premises the mere fact of injury alone is not sufficient to warrant recovery, but the injured party must affirmatively show some active negligence on the part of the showmen before such a recovery is permitted.

LOS ANGELES

(Continued from opposite page)

recovering from recent severe illness, in from Albuquerque, N. M.—the missus still ill. He has trucks and equipment being made ready for early opening of his show. . . . Hank Arnold in town, awaiting the opening of a carnival with which he is to be associated. . . . Mike Herman returned from a trip north. . . . Mr. and Mrs. Charles J. Walpert have house guests for the holidays. . . . Frank, Ernie and Bob Downie, of Downie Tent & Awning Company, did the usual Christmas Eve open-house to friends. Drew a capacity crowd. . . . George Moffat and Bill Harvey, of United Tent & Awning, followed as customary, did the honors Christmas Eve with open house and an enjoyable time was enjoyed. . . . Whitey Gore and Ed Henderson have the Elks and Parent-Teacher's promotion at Compton, Calif., and the affair from advance ticket sale seems an assured success. . . . Henry Emgard recovering from a flu attack. . . . The venerable Ed Mozart downtown, and entertaining at the Bristol with "Do you remember?"

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Mighty Sheesley Midway

SALISBURY, N. C., Dec. 28.—Some "pickups" from the Mighty Sheesley Midway winter quarters: "Captain John" Sheesley and wife have left the east coast of Florida and are taking in the west coast of that State, after which will return here to prepare for the coming season. Howard Ingram, trainmaster, is putting in the winter at Sarasota, Fla., and his wife is credited with being the champion of the family at fishing. Fred (Dutch) Frederickson, of the Arcade, is spending his holidays at Jacksonville, Fla., awaiting the "call to the road." Jack Murray is hunting and fishing around the lakes at Valdosta, Ga., and his wife, Kate, is kept busy entertaining at their nifty house trailer spotted at the edge of that city. Rudy Rivers, candy man, is pitching at the Crescent Theater, Statesville, N. C., and reported doing fine. Hymie Cooper and wife, Dolly, are putting in the winter at Tampa, Fla. Doc Anderson and Evelyn Redding are still with the Georgia Minstrels, showing thru Georgia and doing a good business. Herman List, penny pitchman for Mrs. John M. Sheesley, and his wife are enjoying themselves at Atlanta, Ga., while waiting for the new season to open. J. B. Hendershot, promoter, and wife are at home in Marshall, Mich., for the holidays. Minon Corbielle, manager the Glass House, is spending the holidays with her mother in Los Angeles. Mack, Hazel and Betty McCreary are taking life easy at Statesboro, Ga., also awaiting the new season for this show. Mae Barrett is at Providence, R. I., with her mother. Phil O'Neil and wife, Mabel, and Phil Junior, formerly with this show, are resting up at Kirkland, N. Y. W. Rowan and wife are at Melbourne, Fla., and report having a good time fishing and bathing.

WARD (DAD) DUNBAR.

Royal American Shows

TAMPA, Fla., Dec. 28.—Winter quarters have been a scene of intense activity this winter with large crews of workmen constantly engaged in construction preparatory to the show's new season. The new Caterpillar Deisel electric generating plants, seven of them, arrived from the factory early in the week, and a crew, under supervision of Vince Brok, has been installing them in wagons which were especially built for the engines. It is expected that these plants will be in readiness in ample time for opening at the Pinellas County Fair, Largo, Fla. Carl J. Sedlmayr, general manager, said the plants, wagons and paraphernalia used in conjunction with them will exceed \$75,000 in cost. Five of the generating plants will take care of all electric requirements for the midway, two others held in reserve to take care of temporary shutdowns should any occur. This equipment and other new paraphernalia will necessitate several more flat cars on the show train, as well as a tank car to transport distillate. Nearly the entire office staff has been on

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MUSEUMS

Howard's, Traveling

SPRINGFIELD, Mo., Dec. 28.—Christmas Eve the entire personnel of Howard's Traveling Museum enjoyed one of the best Christmas parties ever held by a traveling organization of this kind. The management closed the doors at 10 p. m. to make ready for the bountiful dinner and at midnight the 34 members of the show were seated at a neatly arranged table. The dinner was prepared and served by one of the leading restaurants of Springfield. Prof. Art Remsen, oldest member of the company, acted as toastmaster. Short, impressive talks were offered by Manager Howard, Mrs. Gus Wagner; Tiny, the little Fat Boy; Jimmie Hanna, Art Nelson, L. H. Laughlin, Bob O'Neil and Babe LaBarie (Madam Rosellia). The dinner was opened with a prayer by little Betty Howard, Manager Howard's daughter, and then a toast with wine was offered by Professor LaMar, who was an honorary guest of Professor Remsen. Many oldtimers will remember Professor LaMar, who used to be headlined in vaudeville as the ZanZeigs. He is now visiting in Springfield and is a daily visitor to the museum. Gifts were exchanged and the party ran into the wee hours of Christmas morning. Music was furnished by Madam Rosellia's radio. The show here, for the past two weeks, has enjoyed excellent business. Closes tonight and makes another 250-mile jump north. Roy B. Jones and daughter were visitors last week. Jones is now ahead of Lauther's Traveling Museum. Among acts joining were O. C. Collins, clay modeler, and Leo, Ossified Boy. Credit is due the local lodge of Elks, whose beautiful building the show has been using. Elks have done everything in their power to make the stay here pleasant. A. J. BARR.

Dime, Newark, N. J.

NEWARK, N. J., Dec. 28.—Continued good weather keeps business on a profitable basis for the Dime Museum. Lineup this week includes Arthur Higby, necromancer; the Washboard Stampers, two-man band; Flo Clarson, fat girl, held over; Sadie and Victoria, Leopard-Skinned Girls, neatly costumed and charming; Elma Von Lynd, Three-Legged Girl, featured; Bly, the Rice Writer, popular attraction and being kept busy; Zenda, mentalist, enjoying her usual success; Oriental Revue in annex. Management decorated the lobby in keeping with Christmas. The writer is still handling inside lecturing. GEORGE E. MOORE.

L. B. Lamb's Traveling

AKRON, O., Dec. 28.—In a raging blizzard L. B. (Barney) Lamb's Hollywood Oddities finished a week's engagement in East Liverpool, O., and over highways covered with snow and ice made a short jump to this city, where it is showing at 55 South Main street. If location means anything Akron will be the ban-

the job this winter, and except for Christmas Day there has been a full crew on during days and a skeleton crew working nights. Ever since Mr. Sedlmayr and Elmer C. Velare, business manager, returned from the Chicago meetings they have been busy making preparations for the coming season. Raynell is having her entire attraction rebuilt. Dick Best is again enlarging his Ten-in-One and rebuilding extensively. Marjorie and Walter Kemp returned Monday after three weeks visiting relatives and friends in Illinois and Indiana. Immediately on his return Walter went to Mobile to bring his airplane to Tampa, where he is to install loud-speaker equipment for air advertising. His Liondrome is being completely rebuilt to accommodate the new act of Miles Riley with 10 lions. In addition to the new illumination system Royal American will have many unique features this season and the train will jump from 40 to 50 cars. JACK E. DADSWELL.

FORSTALL NEW

(Continued from page 41)

vice-president; John T. Backman, secretary; Ross R. Davis, treasurer.

Theo Forstall has had an extensive and varied career in show business.

ner spot of the winter season. The location is on the same block with the 5-and-10-cent stores and between two first-run picture houses. For the first time this winter the museum has an opportunity to look its best and Mr. Lamb has sent for several new attractions to join here. East Liverpool gave three days of satisfactory business, after which the icy weather kept people at home and the museum, in company with other establishments in that section, found customers scant.

MARK WILLIAMS.

Philadelphia Houses

PHILADELPHIA, Dec. 28.—Eighth Street Museum continues to have good business and this week finds the following attractions on the platforms: Dantini, magician; Eva LaTour and large snakes; Maud Audinm, sword and neon tube swallowing, a return engagement; Eighth Street Ramblers, musical act; Prince Oshwa; Poses Plastique, with three girls doing posing and announcing; Princess Zetta, mentalist. In the annex dancing girls are Dixie Dixon, Smiley Rice, Billie Robinson and Kittie Gallagher.

South Street Museum is having good business with the following attractions: Slim Johnson's Colored Revue, in new numbers; Harry Bulsom, spider boy; Chief Running Water, Indian performer; Capt. Sig, tattooed man; electric chair and demonstration; Mme. Verona, mentalist. In the annex dancing girls attract good business. Fat Lorraine is now alternating on the front.

F. C. Reynolds, Traveling

JEFFERSONVILLE, Ga., Dec. 28.—This traveling museum opened its first engagement here on Christmas. The management has decided that instead of playing week or longer engagements in the larger cities to make three-day stands in small towns, considering this policy to be the more profitable. The equipment and company moved here from Macon, Ga. Transportation is on two 35-foot semi-trailer units and automobiles. Floodlights are used on the front instead of light stringers or other collection of illumination globes. On the inside are drapes, pennants and other decorations. The roster includes: F. C. (Dad) Reynolds, manager; the writer, Charles (Buddy) Buck, assistant manager and advertising agent; Mrs. F. C. Reynolds, secretary and palmist; Mrs. Charles (Boots) Buck, electric act; Silas Whaly, anatomical wonder and inside lecturer; Tex Stewart, torture acts and trucks superintendent; Frank Williams, Master of Heat and "Popeye" portrayal; Liza Jane, fat girl; Mrs. Robert Benge, illusion; Dolletta, "smallest human mother," featured; Robert Benge, front and tickets; Dan Jones, property man; Mrs. Dan James, charge of culinary department; Earl Merriweather, truck driver. The show is planned to remain in Southern Georgia 8 or 10 weeks, then route north.

The following biographical data was secured during an interview by Steve Henry with Forstall this week:

Theo Forstall was born October 11, 1893, at Newark, N. J. Attended public and high schools at Montclair, N. J., then to the University of Virginia for one year, and then to Lehigh University (four years), where he was in the graduating class of 1916. He spent his vacations from school at Verona Lake, N. J., working on concessions and rides.

Forstall's first professional show experience was with a small tab show, *The Mirthmakers*, playing the hard coal regions in Pennsylvania, winter of 1916-'17. In spring of 1917 he opened with Polack's Rutherford Greater Shows at Pittsburgh, Pa., and left that show to engage in war work. Was in government service at a munition plant until February, 1919. He then joined H. W. Campbell's United Shows as secretary. Was with that show seasons of 1919-'20-'21. Seasons of 1922-'23 he was with J. W. (Patty) Conklin in Canada as secretary and assistant to Patty. At that time Patty did not operate a show, having the concessions with a two-car organization. He next went to Gollmar Bros.' Circus, Dan Odom, manager, as assistant treasurer to Jess Adkins, and when Adkins

resigned Theo was made treasurer. On learning that the Gollmar show might not go out in 1923, he was with K. S. Barkoot's Shows from March 1 to June, at which time J. W. (Patty) Conklin opened his season, and he returned to Conklin. In the fall of 1923 he again joined H. W. Campbell as a concessioner.

Season of 1924 Forstall was with the James Patterson-Gentry Bros.' Circus, and has since, except a while on Lee Bros., as assistant to Joe McCullom, been a circus treasurer. With Patterson-Gentry 1924-'25, when that show closed September 18, 1925, he went to Lee Bros. (Christy owned) and finished season there. Seasons of 1926-'27-'28 was treasurer with John Robinson's Circus. Season of 1929 and to the present time with Al G. Barnes Circus as treasurer.

Summing up his show experience Forstall has divided his time about evenly between carnival and circus. While with K. G. Barkoot Shows he met Peggy Marshall and they were married December 21, 1923, at Key West, Fla. His wife has been identified for a long period with outdoor shows. Since 1924 has been prominent in circus and vaudeville, and an outstanding stunt performer in films.

The remarkable growth of the Pacific Coast Showmen's Association has been in large measure due to Theo Forstall's efforts. He takes the helm of the organization for 1936 with the best wishes of its members and his legion of friends.

HEWITT LAUNCHES

(Continued from page 41)

South Georgian read, "Moultreie Opens Christmas Trade Days With Free Street Circus."

Acts appearing at the Moultreie event, located on the Courthouse square, included: Flying Lesters, three-people trapeze return act; Roberts Duo, horizontal bars; Taylor and Moore, high trapeze; Mitzl and Harry, human butterfly and balancing trapeze; Whirlwind Cardiff (Harry Hotchkiss), slack wire; George (Bumpy) Anthony, clown bicycle act.

Mr. Hewitt has had the idea "in the back of his head" for many years. There have previously been many instances of balloon ascensions, high dives and other acts, individually or several under one management, arranging to appear during "trade weeks" under sponsorship of merchants practically thruout the United States, but Hewitt's manner of such bookings was probably the first of its kind; anyway his event title.

A similar engagement was booked at Palatka, Fla., for December 19-20, with Davis in charge. Hewitt advises, however, that the Davis-Hewitt partnership has been dissolved, with himself (Hewitt) retaining the Merchants' Free Street Circus title.

BALLYHOO BROS.

(Continued from page 41)

ing about the Chicago fairs meetings. He told about the Ballyhoo Brothers renting the entire 28th floor of the hotel to entertain their prospects. Also chartered two elevators, one to take them up and the other (in the rear of the hotel), usually used to haul "dead freight" to bring them down. A 100-foot bar was built and was laid out like a midway—horseshoe shape. This was divided into 50 locations. Each location held 20 different brands of fair-bait. Location No. 1, first in on the right side, was, as usual, the best. It trapped six fair-bearing men.

The Drawhead Sisters, of the Cultured Carnival bearing their name, entertained lavishly (at our bar). They enjoyed the meetings to such extent that when the large ice elephant, replica of the Showmen's League emblem, was ceremoniously carried into the SLA banquet room and deposited at the speakers' table they thought the master of ceremonies was an auctioneer and bid \$1,000 for it.

The Ballyhoo Brothers' other unit, Gaff Bros.' Shows, represented by Old Hickory and his staff, used a hillbilly band as an entertaining feature. This caught all the pumpkins, so that show will split for those dates.

The Christmas party at Evergreen wound up by the bosses giving every member of the show a new automobile so they wouldn't have to ride the show train.

Everybody on this show is looking forward to a Happy New Year.

MAJOR PRIVILEGE.

P. S.—Just found out that Drawhead Sisters did all their booking on the ground floor. Right at the door of our "down" elevator, the one marked "dead freight." M. P.

Chop Suey

By W. H. (BILL) RICE

NEW ORLEANS, Dec. 28. — At this writing the holidays are about half over and I hope all showfolks have been enjoying themselves as much as I have.

Walter Lemon has not changed any since I saw him years ago. Wish we could have a week like Hope, Ark., the coming season.

The first Merry-Go-Round I saw was run by hand and I nearly broke my back earning free rides. The next operated by horsepower. After that steam engines. But I always got a kick out of the English machines operated by Frank Bostock, P. J. Mundy and Jim Bostock. Their steam engines were in the center of machines and the center poles were the smokestacks. Sure dirtied up the midway when burning soft coal and the wind was the wrong way. They were well lighted with brass kerosene torches.

Who has heard of Sloatsburg, N. Y.? Steve Connor was born there. . . . What became of Frank Delmaine, manager of the Actors' Equity in Kansas City? He rode one of the first Cycle Whirls ever in this country for Potter & Rice. . . . Art Lewis writes that he is having success with his fair bookings. . . . Wonder if Frank Hatch, the "Silver King," remembers when I booked the Canadian National Exposition for the Hatch Shows and he canceled the contract, then sent me back to take it, but the late Herbert A. Kline had closed the contract. . . . Albert Wright is heard from, from the Pacific Coast. . . . Mrs. Grace (Red) McIntyre was married on my Great Alamo Show at her home town in Texas in 1904. H. L. (Sheeney) Bush and his wife, Dolly, wintering in San Antonio. . . . George Lowery, of Seattle museum note, visiting in Texas. . . . That reminds me that Mike Golden has, in my opinion, the only real museum on the Pacific Coast.

Bert Cole, king of banner men and 13 seasons with Billy Burke's *Tango Shoes*, was first featured as "Bertie Cole, World's Champion Trick Drummer." And he still juggles the sticks, using a piano stool for a drum and the radio for orchestra.

P. J. Ringens claims to have had the first water clown with his act in 1920. I had a girl clown with my water show on the Con T. Kennedy Shows in 1910, and the late Harry Dore and I always had two or more with our water circus that started in 1911. I got the idea for the disappearing ballet from the New York Hippodrome in 1908, and Marcelline did the water clowning at that time. He did clowning for Capt. Paul Boynton's Water Spectacle in London in 1904.

Frank Downs, well-known banner man and candy butcher, won the "Diaper-Pinning Contest" at the Harlingen (Tex.) Fair with a borrowed baby in 22 seconds.

Battle Creek, Mich., once had a \$1,000 license fee for a circus or carnival, as it "took all the money out of town." I appeared before the city council and asked, "Where would your city be if other States and countries bought nothing from you because the money went to Battle Creek?" They all laughed and cut the reader to \$50. "Ice Water" Wilson was with me at the time.

Wonder I ever lived to grow up when I think of some of my childhood operations. Once bought a kerosene oil-burning bull's-eye lantern and used it to read nickel novels under the bed covers when I was sent to bed (gosh, it did smell!). Get the shivers now when I think of the secret compartment I once built in the top of the cupola on our barn. Had a little trapdoor us kids could just squeeze thru after undressing. We left the clothes behind so our parents could not smell the cigaret smoke on our garments. Had bunks in the hideaway and a single-burner oil stove for heat and light to read the "thrillers." One day the stove tipped over and set the place on fire. If we had had no blankets to smother the fire, there would have been no "Chop Suey."

Jeff Davis' "Around the Plaza," published in *The San Antonio Light*, in my opinion, is the best "column" in the Southwest.

Volunteer State Exposition

CLEVELAND, Tenn., Dec. 28.—Some work on paraphernalia has been under way at winter quarters under the supervision of Manager Roy Blake. Only three men working in quarters at pres-

ent, but the force is expected to be increased shortly after New Year's. All rides and shows will be given a thoro overhauling and painting. Manager Blake's wife, Pearl, was recently host to the men in quarters at a rabbit dinner, the rabbits killed by Mr. Blake. The management has received a letter from Bob White, who stated that he would be here for the new-season opening; also a letter from Monroe Elseman, who will be on the advance. All of which is from a member of the company.

OBSTACLES HURDLED—

(Continued from page 37)

location between 42d and 41st streets and Fifth and Sixth avenues, in the heart of the city, was at that time way uptown, reached only by Fifth avenue busses and Sixth avenue horsecars. The city then had a population of only 600,000. From the hinterland they came by stage and canal boats. Today within a 20-mile radius of City Hall we have a population of 25,000,000. The metropolis alone has a larger population by 2,500,000 than attended the San Diego Fair this year or passed thru the gates of the Philadelphia Sesquicentennial. In 1939-'40 citizens of America will come by auto, streamline, roller-bearing trains, busses, airplanes and palatial boats.

No city ever launched a more gigantic enterprise under greater handicaps than Chicago faced when promoting her laudable exposition of 1933. Her teachers and police had not seen a pay check for months; her bonds had slumped and her credit was impaired; her leading hotels were in receiverships or threatened with bankruptcy. The Windy City sent gangsters to jail, paid her servants, obtained other subscriptions and, in the face of the world's greatest depression, gave us the world's greatest exposition. It drew 39,000,000 people who spent a little more than \$1.50 apiece at the fair and left about \$700,000,000 in Chicago, which put the hotels, restaurants and rooming houses on easy street and left prosperity with the merchants, garages and filling stations.

Aim Is Patriotic

Lacking all of these major handicaps except that of crime, which we are cleaning up, why cannot the New York Exposition succeed in a great way?

The fair is not to make money or to advertise New York City, which does not need it. It is *promised* there will be no politics in it. Then what is the fundamental purpose? Quoting an official spokesman for the permanent committee, "It is to be dedicated to the principles on which this nation was founded and will advertise to the world its uncompromising opposition to all the subversive forces which seek to undermine the fundamental principles on which this nation rests."

It has the pledged support of the city, of the State and of the nation thru mayor, governor and the President's keen interest. The leading men of the city, regardless of groupings, are a unit in pledged support.

It is well conceived, broadly planned, and is off to a good early start. It is to be an education, an entertainment and a rededication to national patriotism.

Not only a century and a half of America's progress under the Constitution will be shown but the progress of the world will pass in review. A time-keeper of history signaling all the achievements of many participating nations.

New York invites you and will welcome you.

DISPLAYS INVESTMENTS

(Continued from page 40)

should buy exhibit space at the fair but, if he has already bought space, convinces him that his decision was a good one. It also suggests points that he should bear in mind in preparing his exhibit.

Lesson in Colors

I should like to suggest just a few points that can be featured in contacts with old and new and prospective users of exhibit space. First, of course, is the great importance of the fact that 87 out of every 100 buyers of goods buy because of the appeal to the sense of sight. Can you think of any other advertising medium that offers such close connection to the sense of sight as our own exhibit space? Radio advertising certainly does not appeal to the sense of sight. Nor does ordinary black and white newspaper advertising satisfy the sense of sight except in the display of some low-price tag,

LEADING CARNIVALS

WHICH INVITE

Your Investigation and Inspection

BECKMANN & GERETY SHOWS

THE WORLD'S LARGEST CARNIVAL ATTRACTIONS.

The Following Fairs Were Awarded Us For the 1936 Season:

Illinois State Fair, Springfield; Iowa State Fair, Des Moines; Nebraska State Fair, Lincoln; Kansas Free Fair, Topeka; Kansas State Fair, Hutchinson; Oklahoma State Fair, Oklahoma City; Oklahoma Free State Fair, Muskogee; South Texas State Fair, Beaumont.

Now Contracting Attractions for the Coming Season.
Address: 301 Duval St., San Antonio, Tex.

Strongest, Largest and
Finest Now or Ever
WORLD OF MIRTH
SHOWS

MAX LINDERMAN, Gen. Mgr.
L. H. (DOC) CANN, Gen. Agt.
Winter Quarters, Richmond, Va.
Address All Communications to
SUITE 1512, 1560 BROADWAY,
New York, N. Y.

The Most Magnificent Motorized
Amusement Exposition in America

The Show which has astounded the Amusement World by its instantaneous success. Boasting an Envyable and Unimpeachable Reputation on the First and Second Year En Tour.

FAIRS PLAYED 1935: Hufon, S. D.; Tulsa, Okla.; Jamestown, N. D.; Fessenden, N. D.; Langdon, N. D.; Hamilton, N. D.; Sherman, Tex.; Huntsville, Tex.; Ennis, Tex.; Mankato, Minn.; Rock Rapids, Ia.; Owatonna, Minn.; Albert Lea, Minn.; Sibley, Ia.; Blue Earth, Minn.; St. Peter, Minn.; Victoria, Tex.; Thief River Falls, Minn.; Faribault, Minn.; New Ulm, Minn.; St. Cloud, Minn.; Jackson, Minn.

HENNIES BROS. SHOWS

Winter Quarters: Houston, Tex.
P. O. Box 1916.

National advertisers, whom we should again remember are smart advertisers, recognize this importance of the appeal to the sense of sight with their gorgeously colored advertising in magazines. You see such colored advertising regularly in your favorite magazines. Thru the use of color and photographs the advertisers are trying to show the prospective buyer what the goods look like.

After all, there is no picture so realistic and natural as the actual goods themselves. Thru the use of exhibit space the exhibitor not only can show the finished goods, but can show also the process of manufacturing or the ingredients going into the goods or demonstrate texts showing some important sales points of the goods. Action of some kind is always sure to appeal to people, and no advertising medium can offer display of the goods in action as can we thru exhibit space.

The points that I have covered with respect to display for appeal to the sense of sight should be told over and over again to prospective buyers of exhibit space. So should the value of using the space for sampling of the product if the product is one that sampling will aid the sale of. Then there are other valuable sales arguments which should be sent out regularly, such as the value of securing sales prospects and mailing lists thru registration of visitors to the exhibit, nature and type of visitors to the fair, and the importance of keeping the merchandise before the public in the summertime which can be done by displaying before the visitors at your fair from his very own sales market.

Need of Showmanship

These various points are probably known to most of you. The really important thing that I want to impress upon you is the need of passing these points on to the prospective users of your exhibit space. This should be done thoroly and systematically and continually. If they will learn the arguments in favor of using our exhibit space as well as we know them we will have no more worries about selling our space. Billboard people try to impress prospective buyers of their type of advertising by running billboards with this message upon them, "To Sell Them You Must Tell Them." Possibly you have seen such billboards in your own town. I think it is a good sales argument. I would add one word to the slogan and use it as a reminder for us all who are charged with selling exhibit space. I would say that we should remember in our efforts to sell exhibit space this rule, "To sell them you must tell them OFTEN." And I want to emphasize the "often."

Every business in our respective communities is a prospect for our exhibit space. If we are to get such prospects to appreciate the value of what we have sold them or hope to sell them we must give them the same personal attention that they receive from other sellers of advertising. Too many of us believe that when we get an advertiser to sign our contract that we are thru. That belief has caused many users of exhibit space not to return a second time.

I believe it to be our job to help those who use our exhibit space to use such space to their greatest value. This help to an advertiser is especially needed during his first or second year at the fair.

After that period he should sense the elements that go to make an exhibit good and should be able to go along pretty much on his own efforts. After all, use of exhibit space involves a certain degree of showmanship and few business men are showmen. A few pertinent suggestions on points to remember in using the exhibit space will go far toward winning the good will of the advertiser. These suggestions can be made by letter or thru a leaflet or thru a personal call. Thru every means the buyer of exhibit space from you should be made to feel that you want him to make a success of his space and that you stand ready to help him.

Exhibits Can Offend

By working closely with the buyer of your exhibit space it will be possible to impress upon him the importance of preparing an exhibit that will be a credit to him and his product and to the fair as well. It will be possible to impress him on the length of time that is necessary to plan a worthy exhibit and the time necessary to build or set up such an exhibit. Too many exhibits are thrown together too hastily and as a result the whole department of commercial and industrial exhibits suffers. By co-operating closely with users of your exhibit space it should be possible to raise the standards of the whole range of exhibits at your fair. Educational elements should be stressed in all exhibits. Unless the educational angle is appreciated by the new user of exhibit space he is liable to make his exhibit so grossly cheap and commercial that patrons to the fair will quickly pass by his exhibit. This will offend many fair patrons, will disappoint and discourage the buyer of space and will make your work the following year more difficult.

I do not believe that we ourselves have appreciated how really good a piece of advertising we have to sell in our exhibit space. I have also urged that we study use made of exhibit space by smart national advertisers so that we can develop sales arguments with which to sell both local and national advertisers exhibit space at our fairs. We can also learn from them ways and means of helping those who use our space. I am hopeful that we shall so impress the standards of our commercial and industrial exhibit space that the thousands of patrons to our fairs will find our exhibits of tremendous interest and that our exhibitors will find their expenditure of advertising money with us a profitable investment.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$1.00. CASH WITH COPY.
First Line and Name Displayed in Caps.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

ATTENTION, SUBSCRIPTION SALESPERSONS— Individuals or with crew. America's best Poultry journal wants agents east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill. x

SPICY CARTOONS, CARDS, NOVELTIES, SAMPLES 25c. **BUK**, Sta. W, Box 2, New York. ja18

CARTOON BOOKLETS—REAL STUFF, \$2.50 hundred. Samples, 25c. **RAY**, Box 83, Sta. N, New York. ja18

GOOD INCOME SILVERING MIRRORS—PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfnx

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. ja25x

STOPS THIEVES! PAYS YOU BIG MONEY— Quick. New Burglar Alarm sells for \$1. Thirty million prospects. Get demonstrator now! **PRUITT**, Dept. 156, Elburn, Ill. ja25x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **PRUITT PRESS**, Elburn, Ill. ja11x

2,000 BUSINESS CARDS, \$1.50; COMMISSION 50c. **BUSINESS NECESSITIES CO.**, 15931 Monica, Detroit.

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. **BOX 290-B**, New Haven, Conn. x

BOOKING AGENTS

BARBECUES—INTERIOR AND EXTERIOR models. **PEERLESS STOVE CO.**, Columbus, Ohio. ja4

SELL BY MAIL! BOOKS, NOVELTIES! BARGAINS! Big Profits! Particulars Free! **F. ELFCO**, 525 South Dearborn, Chicago. tfnx

BUSINESS OPPORTUNITIES

WANTED—OPERATORS TO SELL USED RCA Victor (5c Play) Phonographs. **P. K. SALES**, Cambridge, O.

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. ja11

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

ACES, \$30.00; VISIBLE SPORTSMAN, \$25.00; Traffic A, \$19.00; Put 'n' Takes, \$15.00; Red Arrows, \$12.00; Mills Gold Award and Regular Slots. Send for complete list. **ROCKPORT NOVELTY CO.**, Rockport, Tex. ja4

BARGAINS—MERCHANDISE VENDERS, Amusement Games, Diggers, Supplies. **NOVIX**, 1193 Broadway, New York. ja11

COIN-OPERATED MACHINES BOUGHT, SOLD. **JARL**, 1704 Leavenworth, Omaha, Neb.

FACTORY RECONDITIONED 1935 NOVELTY Merchantmen, Fool-Proof Roll Chute, one year guarantee against mechanical defects. Easy terms. \$30 down, balance \$5 weekly for 24 weeks. 10% off for all cash. **AMACO**, 162 Fifth Ave., New York City. x

IF IT'S SQUARE DEALING AND SAFE BARGAINS in Coin Operating Machines of all descriptions see **YENDES SERVICE CO.**, 1813 W. 3d, Dayton, O. 20 years in business. fe22x

INDIANA OPERATORS—BUY USED GAMES for less, also Supplies, at **SILENT SELLING CO.**, 548 Massachusetts, Indianapolis.

PENNY SMOKES, USED ONLY ONE WEEK, \$8.50. **B. M. Y. NOVELTY SALES CO.**, 1483 E. 55th St., Cleveland, O.

PIN GAMES FOR SALE OR TRADE FOR CIG- arette Machines, Peanut Machines. **W. K. CAMPBELL**, Mattoon, Ill. ja4

PROSPECTORS AND ROCKOLAS—46, \$50.00 each. All guaranteed like new, used 2 weeks. **CHARLES PITTLE**, New Bedford, Mass. ja4

REAL BARGAINS IN RECONDITIONED MACHINES. All types at prices you will be willing to pay. Write for new list. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. fe29x

SEEBURG SELECTOPHONE, WALNUT CABINET, \$139.00; Traffic A, \$25.00; also Rocket, \$20.00. Write **C. BISHOP**, Box 41, Bowling Green, Ky.

SEND STAMP FOR LIST OF USED MACHINES—Get on our mailing list. You save money on machines and supplies. **GOODBODY**, 1824 East Main, Rochester, N. Y. ja11

TRIPLE JACK DUKE, LIKE NEW, \$17.50; SINGLE Jacks, \$15.00; Giant Shot, by Exhibit, \$55.00. **UNITED AMUSEMENT COMPANY**, 3411-15 Main Street, Kansas City, Mo.

USED SLOT MACHINES, \$10.00; USED POOL Tables, \$10.00; Used Games, all types, \$5.00; Iron Claws, \$17.50. **LEHIGH SPECIALTY CO.**, 2nd and Green Sts., Philadelphia, Pa.

COSTUMES—WARDROBES

BARGAINS—MUSICIANS' MESS JACKETS, Blue, Maroon, Black, \$2.00; Sashes, \$1.00; Tuxedos, complete \$10. Costumes. Scenery. **WALLACE**, 2416 North Halsted, Chicago.

FORMULAS

FORMULAS, PLANS, IDEAS—LITERATURE Free. **H. BELFORD** 4042 N. Keeler, Chicago. ja11

FORMULAS—ALL KINDS, GUARANTEED; catalog free. **KEMICO**, B-66, Park Ridge, Ill. tfnx

GUARANTEED HARMLESS FORMULA FOR Corns, 25c. **M. BURNS**, 330 E. 16th St., Tucson, Ariz. x

SUCCEED WITH YOUR PRODUCTS—LEARN how. Formulas. Processes. Analytical service. Catalog free. **Y. THAXLY CO.**, Washington, D. C. ja25x

FOR RENT, LEASE OR SALE

FOR LEASE OR SALE—TWENTY-ONE ROOM Hotel in live town of five thousand; recently acquired by owner; newly decorated and modernized. A money maker. Write or wire **W. S. CRAWFORD**, Marianna, Ark. x

FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, 12c BOX— AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. ja25x

BARGAINS—GENERATORS, MOTOR GEN- erators, Exhaust Fans, etc. Ask for quotations on your needs. **ELECTRICAL SURPLUS COMPANY**, Dept. 50, 1885 Milwaukee Ave., Chicago.

MAKE MONEY WITH NEW DeVRY WALKIE- snap Camera—Greatest street money-maker in a decade. Complete ready to use at \$99.50. 100 ft. of film, \$3.50. Supplies, information and full instructions. Write. **BASS CAMERA COMPANY**, 179 W. Madison St., Chicago, Ill. ja18

FOR SALE—SECOND-HAND GOODS

POP CORN MACHINES, CRISPETTE CARMEL- crisp, Potato Chip. **LONG EAKINS**, 1976 High, Springfield, O. ja4

POPCORN MACHINES—ALL KINDS. NORTH- side CO., 2117 Harding, Des Moines, Ia. fe29

FOR SALE—SECOND-HAND SHOW PROPERTY

ADULTS AND KIDDY CHAIRPLANE, CA- rousel, Aeroplane. **CALVIN GRUNER**, Pinckneyville, Ill. ja11

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. **NEW-TON**, 253 W. 14th St., New York. ja25

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 W. Thompson, Philadelphia, Pa. ja11x

ROLLING GLOBE ARTISTS—CHANCE OF lifetime. Spiral Tower. **LIONEL LEGARE**, Bethlehem, Pa.

SEE ADVERTISEMENT CARNIVAL PAGES— WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfn

HELP WANTED

A-1 AGENT—THEATRES, SCHOOLS, MYS- tery Attraction. Car. **E. PELKIN**, Alexandria, La.

GIRL ASSISTANT FOR MENTAL ACT—MUST do Window Sleep. Send full details and picture, which will be returned. **MENTALIST**, Billboard, Cincinnati, O.

HELP WANTED—MUSICIANS

WANTED—ORGANIZED 12-PIECE DANCE Band for road work. Male or female, union preferred. Send photo, letter, stating all. Have manager and agent. No wires. Write only. **ROY C. ADERS**, 221 E. 12th St., Bloomington, Ind.

INSTRUCTIONS AND PLANS

200 MILES 25c—DIESELIZE GASOLINE EN- gines. Simple installation less than five dollars; no special parts; information free. **DIESELIZER**, Box 5202, Los Angeles, Calif. x

MAGICAL APPARATUS

NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c. None free. **NELSON ENTERPRISES**, 198 S. Third, Columbus, O. ja11

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. List free. **PINXY**, 64 W. Erie, Chicago.

VENTRILOQUIST—PUNCH FIGURES, ACTS. **KENNETH SPENCER**, 1345 First Ave., So., Minneapolis, Minn.

MISCELLANEOUS

ROLLS DEVELOPED—TWO BEAUTIFUL DOU- ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE**, La Crosse, Wis. x

M. P. ACCESSORIES FOR SALE

EXHIBITORS—NEW 500-WATT STEREOPTI- cons with Color Wheel, \$25.00. Catalogue Free. **GRONBERG**, Mfrs., Sycamore, Ill.

IT'S HERE! IT'S HERE! THE GREATEST AND best of all Portable Sound Projectors, Acme SVE with Wide Range Sound on Film Attachments. It's a honey. Price only \$235.00. **E. ABRAMSON**, 7204 Sheridan Road, Chicago. ja4

NOW AVAILABLE—THE FINEST SEMI- Portable Sound Projector on the market. Only \$295.00. Dealers write for proposition. **ZENITH THEATRE SUPPLY CO.**, 308 West 44th Street, New York. x

SOUND PROJECTOR, \$135.00; SOUND FEAT- ure, \$10.00. **AVON**, 3223 Broadway, Chicago. ja11

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. ja4

ZENITH SILENT MACHINE, "UNCLE TOM," other Features. **KENNETH SPENCER**, 1345 First Ave., So., Minneapolis.

35 MM. PORTABLE SOUND PROJECTORS, Equipment, Films. **SPAIN**, 1419 Bellevue Ave., Richmond, Va.

M. P. FILMS FOR SALE

BIG LIST—SOUND FEATURES, SHORTS, \$15.00. **CODDINGTON**, Traverse City, Mich. ja4

COMEDIES, CARTOONS AND WESTERN SUB- jects in sound. All guaranteed perfect condition. Send for large list. **ZENITH THEATRE SUPPLY CO.**, 308 West 44th St., New York.

SOUND ROAD-SHOW SPECIALS—ALSO Western Action Features. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. ja4

TALKIES, SILENTS, PROJECTORS, 10c COIN for lists. **CAPITAL PRODUCTIONS**, Rosedale, Kansas. ja11

M. P. (TALKIES) FILMS

ROADSHOWS—WESTERN AND ACTION Talkies. **E. L. FAWKS**, Crawford, Tex. ja11

SUPERSPEED PANCHROMATIC 16 MM. FILM, 100 ft., \$3.75. Other films from \$2.19. Bargains in new, used equipment. Send for circular. **FOTOSHOP**, 136 1/2-D West 32d, New York. x

16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue, 10c. **FOTOSHOP**, 136 1/2-D West 32d, New York.

M. P. ACCESSORIES—FILMS WANTED TO BUY

HIGHEST PRICES PAID FOR USED STILL Movie Equipment. Send description. **FOTOSHOP**, 136 1/2-D West 32d, New York.

WANTED—TWO GOOD USED SOUND AND Two Silent Portable Projectors. **DEMONSTRATION SCHOOL**, Boone, N. C.

MUSICAL INSTRUMENTS

FOR SALE—SET OF LUDWIG & LUDWIG Pedal Tympani with Trunks; Leedy 3-Octave Concert Vibraphone with damper pedal, gold-plated finish. Also Trunk for same. These instruments are in excellent condition. Cost \$850.00 new, will sell for \$395.00 cash. **HENRY HAMMOND**, 2521 Broad Ave., Altoona, Pa. ja4

GOOD—ALL P. A. SYSTEM GENERATOR, Horns, complete \$150; Tanglely Calliope, \$200. 408 West Sixth, Gastonia, N. C.

PERSONALS

WANTED TO LEARN WHEREABOUTS OF Viola Olson, who was with Wilke's Musical Players in 1928. Important. Address **LLOYD E. GAY**, Box 204, Norton, Kan.

DIVORCES—EASY DIVORCE LAW. SEND 1 dollar for copy of Arkansas Divorce Law. **W. P. DODDS**, Attorney, Beebe, Ark.

SCENERY AND BANNERS

A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIOS, 3544 North Halsted, Chicago. ja4

TENTS FOR SALE

NEW SIDEWALL, 6.40 OZ. WHITE DRILL, hand roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 foot long. Tents, all sizes. **KERR**, 1954 Grand Avenue, Chicago. ja11

THEATRICAL PRINTING

WINDOW CARDS FOR DANCES, RADIO Artists, Road Shows, Magicians, Theatres. Beautiful colored designs, 14x22, 8-ply, your copy complete, hundred, \$3.00. **TRIBUNE PRESS**, Fowler, Ind.

100 ENVELOPES, 100 LETTERHEADS, \$1.00 postpaid. Dodgers, your copy, priced right, samples. Stamp appreciated. **PROGRESS SHOPPRINTERS**, Bedford, Ind. ja11

100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. **BERLIN PRINT**, Berlin, Md. ja18

1,000 COLORED 6x9 HERALDS, \$1.50; 5,000, \$4.50. **LAWNDALE PRESS**, Franklin, N. H. ja11

5,000 HERALDS, 5x11, ASSORTED COLORS, \$5.00 cash. **MAIN SHOW PRINT**, 511-A, W. Main St., Oklahoma City, Okla. ja11

5,000 COLORED DODGERS, 3x8, \$2.75; 6x9, \$4.50; 5,000 Merchants Tickets, \$3.00, postpaid. **STUMPPRINT**, S. Whitley, Ind. ja4x

WANTED TO BUY, LEASE OR RENT

WANTED—CANDY FLOSS MACHINE OR OTH- er good money maker. Full particulars. **BOX C-521**, Billboard, Cincinnati. ja25

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type). 10 WORD, CASH (Small Type) (No Ad Less Than 25c).
Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

ACROBAT—Fast Tumbler, Flip-Flops, Row Backs and Full Twisters. Head Balancing and Head Revolve, also Understanding. Good appearance, weight 155, height 5 ft. 7 in. Address TOM ROSS, General Delivery, San Francisco, Calif. ja4

SLACK WIRE, Juggling, Clown, Flashy equipment, finest wardrobe. Have car. Go anywhere. KANERVA, 725 6th Ave., E., Duluth, Minn. ja11

AT LIBERTY AGENTS AND MANAGERS

PRESS AGENT — YOUNG NEWSPAPERMAN with long and varied experience in publicity and promotion wants new connection. Address P. A., 3053 North 22d Street, Philadelphia, Pa. ja4

THEATER MANAGER—TWENTY YEARS' EXPERIENCE West Virginia Coal Fields. Owner, operator, road show, vaudeville, picture theaters. Showman seeks connection; all essentials, publicity, exploitation, advertising. TOM MORROW, 1223 N. 54th St., Philadelphia, Pa. ja4

MANAGER — Endurance, Walkathon or Dance Marathon Shows. At Liberty January 1. Handle all angles; percentage. Write or wire JACK BOURLAND, 4385 Evans, St. Louis, Mo.

AT LIBERTY BANDS AND ORCHESTRAS

SYLVIA KLEINS 10-PIECE
Band now available. Union, but get our terms. BEN BRINCK, West Point, Ia.

PIKE BURRITT AND ORCHESTRA—FIVE TO ten men, union, plenty of doubles, P. A. system, fronts and uniforms. Have good library. Write or wire PIKE BURRITT, Seneca Falls, N. Y. ja4

ELEVEN-PIECE New York style Recording and Broadcasting Band at liberty January 1. Now playing Texas territory. Would like to locate for balance of winter in Texas, Louisiana, Oklahoma, Arkansas or Mississippi. Have excellent transportation, racks, public address. Band organized three years and has played the leading hotels, cafes, ballrooms throughout Northeastern United States. Good appearance. Novelties, Singing and Doubles galore. Guarantee satisfaction in every respect. Willing to accept anything reliable at reasonable figure. Write or wire RUSS OMEN, General Delivery, Beaumont, Tex., quick.

ORGANIZED 8-PIECE Orchestra — Trumpet, 3 Saxes, Piano, Drum. College men, young, clean appearance, non-union, want to locate in South. ELGART, R. F. D. No. 1, Paterson, N. J.

SEVEN FAMOUS HUMMEL'S Orchestra — Managers, bookers, unit \$150.00 per week; contract advance dates. Playing Wonder Bar, Clarksburg, W. Va.. Write, wire, also address Billboard, Cincinnati, O., permanent. ja25

AT LIBERTY CIRCUS AND CARNIVAL

FLASHY BATON SPINNING

for show or parade. Spectacular fire baton bally. Fast, straight, single juggling act; finest apparatus. Married. Own car and house trailer. Typist, business experience, dependable. Join A-1 outfit next season anywhere. BOX C-502, Billboard, Cincinnati, O. ja4

LOOP O' PLANE AND KID-

die U Drive It Auto for 1936. Have own transportation. Write HEROLD BROWNING, Rockwell City, Ia. ja4

FOR GLOWN ALLEY—Female Impersonator for coming season with reliable circus. Have A-1 wardrobe and ability. B. BUCKINGHAM, General Delivery, Baltimore, Md.

HALF-HALF—For Museum and Summer Season. A-1 appearance, wardrobe and ability. Young. Strong feature. Work expose if desired. Only reliable people need reply. H. BELAS, 24 E. Mt. Vernon Pl., Baltimore, Md.

PAMAHASIKA'S BIRD CIRCUS, the Original—Incomparable and Greatest Act that makes everybody talk. Don't overlook the Famous Pamahasika's Real Acting Birds. GEO. E. ROBERTS, Mgr., Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Telephone SAGmore 5536.

RAJAS DUO—Revolving Ladder, Swinging Ladder, Loop Finish with Muscle Grind. Open for circus for coming season. Good acts. Address Gibsonton, Fla. ja25

AT LIBERTY COLORED PEOPLE

AT LIBERTY—A-NO. 1 FIVE-PIECE COLORED Nite Club Orchestra. Two Saxs, Trumpet, Piano, Drums. Prefer West Coast. All offers considered. Reference from present location. State salary. HAYWARD BRYANT, 707 North 5th St., Arkansas City, Kan.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—A-1 Lecturer. Med. office. Talk on and demonstrate anything and put it over. Must be in or near Chicago. Address DOCTOB, Apt. B. 46 W. Huron St., Chicago, Ill. ja4

TYPIST-CLERK wants position with theatre, circus or carnival. Steady, sober, honest, reliable. Age 27. Can double stage. E. J. ELLER, Box 41, Lodi, Calif. ja11

AT LIBERTY M. P. OPERATORS

AT LIBERTY — Sound Projectionist, fifteen years' experience. Can service own equipment. Married, reliable, go anywhere. PAUL RANDALL, 108 W. Imperial Highway, Brea, Calif. ja4

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A-1 BASS, SNARE OR TRAP DRUMMER FOR the coming season or now. For circus band, theatre, concert band, etc. FRANK LUDWIG, 1727 South Wabash Ave., Apt. A, Chicago, Ill. ja4

AT LIBERTY—DRUMMER. GOOD RHYTHM, plenty experience Night Clubs, Dance. Can kick it. JIMMY HIGGINS, Mt. Pleasant, Ia.

CORNET—SWING STYLE, FEATURE VOICE. Well experienced. Location, preferred. FATS CARLSON, Pipestone, Minn. ja4

DRUMMER, A-1, PERFECT RHYTHM, MODERN outfit, genial, appearance. M. C. if desired. Positively cut it. Desire steady engagement in New York City. Name band experience. BOX C-524, Billboard, 1564 Broadway, New York.

DRUMMER—EXPERIENCED SHOW. PLENTY Swing and Ride Rhythm, young; sight reader. Arrange some. BOX C-523, Billboard, Cincinnati. ja11

MODERN SWING TROMBONE—TONE, FEAT- ure Vocalist, Arranger. Car. Write GEORGE BRECKENRIDGE, Deemer Beach, New Castle, Dela. ja11

TENOR SAX-CLARINET—NICE TONE, READ, fake, union, 22, sober, single, reliable. Nice voice. State all. Write or wire MUSICIAN, care Pabst No. 1, Oconomowoc, Wis.

AT LIBERTY—A-1 best, real strong Euphonium Baritone. Experience Concert Band Soloist, big circus. De CARLOS, 319 Walnut St., Macon, Ga. ja11

DRUMMER—Guarantee satisfaction all lines. Formerly Keith's, Loew's. Heated car if required. No booze, reliable. Permanent address, C. OSSLER, 816 Hennepin, Dixon, Ill. ja4

STRING BASS—Doubles Novelty Mando, Bass and Tenor Guitar. Single, age 33, reliable. Experienced Dance, Floor Shows and Strolling Combinations. GEO. LACKEY, 2807 Oliver St., Port Wayne, Ind.

TROMBONE—Doubling Violin, Tenor Sax, Clarinet, and Modern Swing Drummer, equipped with vib. Want work together, Texas or South. Union. Sober and reliable. Ages 29. State all in first. ROY DIVEN-SKINNIE ROBERTS, Room 312, Osage Hotel, Arkansas City, Kan.

TROMBONE, double Sousaphone, available for hotel, club, restaurant. South. Room, board proposition, perhaps. Not loaning instruments. State salary, collect wires ignored. PHIL WRIGHT, Billboard Office, Cincinnati, O. ja18

TRUMPET—Read, take-off, union, reliable. Los Angeles Bands please write. MUSICIAN, 147 West Mountain View St., Long Beach, Calif. ja4

TRUMPET—Modern, sober, no weed. First or Second. Read, fake, take off, vocal, arrange. Car. Go anywhere; prefer location. References Miami to New York. No panics, please. Write all. MAC GARRETT 33 Frelinghuysen Ave., Newark, N. J.

VIOLIN, GOOD TONE, double Third Sax, union, fast reader, concert or dance. No booze, not young, photo on request. AL MORSTAD, Box 66, Jerseyville, Ill.

AT LIBERTY PARKS AND FAIRS

WRITE EARL WRIGHT

for Free Acts. Billboard, Chicago.

AMERICA'S BEST HIGH WIRE—THE CALVERT outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. ja18

ARMSTRONG'S FAMOUS COMEDY FORD ACT —Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. ja18

PAMAHASIKA'S DOGS, Pony, Monkey and Bird Circus. A complete, clean attraction. Incomparable. Unlike all others. There is but one, the Original Prof. Pamahasika himself. You will want the best show. Get in touch at once with this real attraction. GEO. E. ROBERTS, Mgr., The Pamahasika Studio, 515 W. Erie, Philadelphia, Pa. Telephone, SAGmore 5536.

AT LIBERTY PIANO PLAYERS

AT LIBERTY — PIANO

Player and Leader; all essentials, tab, rep, club, etc. Wire or write WALTER MARS, Scotts, Ark. ja11

EXPERIENCED PIANIST — READ, FAKE, transpose. All essentials. BOX C-510, Billboard, Cincinnati, O.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—Three Versatile People, 2 Men, 1 Woman. Comedians, Singers, Dancers, Magio, Contortion, Escapes, Pad Dog for acts, play string music. Change for two weeks. Rest of wardrobe on and off. Sober, reliable. WALTER, MOLLY AND PAT KING, General Delivery, Pageland, S. C. ja4

AT LIBERTY—Real straight man with feature specialties; change for two weeks. Guitar, Singing, Dancing, Talking, 5 Novelty Specialties. Sensational Leaning Act. Living Marionette, Hukum Horse, Hukum Car, Comedy Radio Station. Neat props. Play Banjo in orchestra. Work straight in most specialties. Hukum, popular and new numbers. Up in acts. Fast sales worker. Young, neat, personality good wardrobe. Have car and living trailer. Low salary sure. State all and name it in first reply. JACK BOGARD, General Delivery, Peoria, Ill.

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NO SALARY, expenses only. I to sell one article each night. Do Comedy Musical Acts, other Comedy, Novelty Stunts. Change three weeks. MUSICAL SIMS, Gen. Del., Allentown, Pa.

PAMAHASIKA'S DOGS, Pony, Monkey and Bird Circus. Mr. Manager, you will want the best. This attraction is the last word. Incomparable. GEO. E. ROBERTS, Mgr., Pamahasika's Studio, 515 W. Erie St., Philadelphia, Pa. Telephone, SAGmore 5536.

PUNCH AND JUDY—Strictly first-class. Educated Live Dog works with Puppets. Excellent figures and setup. For theatres, department stores, exhibitions, etc. CALVERT, Billboard, New York.

RAY BRISON wants work from now till spring. Does Magic, Ventriloquist, Contortion, Trapeze, Rings, Marionettes. Comedy or Straight in Acts. Low, sure salary. State it. St. Thomas, Pa.

YOUNGEST VENT. IN U. S.—14 years, figure enters in auto. Must be good show. Picture upon request. A-1 worker. PETE CLARK, 307 Vista, Hagerstown, Md.

NAAPPB MEN

(Continued from page 36)

and radiating installations (nonportable); heating plants; ice-cream freezers (commercial); instrument and supply cabinets; lighting systems—emergency; linoleum, permanently applied; lockers installed in sizable units; loud-speaker systems (built-in); lunchroom equipment; mixers, food (commercial); motion picture screens (commercial); moving picture equipment commercial; mural paintings (applied directly on plaster); oil-burning ranges; pool tables (commercial installations); projection machines, motion picture (commercial); refrigerators, electric, gas, kerosene, ice; scales (commercial); soda fountain equipment; sprinkler systems (fire extinguishing); theater seats; tubs (stationary); waffle bakers (commercial); water heaters, gas, electric, coal.

Ackley Raises Question

Of course, there are many other items, such as swimming pools, where they may be used on commercial properties having a certain admission, but that would be eligible for insurance under modernization credit. Any single item that may be permanently attached to the equipment, or permanently attached to your structure, you may be certain would be okehed by the administration under a government-insured loan. Let us take, for example, the type of loan that might be made on an average loan. We would say it would be for structural changes in a building, say, in a gymnasium or a pool or a dance hall or some amusement hall. You might want to use \$4,000 for structural changes and \$3,000 for the addition of new equipment. That would be a \$7,000 loan. Under the Federal Housing Administration plan, if you wanted the full \$7,000 your note would be made out for \$8,048.58. Extending over a period of 36 months the monthly payments would be \$223.58. If you wanted a \$7,000 loan with discounting immediately you would receive \$6,088.03 and the monthly payments would be \$194.45. There is a \$5 discount on each \$100. They insist that for commercial and industrial enterprises the payments be made monthly. For farms and such they may be regulated over the harvest period or quarterly, semi-annually or annually. But you know that installment financing is something that has gained great headway in America. In fact, we came up as a nation that built its enterprises upon such a credit system and now it has been placed upon a solid basis because this installment financing, to the bank at least, is very attractive because it has government insurance in the event of default. and to the borrower it is especially attractive because the old pawnbroker rates are slashed, so that now, as never before in America's history, you can receive money at interest rates now maximum under government-insured loans.

You may have some individual questions regarding your own personal problems. In the event I can help you I will be glad to answer them here and

now if it will not take up too much of your time.

CHAIRMAN LUSSE: That is fine. Is there anybody at this meeting now that wants to ask Mr. Sullivan any questions in regard to financing with government aid?

MR. ACKLEY: I have a question to ask you, Mr. Sullivan, and this is not an abstract question, either. I am asking this because I have a personal client who is interested in this. You have mentioned various units that would be considered by the Federal Housing Administration. Amusement parks require additions and extensions from time to time. This particular park desires to build a swimming pool, costing about \$35,000. It is a new piece of construction, as an addition to the existing plant. Would that be eligible for this type of financing?

Criticism by Custer

MR. SULLIVAN: Yes, it would. In the question that you asked, the swimming pool, as I take it, would be merely a unit of a plant already existing, and you may be certain that it would be eligible. We have a few municipal plants of that nature, where swimming pools have been added, and they have been already financed under the Federal Housing Administration plan. Schools and colleges are now adding swimming pools under this plan. As long as they were contained in the campus they were eligible for the loan.

MR. ACKLEY: I think that answers the question.

MR. CUSTER: In the case of farms being seasonal they could pay their loans back once a year or something like that. You mentioned that in the industrial field they want monthly payments. If any business is a seasonal one our amusement park business is. We make our money in three months out of the year. We do not get any money in the winter months and it seems that the parks in this connection should be entitled to seasonal payments and not monthly payments.

MR. SULLIVAN: In answer to that question I could say this, that the government, in insuring the loan, takes the word of the lender strictly. Whatever flexible conditions the lender may make in regard to a loan the government will accede to those conditions. They ask, of course, for monthly payments in those businesses I have mentioned, but if, in submitting your credit statement, you can show how your balance sheet is brought up to date in the nature of your profit, that really could be worked out with the bank. The primary conditions under these loans at first was that the party or corporation have an income warranting the loan and a reasonable assurance of a continuation of that income, or where the lender is on the property as a lessee, that the lease be at least for the life of the loan.

MR. CUSTER: I am criticizing that plan because I, as a manufacturer of devices for amusement parks, get my income seasonally, the same as the farmer with his corn. When I tried to get a loan for manufacturing equipment, additional equipment, they said I am the same as any manufacturing company. They wouldn't give me the chance to pay back during the summer months at all.

MR. SULLIVAN: You reach your peak during that time, is that it?

MR. CUSTER: Yes, That is the only time I get my income. I might get a little here at the convention, but very, very little. (Laughter.) I don't get much until the season opens.

MR. SULLIVAN: I think that is a matter to be arranged with the bank.

MR. CUSTER: I would think so; but your FHA, whatever it is, in Dayton, this very thing, they said "No," that I am not in a seasonal business.

MR. SULLIVAN: I am certain that the Federal Housing Administration in Washington would accede to the bank's wishes in regard to the loan, and whatever flexible arrangements they had in regard to the payments they would accede to.

MR. CUSTER: All I want is to get the point across that the fellows in Washington should understand that our business is strictly seasonal.

MR. SULLIVAN: The purpose of this type of loan is to pay as you profit. That is the underlying thought. If you can do that I think that could be readily worked out with the bank. I know if we could assist you in any way here by procuring an opinion on it we would be glad to do it.

MR. ACKLEY: I would like to ask (See NAAPPB MEN on page 54)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Bitner, Dorothy, Knight, R. J., 10c
Botter, Harry, 15c
Branham, Mrs., 6c
Walter, 15c
Chevamre, Jas., 20c
Clark, Herbert, 5c
Cochran, R. F., 20c
Cornella, Iola, 12c
Dutcher, Jean, 6c
Green, Vera, 5c
Hammond, E., 25c
Howen, John, 15c
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White, Lillie
Whyte, Roslyn
Wickham, Mrs. Dorothy
Wilkins, Mrs. Edith
Wilkinson, Mrs. Bernice
Williams, Mrs. Irene
Williams, Mrs. Alma
Williams, Mrs. Ruth
Wilson, Ann
Wilson, Billie
Wilson, Carrie Lee
Wilson, Esma
Wilson, Lillian
Wilson, Mrs. Rhoda
Wilson, Peggy
Winnie, Winsome
Winters, Mrs. Fritz
Winters, Mrs. W. F.
Woodall, Mrs. Babe
Woods, Mrs. Frank M.
Woods, Mrs. Frank
Worthey, Mrs. Peggio
Wyatt, Mrs. Hazel
Wymore, Amber
Yancey, Mrs. Cecile
Younans, Ethel
Yoshida, Helen
Young, Julia
Yount, Pansy
Young, Stella
Yueno, Mrs. Harrita
Yurkovic, Anna
Zarlington, Tiny
Zerm, Mrs. Jolly
Zulong, Ella B.

Gentlemen's List

- Abbott, George A.
Abbott, Fay & Joe
Abdullah, Alexandre
Abrams, Earl B.
Abrogost, C. B.
Ackland, Sandy
Acousti, Herbert
Acuff, Homer P.
Adams, A. H.
Adam, Friedn.
Adams, Budo
Adams, E. Kirke
Adams, Frank
Adams, Frank Z.
Adams, Roy
Adams, Pete
Adams, Ted
Adde, Leo
Adkins, Joe
Adkins, Tommy
Addikison, Gordon
Adler, Felix
Ages, C. E.
Agrular, Branlio
Akin Dog & Pony Show
Alberts & Alberts
Albert, Louis
Albright, Austin
Aldrich, L. (Pop)
Aldrich, Sam
Aleo, Rocco
Alexander, Arthur
Alexander, D. W.
Alexandra, Flea
Alex. Prof.
Alexander, Harry
Alexander, J. K.
Alexander, Jas. V.
Alexander, Maurice
Alexander, Wm. E.
Alford, Jack
Ali, Prince
Allen, Chas. X.
Allen, Chauncey
Allen, Chickie
Allen, Doc
Allen, Eddie
Allen, J.
Allen, Gene
Allen, Jack
Allen, Leo
Allen, Mack
Allen, Mar
Allen, Punoh
Allen, Rex L.
Allen, Roy
Allen, Roy
Allison, Texas Jack
Allmann, A. J.
Alpert, Morris
Alvis, Ray C.
Amblor, Walter & Edith
Amerson
Attractions
Anderson, Arthur
Anderson, Buddy
Anderson, C. H.
Anderson, James
Anderson, Robert
Anderson, W. P.
Andrews, Cocomo
Andrews, Jackie
Anfenger, Harold
Angel, Al
Angel, Doc
Angelo & Kirby
Anslay, George
Anthony, Milo
Applebaum, Sam
Applegate, Sam
Arbogast, G. B.
Arbuckle, H. R.
Arbuckle, Jeso
Archer, J. V.
Archer, Whitey
Areson, H. A.
Argue, Edwin
Arizona Minstrels
Armond, Teddy
Armour, Bill
Arnet, Lenard
Arnheim, Eddie
Aromeer, A. F.
Arriola, Jay V.
Armstrong, Milo K.
Artz, A. A.
Asay, Russwell A.
Ashby, Jesse Lee
Atkia, Geo.
Atkinson, J. Floyd
Auburn, Jack
Augustino, Louis
Aurer, Lloyd
Arthur, Carl
Austin, Albert A.
Austin, Hot Shot
Austin, L.
Austin, Tommy
Auburn, Jack
Avery, Steve
Ayers, Toots
Avery, Haskell
Ayers, Henry
Ayers, Bobbie
Ayers, H. B.
Babcock, Phil
Backus, Herb
Badger, Harry
Baehan, Billie
Bagenstoss, F.
Bahnsen, Bill
Bailey, Ray
Bailey, Guy
Bailey, Willard
Baker, Charley
Bailey, Al Jap
Baker, C. H.
Baker, Joe
Baker, Luther
Baker, E. E.
Baker, R. E.
Baker, Wm.
Balfonte, Paul
Ballard, H. B.
Bammel, Clifford
Bane, Wm.
Bangs, Jerry
Banks, Ferry
Banks, Wally
Bantley, Herman
Barclay, Mack
Bard, Clark
Bard, Jack
Bard, J. G.
Bardane, Raymond
Barfield, Emmett
Barkoot, Babe
Barlow, Dick
Barnes, Crawford
Barnes, Levi
Barnes, Prof.
Barnes, Dr. W. B.
Barnett, Capt. David
Barnett, E. L.
Barnett, Norman
Barnhart, L.
Barnhart, Okay
Barnsdale, Rich.
Barr, Reno
Barrett, Clarence
Barrett, Lyle
Bartlett, Chas.
Bartlett, Arthur
Bartlette, Geo.
Bartlette, Wayne
Bartok, Wm.
Barton, Paul S.
Bastian, LaVern H.
Bates, A.
Bath, Albert John
Batters, the Aerial
Baues, Harry E.
Batugman, B. J.
Batman, J. B.
Baxter, B. B.
Baxter, Ross
Baya, Art
Beadie, Joe
Beal, G. R.
Beard, Jack Snow
Beard, W. H.
Beasley, Charles
Beatty, Joe
Beatty, O. J.
Beaumont, J. K.
Bebee, Bob
Behee, Clayton
Beck, Daniel Wm.
Bedonie, Geo.
Bedonie, Salem
Bedwell, Lawrence
Behce, Dave
Behrends, Albert
Behmer, Erwing
Behlow, Ray
Belford, G. W.
Bell, Shorty
Bellis, R. S.
Bellomo, Vincenzo
Belmonte, Stanley
Ben Abdiz, K. Hassan
Ben, Hamda
Benbow, Ellsworth
Bender, Wm.
Bennett, D. Ellis
Bennett, Frank
Bennett, Freddie
Bennett, Gordon
Bennett, Owen
Bennington, Chas. H.
Bentheil, Red (Bozo)
Benton & Clark
Benton, E. G.
Benton, T. E.
Bentum, Harry
Berckett, S. (Pooks)
Bergen, Ben
Berger, Frank
Berger, Harry
Berger, Louis J.
Bergherze, B.
Bergman, Doc
Bernard, Billie
Berry, C. O.
Berry, the Horse Breaker
Bertram, Arthur
Betz, Teddy
Bey, Ben
Bianchi, Nicholas
Biggs, H.
Biggers, Larry
Bill, Chief
Cherokee
Billett, Eddie
Billman, L.
Bimbo, Ely
Bireley, Eddie
Birmingham, James
Bishop, Brownie
Bishop, J.
Bix, Walter
Black, James
Blackey, William
Blackhaw, Chief
Blackie, John
Blackstone, Jack
Blackstone, Joe
Blackstone, L. R.
Blackstone, Vic
Blackwell, Anthony
Blackwell, Ralph
Blackwell, Henry
Blair, Sam
Blair, Wally
Blake, Jack
Blakely, Benton H.
Blakely, Geo.
Bland, Richard
Blandy, Edward
Blithrode, Harry
Bloodworth, G. A.
Blue, Mickey
Bluesky, C. O.
Bluey, Bush
Blumenthal, Al
Blythe, Billy
Bockman, Ted
Bockus, Frank
Bodonia, George
Rodonia, Sam D.
Boelke, Al
Boers, Henry
Bohnan, W. W.
Bolt, J. P.
Bond, B. K.
Bond, Clark
Bonner, Arthur A.
Borcella, Arthur
Bosinger, Spot
Boswell, Bennie
Boswell, B. B.
Boswell, Davie
Boswell, R.
Boswell, Syl
Boswell, Sylvester
Boswell, Tommy
Boswell, W. S.
Boultinghouse, J. K.
Boumgardt, A. H.
Bourgeois, H.
Bowen, Howard
Bowserox, Andrew
Bowser, John
Bowman, John
Bowman, J. E.
Bowman, John T.
Bowman, J. L.
Bowser, Black Ace
Boyer, Ralph
Boyer, Teddy
Boyle, Robert C.
Rozano, Loranzo
Bozwa, Geo.
Rozzell, Billie
Braden, E. B.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

- Braden, Jim
Bradford, M. M.
Bradley, A. C.
Bradley, Charles
Bradshaw, Tiny
Brady, Chic
Brady, Red
Brady, Sam
Bragg, Geo. M.
Brigham, Joe W.
Brassfield, W. A.
Branson, John T.
Brazil, W. M.
Breamer, Eddie
Breed, Harry
Breese, Billy
Brensahn, T. J.
Brett, J. T.
Brewer, Bud
Brewer, Chas. E.
Bridges, H. E.
Bridges, John
Brieux, Ceasar
Bright, H. B.
Briscoe, Luther
Britt, Bert
Britt, Johnnie
Britten, Dilard
Brobson, Ed
Broce, Dr. Harry C.
Brook, Thos. V.
Brodam, Jim
Brodie, Wm. N.
Brody, Steve
Broiler, Robert
(Bobby)
- Brookins, R. T.
Brooks, Bill
Brooks, Clifford
Brooks, Ell
Brooks, Frank
Brooks, Jack
Brooks, John
Brooks, Temana
Broswell, Jas.
Brovold, Peter
Brown, Al
Brown & Bailey
Brown, Chick
Brown, C. L.
Brown, Fritzie
Brown, Jack
Brown, N. T.
Brown, Pat
Brown, R. E.
Brown, Scat
Brown, Thos. H.
Brown, Wally
Brownell Jr., W.H.
Brownell, Wm.
Brownlee, Rube
Broyles, James F.
Brundage, B. B.
Brunner, J. R.
Brunette, Otto
Bruno, Louis
Brust, Al
Bryan, R. E. Curly
Bryant, H. O.
Bryant, Otis
Buchanan, W. T.
Buchannon, Fred
Buck, Harold
Bucklen Jr., Richard
- Buda, Frank
Bullington, Sam
Bullfin, E. F.
Buley, Paul
Bunch, J. O.
Burg, Carl
Burgis, Harry
Burke, Billie
Burke, Dan
Burke, Harry
Burke, Joseph
Burke, Thomas
Burnett, Cody
Burns, Bobby
Burns, Wm.
Burnell, Jerry
Burnrichter, Bush
Burnside, Bush
Bush Comedy Co.
Bush, Earnest
Bush, Frank
Butler, Albert
Butler, Capt. Roy
Butler, Doc & Tom
Butler, T. J.
Butts, Fred
Buzzella, Ernest
Byrd, W. E.
Cadieux, Fred J.
Cahill, Arthur
Calhoun, Frank
Callahan, Ralph
Callahan, Ray
Calkins, Charles F.
Call, E. P. Bill
Callendar, Pete
Callivan, Thos. C.
Callvert, E. M.
Calvert, E. M.
Cameron, Owen
Campbell, Albert
Campbell, Geo.
Campbell, G. A.
Campbell, J. C.
Campbell, Shorty
Candler, Ernest
Cane, Dewey
Cannedy, Jack
Canton, R. F. C.
Caperton, K. O.
Cantrell, Morris
Caplan, Benny
Carden, Milton
Carey, Bert
Carey, Harry
Carey, Ray
Carey, Roy
Carey, Wm.
Carleton, James
Carlyle, Earl
Carlyle, Herb
Carol, Ivan
Carr, E. S.
Carr, Joe
Carrell, Leo
Carrigan, Johnnie
Carrington, Ralph
Carroll, S. J.
Carsey, Jingles
Carter, Daymon W.
Carter, Mark
Carrell, Leo
Carrer, Will
Carter, Paul
Cartledge, Ray
Carver, Al
Cary, Ted
Case, Jack
Casey, J. Thomas
Cash, Burleigh
Cash, Maurice
Casper, Joe
Castle, W. J.
Castle, Billie
Castle, Jack
Castle, John L.
Cates, Bill E. H.
Cavanaugh, Bill
- Cavanaugh, Eddie
Cebelak, Alex J.
Centennial Expo.
Certo, V. L.
Chalkis, Bill
Champlin, Carl C.
Chandler, Ernest
Chandler, L.
Chance, L. Edward
Chaney, C. W.
Chaney, Chas.
Chapman, Ike
Chapman, Tex
Chappell, Alex
Chappell, Ben
Charlton, Percy
Charneski, Felix
Chasse, Lewis
Check, Bruce
Chester, Harry
Chesworth, Geo
Chidester, Bill
Childs, S. N.
Childs, Solie
Chisholm, Davey
Choate, Vernon
Choppett, Ben
Christian, P.
Christo, Tom
Christy, Carl
Christy, Ken
Christy, Wayne C.
Church, L. C.
Churchill, L. B.
Ciscoe, Dick
Clain, Wm.
Clancy, Fog Horn
Clark, All
Clark, Art B.
Clark, Billie
Clark, Billy J.
Clark, Byrd
Clark, Chas. S.
Clark, Ernest
Clark, Geo.
Clark, J. J.
Clark, James
Clark, Joe
Clark, T. A.
Clarke, H. A.
Clasens, Theo
Clayton, Bruce
Cleaver, Bill
Clegg, Harry
Clifford, Chas.
Clifton, R. S.
Clifton, W. L.
Coates, Jack
Cobb, Robert
Cochrane, T. P.
Coddings, Jack
Codona, Clayton
Coe, Geo. W.
Coe, Sam
Coffee, Ira Pianist
Coffey, Lloyd
Cole, Olinth B.
Cole, Hubo
Cole, Judson
Coleman, Frank
Coleman, Robert
Colgrove, Doc
Collier, Charles
Collins, Sam
Collins, Tom
Collins, W. E.
Colter, Rex
Combs, C. C.
Concello, Arthur
Conn, Harry
Connelly &
Conner, Earl
Connors, Harold
Conrad, Bob
Converse, Art L.
Conway, Everett
Conway, John
Cook, Dee & Sarah
Cook, Don & Billie
Cook, Frankie
Cook, M. A.
Cooley, A.
Cooley, N. A.
Coon, Ray
Cooper, Art H.
Cooper, Chas. H.
Cooper, G. M.
Cooper, Doc V. V.
Cooper, Hymie
Cooper, John G.
Cooper, John W.
Copeland, Maurice
Copeland, N. H.
Corey, Joe
Corey, John E.
Corix, P.
Corkrum, Othel
Corliss, Jack
Corrill, Eddie
Corrill, Vern
Cortez, Pete
Costa, Bob
Coter, Robert
Couch, Cash
Cousar, Jack
Courtney, Art
Courtney, Mystic
Courtney, Tate
Covington, Floyd
"Sparky"
Cowan, Bud
Cowan, J. E.
Cowne, Charles W.
Cox, Art
Coy, B. E.
Cox, C. O.
Cox, Clint
Cox, O. C.
Crabtree, Eddie
Cracraft, C. W.
Crago Players
Craig, Foll
Craige, Harry
Craig, M. W.
Craig's Tent Show
Cramer, G. R.
Cramer, Ray
Cramer & Zorsky
Crammer, Al
Crandell, LeRoy
Crane, Johnnie
Crawford, Arthur
Crawford, Chick
Crawford,
Crawford, Philander
Crawford, Frank R.
Crawford, Tex
Crawley, Ves.
Creason, Roy
Cress, Earl
Crider, Raby
Crist, Dutch
Cross, Dr. F.
Cross, Skeets
Crothers, John
Crouch, Del
Crouse, Earl
Crown, Eddie
Crown, Matt
Cruse, H. O.
Crumer, A. Hilt
Cuddy, Lee
- Cudney Shows
Culbreth, Henry
Cunningham, Arch
Cummings, Don
Cummings, Fred S.
Cundiff, Earl
Cundiff, Carl
Cunningham, J. W.
Cunningham, Geo. W.
- Curran, Ray
Curtis, P. E.
Curtis, Slim
Cyril, Jimmie
Dabney, M. P.
Dagman, the Magician
Dahmer, Ed
Dale Brothers
Dale, Billy
Dale, J. H.
Dale, W. S.
Dalrymple, Ernest
Dalvine, Harry C.
Dambly, Buck
Damon, Doc
Danahey, Vincent
Daniels, Jack
Daniels, Joe
Daniels, Sydney
Danielsen, Dan
Dante, Magician
Darling, Hayold
Darling, Jack
Darlington, Tex
Darnell, Hank
Dasragt, Don D.
Daugherty, R. L.
Dawley, Whitie
Dautes Circus
Davenport, B. C.
Davenport, Tommie
Daves, Whitey
Davidson, G. E.
Davidson, Glen
Davidson, Henry
Davidson, Jimmy
Davidson, L. A.
Davidson, Morris
Daville, Percy
Davies & Davies
Davis, A. G.
Davis, Billy Snitz
Davis, Carl
Davis, Frank H.
Davis, Jack
Davis, Ira B. Jack
Davis, H. I.
Davis, John B.
Davis, Ches
Davis, L. L.
Davis, Manny
Davis, Mickey
Davis, Ray E.
Davis, Share W.
Davis, Smokey
Davis, Stanley
Davis, Warren
Davis, Whitey
Davis, Wm.
Dawkins, Geo.
Dawkins, G. Speedy
Dawson, H. H.
Dawson, R. H.
Day, Elmer
DeArmo, Billy
DeAutry, Mac
DeBarrie, W. E.
DeFoor, Chas.
DeGrace, Harry
DeLano, Roy
DeLong Family
DeMonico, Thadd
DeWolf, Linton
Dean, Louie
Deboe, Davie
Decker, Al
Decker, Bert
Decker, Otis
Deckman, O.
DeCosto, Rosario
DeCoster, B. Echeagoray
Deen, Doc Tom
Deerfoot, Chief
Deering, Walter
Deery, Jack
Defoor, C. C.
Deisher, Royal
Delandtsheer, John
Delaney, Pat
Delmar, Lor
Del Bosq, Adolf
DeLion, Auvon
Delmar, Charles
Delmar, Lew C.
Delmars, The
Delmont, H.
Delmonte, Joseph
DeLong, Fred
Demcoe, Mike
Demetro, Archie
Demetro, Tom
Demorest, Bob
Demott, L. R.
Dennis, Buddy
Dennis, Prince
Dennis, C. Whitney
Deveau, Danny
DeRosia, Bob
Desmuke, Paul
DeVine, Jean
DeVoe, Jack
Dew, Danny
DeWeese, Thomas
DeWinters, A. J.
DeWitt &
Katherine Kirk
Dewar, Gordon
Dew, Danny
Diable, El
Dialely, Don
Dice, Harry
Dillingham, Ed
Diula, Leo
Dix, Helmet
Dixon, Ed
Dixon, James
Dixon, Henry
Dixon, Richard
Desk, Albert
Dock, Sam
Dodd Bros.
Dodson, Eddie
Doebber, Harold
Doggett, Art
Dolliver, Freddie J.
Dolman, Sammy
Donofeo, Spike
Donoghue, Jas. F.
Doran, Fred
Dori, Johnny
Dormer, Charlie
Dorn, Gustave A.
Dose, Kurt
Doss, Bert
Doty, Jack
Douglas, Ed
Douglas, Geo.
Douglas, Roland
- Douglas, Vern
Dowd, Boston Jack
Downing, John L.
Downs, Jack
Doyle, Edward
Dorman, Geo. F.
Dorrien, Walter F.
Draughton, Jack
Drake, Baba
Drake, Paul
Draper, Roy
Drillick, Louis
Drye, James L.
Duvalin, Albert
Dubbey, J. C.
Dubbey, F. J.
Dudley, D. S.
Dugan, John
Dunkop, Hans V.
Dunbar, Harry
Dunbar, Larry
Dunbar, Steve
Dunbar, Earl
Dunn, Jimmie
Dunn, Joe
Dunning, Fred
Dunselt, James
DunPues, Otes
Durante, Bill
Dutico, Al J.
Dutica, Jack Wu
Dutton, Geo.
Duvall, Harry C.
DuVal, Itay
Dykes, H.
Eagleming, Chief
Earl, Blackie
Earl, Martin S.
Early, J. Gordon
Earn, Hoyt
Earnest, Arthur
Earnhart, E. E.
Easterday, Jack
Eastman, Roy
Eby, L. E.
Eckers, Chas.
Edison, Robt. E.
Edmonds, George
Edwards, Eddie
Edwards, L. R.
Eger, Ed L.
Ehler, Henry L.
Eisman, Irving
Eiseman, Louis
Elairn, Bill
Eismen, Monroe
Elserts, E. J.
Elder, Ted
Eldridge, Sam
Eldridge, Willie L.
Elderling, Bob
Elkins, Bert
Elliott, Jack E.
Elliott, James
Elliott, Wiley
Ellis, Capt.
Ellis, Curley
Ellis, Dan E.
Ellis, Jimmy
Ellis, John
Ellis, Kid
Ellis, Ray
Ellison, Jimmie
Elssasser, Hilliard
Elsner, Roy
Elwood, Guy
Emerson, Capt. Ralph
End, Joe
Engda, J.
Engeln, L. A.
Engesser, Geo.
Engles, Clyde
Ensley, Eugene B.
Entler, Stanley
Epperson, Jack E.
Epperson, Tiny
Epple, Sam
Erbe, Adam Pop
Erman, Lee
Erion, Walter
Erwin, C. H.
Erwin, Jack
Erwin, Martin
Escalante, Mr. Marianna
Escoe, James
Eslick, A. U.
Ethridge, J. W.
Eugene, Bob
Eule, Joe
Evans, Bert
Evans, Edward
Evans, Geo. D.
Evans, Geo. L.
Evans, John H.
Evans, Robert L.
Evans, Steve
Ewert & Barry
Ezell, Wm. A.
Fahey, Frank
Fairbanks, Emerson
Fangio, Angelo
Fanton, M.
Fares, Geo.
Farley, Noble
Farley, Victor
Farr, Roy
Farmer, Jeff
Farmer, Roy
Farnell, Hap
Farnsworth Flea
Farrell, E. S.
Farrell, Jimmie
Farrer, Verlin
Farris, Curley
Farris, Hank
Farrow, E. E.
Farsh, Jeff
Farurar, Horace
Faulker, C. B.
Faust, Ike
Faust, Jake
Faust, Vick
Faust, Wm. J.
Fay, Chas.
Fays, Mysterious
Feagan, Bob Stats
Feinberg, Sam
Felgar, Clarke B.
Felton, King
Fenonoes Jr., Reginold
Ferguson, Ed
Ferguson, Jess
Ferguson, Mack
Ferry, Will
Fields, R. L.
Filachione, John
Finch, John D.
Finch, Leon
Finerman, Dave
Finn, Red Steve
Finnerty, James
Fireoed, Kenneth
Fish, Harry H.
Fitch, Harry H.
Fitzgibbons, Fred
Fitzgerald, Maurice
Fitzgerald, Eddy
Fitzgerald, Pat
- Nitzpatrick, J. T.
Flanagan, Bob
Flannigan, Paul
Fleming, Felix
Fleming, Herb
Fleming, Mad Cody
Fleming, Mal
Fleming, W. G.
Flowers, The Four
Flowers, John
Flynn, J. Francis
Fontaine, Carl
Foote, James A.
Forbes, Harry
Ford, Clifford
Ford, G. S.
Ford, Prof. C.
Forrester, Tex
Forsythe, Walter
Forsythe, Plymer
Fortune, Charlie
Foss, Barney
Fossett, Booker
Foster, Chas. W.
Foster, George
Fowler, B. O.
Foye, Dr. John E.
Fraday, H.
Frahmatt, Al Fay
Frances, Tony
Francis, Roy
Francis, Steve
Frank, Sam
Frantz, Jerry
Franklin, E. J.
Franklin, Eugene
Franks, Abe
Franz, Al
Franz, Bill
Franz, G. J.
Frederick, J. W.
Frederickson, Pete
Free, Harry
Freeman, Billy
Freeman, Ed
Freeman, Prof. J. Francis
Freeman, Sam
Freemans, The
Friedell, Louis
Frye, M. O.
Funn, Roy
Furati, Frank
Gaines, Ivory
Gaither, Skeet
Gale, I.
Gallagher, Chas. P.
Ganer, Joe
Gardner, Art
Gardner, Jas. A.
Garfield, Doc
Garner, Bryant R.
Garrett, Alex R.
Gart, Jack Bo
Garthwaite, C. R.
Gaskill, D. S.
Gatwood, Cliff
Gecoma, John C.
Gentry, Everett
George, Leo
George, Tom
Georges, Bert
Gerlack, Victor
Germano, Tony
Ghert, John
Giant Voice, The
Giaquinto, Frank
Gibson, Benny
Gibson, Claude
Gibson, Douglas
Gibson, J. Lake
Gibson, Jack &
Gibson, O. L.
Gibson, R. E.
Gibson, Steve A.
Gilbert, David
Gilbert, Capt. Geo. C.
Gilbert, Jack
Gilbert, Ole
Gilbert, Pat
Gilbert, R. A.
Giles, Eda
Gill, Frank C.
Gill, T. J.
Gilleland, Paul B.
Gilles, Hal
Gillespie, Haven
Gilligan, Earl
Gilman, Harry
Gilmore, Pat
Gilsdorf, Dick
Glazer, Bert
Glen, C. C.
Glenny, Dan
Glickman, Sam
Gloth, Bobbie
Gloth, Joe
Gloth, Louis C.
Godwin, Bert C.
Godwin, Robert
Goff, Newell
Golden Belt
Golden, Max
Golden, Nat
Golden, Nick
Golden, R. C.
Goldmar Bros. Cir.
Goldstein, Ike
Goldstone, A. B.
Goldstone, R. G.
Good, Monroe
Gooden, Chas.
Gooden, Chuck
Goodenkauf, Arley
Goodins, B. W.
Goodnough, John
Goodrich, Babe
Good's, Cap.
Gordiner, Mento & Clyde
Gordon, Al
Gordon, Gene
Gordon, R. L.
Gordon, W. O.
Gorlaok, E. K.
Gorman, Abe
Gorman, Frank
Gorman, Gene
Goss, Ted
Gould, Eddie
Gouldsbury, Paul
Gowdy, Hank
Grabbs, Otto
Grace, Pete
Grady, Bart
Grady, Kelly
Grady, Mack
Graham, Geo.
Graham, Joe
Grandi, Bob
Grant, Fred D.
Graw, Eddie
Graves, Bill
Graves, Jack F.
Gray, Barry
Gray, J. C.
Gray, Jennings
Gray, W. Bill
Greaver, Wm.
- Green, Al
Green, Doc
Green, W. L.
Gregg, Walter
Gregory, Chester
Gregory, Jack
Gregory, Jack
"Hoops"
Gregory, L. B.
Gregorys, The
Green, Dixie
Green, J.
Green, Sites
Green, Wm.
Greenbaugh, Arthur
Greenlee, Olark
Greiner, Box
Gressler, Michael
Gressler, R. L.
Grey, W. N.
Greystoke, R. Temple
Greystone Shows
Gries, John F.
Griffon, P. A.
Grill, Lou
Grimes, Y. P. Esc.
Grison, Wm. R.
Grodin, C. H.
Grodi, C. H.
Gross, Charles
Groves, Ed.
Grow, George
Gruber, Max
Grugan, Shorty
Gruner, Robert
Grundon, Howard
Grunhart, Steve
Gurrin, Frank
Guise, Walter
Guilford, E. R.
Guillaume, Edward
Gunn, Leon
Gunn, Wm. Red
Guntsch, J. A.
Gurley, R. W.
Guyer, Billie
Gwynn, Cowboy
Trumpet
Gypsy Strollers
Haas, Arthur
Haas, Frederick L.
Haberman, Bennie
Hackett, Ralph
Hadean, Harry
Hadsdon, Ray
Hager, S. Tracy
Hagerman, Wm.
Haghart, Willis
Haines, James T.
Haldeman, John R.
Hale, D. D.
Hale, Goodie V.
Halke, Dick
Hall, Albert Peroy
Hall, Al K.
Hall, C. J.
Hall, E. B.
Hall, John
Hall, John
Hall, Otis
Hall, Robert
Hall, Wilson, Co.
Halstead, James
Hambelton, Olive
Hamburg, Phil
Hamilton, Ollie
Hamilton, Paul
Players
Hamilton, Shorty
Hamilton, Wm.
Hamlet, J. C.
Hammock, Tim
Hammond, Bob
Hammond, Don
Hammond, Bob
Hammond, Bob
Hammond, Bob
Hanna, John
Hanna, H. L.
Hanson, Herman
Hanson, J. J.
Harad, Dr.
Harding, O. R.
Harding, Jack
Hardiman, Carl A.
Hardman, Whitey
Hardwick, Aubrey
Hare, B. C.
Hargis, Jasper
Harmon & Rose
Harolds, The
Flying
Haroldson, Frank
Harper, Austin
Harridge, Delmar
Harrigan, Edward
Harrigan, Jack
Harriman, Malson,
Players
Harrington, E. A.
Harrington, J. F.
Harris, Bing
Harris, Blake
Harris, Cowboy
Harris, Dick
Harris, O.
Harris, Fred
Harris, Geo.
Harris, Harry
Harris, Sailor & Pearl
Harris, Ted
Harrison, Buck
Harrison, Edw. S.
Harrison, Frank
Hart, E. G.
Hart, Everett
Hart, Loyal
Harteman, Pete
Hartigan, Pat
Hartleb, Rudolph
Hartley, Johnny
Hartley, T. W.
Hartsell, Harry
Hartwell, Wade
Hartwick, H. Doc
Hartzberg, C. A.
Harvey, Bill
Harvey, Charles
Harvey, Charley
Boots
Harvey, Chas.
Harvey, Henry
Harvil, Al
Harwood, Hugh
Haskell, V. C.
Hastings, Murphy
Hatchell, Curley
Hatfield, Fred
Hatfield, Joe
Hathaway, Doc
Hastings, Arthur
Hunt, Eddie
Hunt, Jack
Hunt, Thomas
Hunter, Blackie
Hunter, Harry
- Haverstock, Harvey
Hawkins, R. W.
Hawkins, Ray
Hawkins, Sam
Hayes, Earl
Hayes, Morgan
Hayes, W.
Head, Benjie
Heaney, Prof.
Hearne, Frank
Heath, Ross
Heaton, Charley
Heck, Luther
Heckendorn, Clarence
Hedricks, Elmer
Heffron, Dr. J.
Hegeman, Bill
Heider, Fred
Heller, Harry
Heltom, Bob
Henderson, Billy
Henderson, Joe
Henderson, Lewis
Henderson, Warren
Frank
Hendricks, Ed
Hendrixson, Hughie
Hendry, Geo.
Hennessey, Emmet
Hennessey, George
Hennessey, Red
Hennings, Earl
Henry, Edward
Henry, Lew
Herbert, Bigson
Herbert, Harry
Herbert, Ralph
Herbert, Sam
Herbert, F. C.
Herby, Jay
Hercia, George
Herman, Mathew
Herold, Paul
Heth, Bob
Heth, Henry
Hewitt, Ray
Hickman, Red
Hickman, Robt. O.
W.
Hickmann, Chas.
Hicks, Johnny
Hicks, R. G.
Higgin, Arthur J.
Higginler, Chas. W.
Higsby, Arthur
Hilbert, Roy
Hildreth, J. W.
Hiler, Edd
Hill, Clinton
Hill, Ed
Hill, Eddie
Hill, Ernest
Hill, Harry
Hill, Henry
Hill, J. E.
Hill, Leonard
Hill, Stacey E.
Hillman, Arthur J.
Hillman, C. L.
Hines, Geo.
Hinkley, Whitey
Hinz, Billie
Hobson, Al
Hobson, J. L.
Hockwood, Arthur
Hodge, Robert
Hodges, Clyde
Hodges, Jimmy
Hodgini, Ted
Hoff, Rudy
Hoffman, F. L.
Hoffman, Jean C.
Hoffman, Louis
Hoffman, Pete
Hofmeister, Frank
Hogan, Jimmy
Hoge, Mack
Hohf, Walter
Holden, Doc
Holderness, R. R.
Hoidorf, K. M.
Holland, E. L.
Holman, Fred H.
Holmes, G. M.
Holmes, R. H.
Holston, John
Holt, Carl T.
Holt, Clayton
Holt, R. W.
Holt, Samuel
Holzman, Dutch
Homer, C. R.
Honckin, John
Hood, Bill
Hooper, Happy
Hoover, Jim Nosey
Hopkins, Howard
Happy
Horan, Irish
Horner, Tommy
Horner, V. P.
Horrell, Charles
Horton, Lex
Hosmer, Ed
Hosmer, J. E.
Houck, Paul
Houghton, Glen
House, Col. Joe
House, Wm.
Houston, Harry
Lee
Hotchkias, Harry
Hotz, Albert
Howard Bros.
Howard, Harry
Howard, Hollie
Howard, Mysterious
Howard, Tommy
Howard, Whitey
Howards, The Aerial
Howell, Edgar
Scar
Howell, R. M.
Howey, Clyde
Hoy, Tommy
Hubbard, Paul
Hubell, Art
Huber, Raymond
Huddleston, Robert
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Hughes, Geo. L.
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Hull, Bert
Hull, Dick
Hull, Hubert
Hull, Justin
Hull, Sailor Sam
Humes, Ed
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Humke, Albert
Hummell, Jack
Hunkler, Marcus
Hunt, Clayton
Hunt, Eddie
Hunt, Jack
Hunt, Thomas
Hunter, Blackie
Hunter, Harry
- Hunter, Thad
Hunter, W. J.
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Hurd, M. B.
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Hurt, Joe
Hurtel, August
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Hutchinson, Lester
Hutchinson, Tom
Hutchinson, Chas.
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Skates
Ideal Sharpener
Idom, Alfred
Iles, Tom
Immanuel, Slat
Kin Ko
Ingersoll, Wesley
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Ingram, J. Carl
Ingram, Shady
Ingram, Zinder T.
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Jackson, Doc W.
B.
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Jackson, Leroy
Jackson, R.
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James, Whittier
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Javelin Juggler
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Jewell, D. C.
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Jimmie, Cyril
Joe, Bango
John, Baby
Johnny, Rough
House
Johns, Bunny
Johns, Elsie
Johns, J. L.
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Johnson, All
Johnson, C. J.
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Johnson, Emmet
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Johnson, Rufus
Johnson, Hindu
Charlie
Jolly, Richard
Jonas Twins
Jones, Arthur E.
Jones, Cary
Jones, Cary
Jones, Charles
Jones, Dewey
Jones, Eugene Red
Jones, Fred
Jones, H. N.
Jones, L. H.
Jones, Laken
Jones, P. G.
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Jones, Samyel
Jones, The
Jones, Pete
Jordan, Bill
Jordan, R. C.
Jordan, Clyde L.
Joski, Pud
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Jump, Richard
Jung Trio
Justus, D. R.
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Kaplan, Sam
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Kapono, John
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Corky
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Keys, Ralph
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Kimball, Harrison
Kimmel, Bill
Kin Ko
Kindland, Doc
Kindt, W. H.
King, A. J.
King, Allen
King, E. V.
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King, Frank Slim
King, George
King, Harry
King, J. P.
King, Kelly
King, Luther
King, Rex Roy
King, Walter
King, Wm. R.
Kingdon, Iur Lyd
Kinkade, T. H.
Kinkle, Roy
Kinko
Kirally, Imre
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Kirschner, Wm. R.
Kirt, Tom
Kirtley, Lloyd
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Klein, Johnnie
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Kline, J. A.
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Kling, Pat
Klug, J.
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Knight, Richard J.
Knott, John
Koban, Kaichi
Koch, Bobby
Kochler, Harry
Kohler, Jack H.
Kohb & Moehler
Kolya & Berte
Koons, Jack
Korhn, Vernon
Kork, Bobby
Korte, Lew
Kortse, Pete
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Kramer, Chas.
Krause, Simeon
Kramer, S. F.
Krat, Perry
Kridello, Sid
Krieger, Edward
Kriess, Dr.
Kugler, Prof. Jas.
Kuntz, Wendell
Kunz, Alfred
Kurey, Joe
Kuseman, Fred
LaBerth Trio
LaBird Sr., Chas.
LaComa, Chris
LaFons, The
LaGrange, Lester
LaMar, Jack
LaMarr, Paul
LaMonte, Carleton
V.
LaPage, Louis
LaPorte, Jules
LaRose, Curley
LaRouch, D. P.
LaRue, Don
LaRue, James
LaTemple, Scotty
LaVare, Bud
LaVell, Frank X.
LaVelle, Ray
LaVerne, Robt. J.
LaZarus, Doc Ben
LaZell, Elmer
LaZellas, Aerial
LaZellas, Helen & Billie
Laird, Jas. A.
Lamar, A. J.
Lamb, Barney
Lamb, Doc
Lamb, J. R.
Lamb, R. B.
Lambert, K. E.
Lamhead, Ollie
Lamon, Harry
Lamon, Jack & Milley
Lamont, Geo. A.
Lamont, Harry
Lamont, Lorie
Lamonte, Chas.
Lamoureux, Geo.
Lampshire, Floyd
Lampson, The
Lance, J. D.
Landis, Ben
Landrum, Lory C.
Lane, Paul
Lane, R. F.
Lang, Walter
Langford, Chuck
Lanham, A. Taylor
Lano, Bert
Lanier, Al
Large, Foy
Large, H. P.
Latham, Billy
Laughter, Carl
Lauther, Carl J.
Lawrence, Sam
Layman, Walter
Layne, Don
Layne, J. E.
Lazone, Elmer
LeBlair, Jack
LeBrun, Duke
LeMorie, Manilla
LeRoy, Billy
LeReune, Fred
LeTourneau, Bill
LeVant, Lee
- Leah-Lee
Leavitt &
Lockwood
Ledwith, Basil
Lee, Adrain Billy
Lee, Buck
Lee, Chas.
Lee, Colm
Lee, Doc
Lee, Ernest
Lee, Francis M.
Lee, Homer F.
Lee, J. H.
Lee, Lewis E.
Lee, Samuel
Lee, Stack
Lee, Walter W.
Leeper, Jack
Leesman, L. W.
Lefler, Merton K.
Leggette, C. R.
Lehrer, Clifford
Lehr, Raynor
Leifur, Jack
Leigh, Lester
Leinhart, L. R.
Leon, Nate
Leonard, Benny
Leonard, Cecil
Leonard, Harry
Leonard, R. M.
Leonard, Ralph
Leonhart, Roy
Leonard, Weston
M.
Lerche, Wm.
Leslie, Burt
Leslie, Walter M.
Lesky, Charles & Mary
Lester, Three
Lester, W. J.
Levine, Bennie
Levine, Sam
Rusher
Levitich, Prof. L.
Lewis, Claude A.
Lewis, Curley
Lewis, Frank T.
Lewis, Harry & Berdie
Lewis, Hugh
Lewis, J. Y.
Lewis, Jack X.
Lewis, M. B.
Lewis, R. O.
Lewis, Roy
Lewis, Sammy
Lewis, Tommie F.
Lewis, Willie
Libby, Clarence E.
Lichty, Louis
Likona, Geo.
Lin, Johnny
(Chang)
Lincoln, Bill
Lindsay, Pat
Linger, Harry
Linger, Paul
Lippman, Eddio
Lippman, Harold
Lipsky, Morris
Little Beaver
Little, Geo. C.
Little, Jack Falls
Livandan, Happy
Livings, Carl
Livingston, Harry
Lockboy, Doc D.
D.
Lockman, B. H.
Lofstrom, Wm.
Logan, Jack E.
Loller, Roy E.
Lombard, A. F.
Long, Chester
Long, Lewyn
Lonsdorf, Barnie
Loomis, Harold E.
Loos, J. Geo.
Lorette, Bill
Lorow Sr., Bert
Lorow, Cortes
Lorow, Skeeter
Lorridge, Harry
Loughney, Frank J.
Lovejoy, C.
Lovell, Ben
Lovett, J. E.
Lovett, T. J.
Loving, Frank
Lowe, Ed
Lowe, Geo.
Lua, Bonnie
Lucas, Steve A.
Lucash, Charles
Luciana, Lerby
Ludwig, Chas.
Ludwig, Chas.
Blont
Ludwig, Franz
Luke, C.
Lundquist, Leonard
Luongo, Amodio
Lush, Doc
Lutell, Harold E.
Lutze, Billy
Lyery, Ace
Lyle, Cliff
Lynch, Eddie
Lynch, Jr., Bobby
Lynch, H. T.
Lynch, Tex
Lynn, Bama
Lynn, O.
Lyon, Shorty
Lyons, A. E.
Lyons, A. G.
Lyons, Bayne
MacDonald, Danny
MacDonald, Gireaux
MacDonald, Leonard
MacDonald, John
MacDonald, Franklin
MacDonald, Wm.
MacDougal, Mickey
MacPherson, Robt.
McAley, Eugene
McAtce, Mobile Ben
McCauley, W. A.
McCarroll, Robt.
McCarter, R. C.
McCavey, Harold
McCane, John F.
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McClouny, John
McClure, Ross
McCluskey, T. F.
McCull, Al
McCormell, Jimmy
McCoy, Jimmy
McCoy, Tim
McCranie, T. J.
McCrea, Nefl
McCrea, Nefl
McCullon, Charlie
McCullay, W. T.
McCune, Ambrose
McCune, Chas. D.
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Gentlemen's List

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NAAPPB MEN (Continued from page 47)

a question that has been passed along to me. Amusement park operators are very often on leased land; however, owning all the equipment, the arrangement being that any improvements he puts on belongs to that operator. Would he be able to finance improvements if his lease was sufficiently long to justify it?

MR. SULLIVAN: Yes, if his lease extended at least six months beyond the maturity of the loan.

MR. ACKLEY: Thank you. That answers the question.

CHAIRMAN LUSSE: I might ask Mr. Sullivan a question: Mr. Sullivan, you had a list there of the various items on which a loan may be made. Could an amusement park, desiring to improve the park, get a loan on the purchase of new amusement devices?

MR. SULLIVAN: Mr. Chairman, that is a matter which in each case would have to be referred to the administrator. The general rule is that when it is permanently attached; that is, to be permanently attached, the loan is eligible. If in some way it is to be connected to the floor, that would be eligible for government-insured credit.

CHAIRMAN LUSSE: What I have reference to, for example, is a Merry-Go-Round.

MR. SULLIVAN: Yes.

CHAIRMAN LUSSE: You could finance such a purchase?

MR. SULLIVAN: In each instance the case would go to the administrator for approval, but they have intimated to us that the general rule to lay down is that where it is a permanent attachment to the building or to the property, it is eligible.

CHAIRMAN LUSSE: That answers the question, thank you. Are there any other questions?

MR. LAMBIE: Is that discount 5 per cent per year for the three years?

MR. SULLIVAN: No, when I said \$5 on every \$100, it is really 9.72 per cent.

MR. LAMBIE: 9.72 per cent?

MR. SULLIVAN: Yes.

MR. LAMBIE: For the three years?

MR. SULLIVAN: For the three years. Members of the convention, a friend of mine was traveling thru New England about three weeks ago and they happened to pass thru the big tunnel in the Berkshires, and as they went thru the tunnel in the dark, everything went black. When they came out on the other side Mary said to John: "John, did you know that tunnel cost \$1,000,000?" And John, straightening his tie and fixing his hair, said: "Mary, it was well worth it." I can say the same thing about being among you this afternoon. It was well worth it.

Red Tape Mentioned

MR. FANSHER: This is the 6th of December, and the park season opens next spring. Now, a certain amount of red tape is only natural. If an amusement park owner wants to take advantage of such a plan, how long a time should he allow for the necessary red tape to be performed so that he would not be disappointed next spring?

MR. SULLIVAN: When you mention the word "government" most people

think immediately of red tape, that there is a lot of delay and bickering. Immediately an insured lending institution commits itself to the loan, the loan is immediately in force. It is a matter of 48 hours. It would be advisable for you to seek the aid of the Federal Housing Administration, to use its entire service to help you decide just what type of improvement to make, or you can bring in your own consulting engineer or architect. Those expenses may be included in the credit loan. You may consult an engineer or an architect, and those are legitimate and recognized expenses in the loan, but after you have developed your program, whether it is the addition of equipment, structural changes or building, it is a matter of securing the bank's consent to the loan. Immediately the government insurance is applied. It may be advisable at times to secure the Federal Housing Administration to assist you in softening the bank. I think if the credit rating of any amusement dealer is well known to the bank, and if the possibilities for profit in that business are shown by an investigation, that type of loan is now very profitable.

CHAIRMAN LUSSE: Mr. Lambie.

MR. LAMBIE: Perhaps I am a little dumb about this. Am I right in saying that it is 6 1/2 per cent?

MR. SULLIVAN: No, sir. It is ultimately 9.72 per cent for the bank.

MR. LAMBIE: 9.72 per cent a year?

MR. SULLIVAN: Yes.

MR. LAMBIE: I thought your discount was 9.72 per cent, deducted at the beginning, when you got your money. Suppose you got \$1,000 and deducted \$97.20 from the \$1,000, would you deduct three times that?

MR. SULLIVAN: I think I have a chart here on the interest factor on the loan. No, I do not have the chart available now, but I do know that the interest rate is 9.72 per cent. I know that to be the truth. On each \$100 loaned there is supposed to be a \$5 discount.

MR. LAMBIE: You deduct the \$5 and that duplicates itself by the Morris Plan System of Repayment.

MR. SULLIVAN: Yes.

MR. LAMBIE: That is generally the way it works?

MR. SULLIVAN: Yes. I will give you another example. Where you want the full amount there is a note issued by the bank in the face amount of \$8,048.58. That is the face amount of the note.

MR. LAMBIE: \$8,048.58 on a \$7,000 loan?

MR. SULLIVAN: That is a non-interest bearing note.

MR. LAMBIE: You pay it back in 36 monthly installments, or any other arrangements you might make.

MR. SULLIVAN: Yes.

MR. LAMBIE: You have got the use of all that money for half the period so that doubles the interest rate, approximately, and that is what makes the 5 per cent discount almost 10 per cent.

MR. SULLIVAN: Yes, it is almost 10 per cent.

MR. LAMBIE: 9.72 per cent is the actual rate you would be paying on that loan.

MR. SULLIVAN: Yes, sir.

ROUTES

(Continued from page 31)

Witt, Bob (Rialto) Phoenix, Ariz., t. Wolf, Grey, Iron Heart & Little Bear (Paramount) Duluth, Minn., t. Wood, Elenore (Marbro) Chicago, t. Woodknockers, Two (Orph.) Lincoln, Neb., t.

X Sisters, Three (Fox) Detroit 30-Jan. 2, t. Yacopis, The (Century) Baltimore 30-Jan. 2, t. Zander & Xandria (Paramount) Des Moines, Ia., t.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Abrams, Al: (Arena Bar) Miami, Fla., c. Adams, Johnny: (Greyhound Lines) Dayton, O., re. Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc. Albert, Al: (Silver Cave) Chicago, c. Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc. Ammons, Albert: (Club de Lisa) Chicago, nc. Antobal: (Stork) New York, nc. Armand, Johnny: (Woodrow Wilson) New Brunswick, N. J., h. Armstrong, Louis: (Connie's Inn) New York, cb. Ashman, Eddie: (Sharon) New York, nc. Aven, Al: (Greyhound) New York, h.

Bartal, Jen: (Ambassador) New York, h. Batkin, Alex: (St. Moritz) New York, h. Belasco, Leon: (Chez Paree) Chicago, nc. Benson-Cole: (The Stables) Detroit, nc. Berger, Jack: (Astor) New York, h. Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc. Bernie, Ben: (Paradise) New York, cb. Bestor, Don: (Mt. Royal) Montreal, h. Biagini, Henry: (Graystone) Detroit, b. Black, Bob: (Pere Marquette) Peoria, Ill., h. Black, Stan & Lee: (Ambassador Club) Spokane, Wash., nc. Blackwell, Freddy: (Stadium) Montreal, b. Blaine, Jerry: (Continental) Newark, N. J., c. Bowman, Harry: (Greenbrier) White Sulphur Springs, W. Va., h. Boyd, Zeke: (Marigold) Denver, Colo., re. Bradford, Forest: (Glenn) Newport, Ky., h. Brandwynne, Nat: (Stork) New York, nc. Brees, Louis: (Weyun) New York, h. Breinholt, Verdie: (Rainbow) Salt Lake City, b. Bring, Lou: (House of Morgan) New York, nc. Brito, Alfredo: (Versailles) New York, cb. Bromberg, Sammy: (Von Thenen's) Chicago, c. Brooks, Billy: (Skirvin) Oklahoma City, h. Burkarth, Johnny: (Brown) Denver, h.

Campbell, Jimmie: (Marquette Club) Chicago, nc. Carper, Don: (Old Country Club) Phoenix, Ariz., cc. Chasin, Edith: (Empresa) Monterrey, Mex., beg. 4, t. Clancy, Louie: (Dempsey) Macon, Ga., h. Codelban, Cornelius: (St. Regis) New York, h. Coleman, Emil: (St. Regis) New York, h. Conn, Irving: (Arrowhead Inn) New York, ro. Continental Gypsies: (L'Aiglon) Chicago, c. Conrad, Judy: (Tower) Kansas City, t. Coon, Dell: (Pal.) Chicago, t. Copeland, Eddie: (Casino) Sea Cliff, L. I., N. Y., b. Covert, Mike: (Seneca) Rochester, h. Cugat, Xavier: (Waldorf-Astoria) New York, h. Cummins, Bernie: (Oriole Terrace) Detroit, nc. Curtis, Jack: (Club Aztec) Milwaukee, nc.

Dalley, Frank: (Meadowbrook) Cedar Grove, N. J., ro. Damar: (Madeleine) New York, nc. Dantzig, Eli: (St. George) Brooklyn, h. Daw, Freddie: (Graemere) Chicago, h. De Barbary, Yoshka: (Dubonet) New York, c. Dehlinger, Bob: (Highway Inn) Chicago, c. Demetry, Danny: (Vanity Ballroom) Detroit, b. Denny, Jack: (French Casino) New York, cb. Dickerson, Carroll: (Grand Terrace) Chicago, nc. Diekman, Harry: (Wagon Wheel) Nashville, Tenn., nc. Dictators, The: (885 Club) Chicago, nc. Donahue, Al: (Bermudiana) Bermuda, h. Dubrow, Art: (Chop House) Hartford, Conn., nc. Dugoll, Benny: (Cormaine) Niles Center, Ill., c.

Elliott, Baron: (Bill Green's) Pittsburgh, nc. Eppinoff, Ivan: (Chez Paree) Chicago, nc. Erlenbach, Les: (Arrowhead Inn) Cincinnati, nc. Ernest, Steve: (Blue Lantern Club) Detroit, nc. Ernie, Val: (Maxim's) New York, h. Everette, Jack: (Mayfair) Des Moines, Ia., re.

Farley-Riley: (Onyx Club) New York, nc. Farmer, Willie: (Leon and Eddie's) New York, nc. Fields, Al: (Billy Gallagher's) New York, nc. Fields, Shep: (Palmer House) Chicago, h. Finch, Freddie: (Vanity Fair) Kansas City, nc. Flo-Rito, Ted: (New Yorker) New York, h. Fisher, Art: (Town Club) Chicago, nc. Fluke, Red: (McManus Grill) Pittsburgh, c. Fomeen, Basil: (Savoy-Plaza) New York, h. Frederick, Bill: (Reed's New Casino) Niles, Mich., c. Freed, Carl: (Pal.) Cleveland, t. Frisco, Al: (College Inn) Philadelphia, nc. Gardner, Dick: (Lord Baltimore) Baltimore, h. Garron, Don: (Seneca Lake Tav.) Geneva, N. Y., nc. Gasparre, Dick: (Savoy Plaza) New York, h. Gaylor, Boyd: (New Chamberlin) Old Point Comfort, Va., h. Gendron, Henri: (Royale Frolics) Chicago, b. Gerun, Tom: (The Grove) Houston, Tex., nc. Gilberto, Don: (Toreador) New York, nc. Gill, Emerson: (Webster Hall) Detroit, nc. Gitlin, Irving: (Pierre) New York, h.

Golden, Neil: (Queens-Terrace) Woodside, L. I., N. Y., cb. Golly, Cecil: (Radisson) Minneapolis, h. Gordon, Frank: (Nicollet) Minneapolis, h. Gotthelf, Manfred: (Monte Cristo) Chicago, r. Grant, Bob: (Savoy-Plaza) New York, h. Gray, Harry: (Sunset Cafe) Chicago, nc. Grier, Jimmy: (Biltmore) Los Angeles, h.

Hagelston, Charles: (Post Lodge) Larchmont, N. Y., ro. Hall, George: (Taft) New York, h. Halstead, Henry: (Park Central) New York, h. Harris, Little Jackie: (White House) Newark, N. J., r. Harris, Phil: (Roosevelt) New Orleans, h. Harris, Ted: (Paramount) Des Moines, Ia., t. Hart, Ruth: (Wonder Bar) Lansing, Mich., nc. Hauer, Michael: (Seville Tavern) Dayton, O., nc. Haynes, Frank: (Congress) New York, cb. Heidt, Horace: (Drake) Chicago, h. Henderson, Fletcher: (Roseland) New York, b. Herman, Dave: (Jack Dempsey's) New York, re. Hessberger, George: (Old Heidelberg) Chicago, c. Hill, Harry: (Ingleterra) Peoria, Ill., b. Hill, Teddy: (Ubangi) New York, nc. Hines, Earl: (Grand Terrace) Chicago, c. Hoff, Carl: (French Casino) New York, cb. Holst, Ernie: (El Morocco) New York, nc. Hope, Hal: (Normandie) New York, nc. Hopkins, Claude: (Cotton Club) New York, nc. Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c. Hultberg, Henry: (Faust) Rockford, Ill., h. Huntley, Lloyd: (Statler) Buffalo, h.

Janis, Freddie: (Parody Club) Chicago, nc. Jarman, Lop: (Showboat) St. Louis, nc. Jelesnik, Eugene: (Hollywood) New York, cb. Johnson, Charlie: (Small's Paradise) New York, nc. Johnson, Johnny: (Commodore) New York, h. Jones, Isham: (Lincoln) New York, h. Jourdan, Bill: (Wooden Shoe Club) Chicago, c. Joy, Billy: (Mattoon) Mattoon, Ill., t. Joy, Violet: (Raulf) Oshkosh, Wis., h.

Kahn, Art: (Case de Alex) Chicago, c. Kane, Allan: (Brevoort) Chicago, h. Kassel, Art: (Gibson) Cincinnati, h. Kavein, Al: (Blackstone) Chicago, h. Kay, Herbie: (Edgewater Beach) Chicago, h. Kaye, Sammy: (Cabin Club) Cleveland, nc. Keller, Jack: (Parkway Casino) Bridgeport, Conn., br. Keller, Leonard: (Bismarck) Chicago, h. Kemp, Hal: (Pennsylvania) New York, h. Kerwin, Gene: (After the Show Club) Chicago, nc. King, Henry: (Waldorf-Astoria) New York, h. Kirkham, Don: (Blakeland Inn) Denver, nc. Klein, Jules: (Statler) Detroit, h. Korbin, Van: (Madison Casino) Chicago, c. Kroll, Nathan: (Vanderbilt) New York, h. Krumin, Costya: (Russian Bear) New York, re. Kuhn, Lee: (Cedar Shore) Sayville, L. I., N. Y., h.

La Marr, Frank: (Nut) New York, nc. Lamb, Drexel: (Club Lido) Jackson, Mich., nc. Landau, Mike: (Ranch) New York, nc. Lane, Eddie: (Governor Clinton) New York, h. LaPorte, Manny: (Manna-bar) Ardmore, Pa. La Salle, Frank: (Wivel) New York, nc. Leifer, Allan: (The Farm) White Plains, N. Y., ro. LeBrun, Duke: (La Salle) South Bend, Ind., h. LeRoy, Howard: (Shawnee) Springfield, O., h. Lee, Alan: (Edison) New York, h. Lehrer, Ivan: (885 Club) Chicago, nc. Leu, Paul: (New Windmill) Pittsburgh, nc. Levant, Phil: (Schroeder) Milwaukee, h. Light, Enoch: (McAlpin) New York, h. Lindeman, Udo: (Gloria Palast) New York, cb. Lischon, Henri: (Guyon's Paradise) Chicago, b. Lombardo, Guy: (Roosevelt) New York, h. Long, Johnny: (Ten Eyck) Albany, N. Y., h. Lopez, Vincent: (Ambassador) New York, h. Lunceford, Jimmie: (Howard) Washington, D. C., 3-8, t. Lyman, Abe: (Hollywood) New York, cb. Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb. Lyons, Al: (Ambassador) Los Angeles, h.

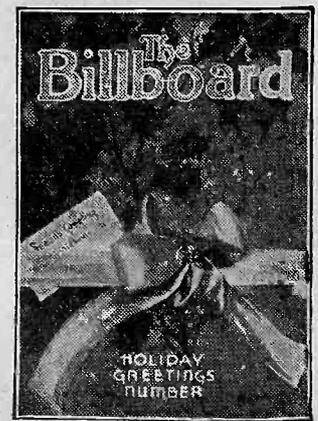
McCarty, Al: (Bancroft) Springfield, O., h. McNamara, Bill: (Frolic Inn) Hollywood, Calif., nc. Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c. Madriguera, Enric: (Morrison) Chicago, h. Maggio, Charlie: (Pago Pago) San Francisco, nc. Mann, Milton: (Village Barn) New York, nc. Mannone, Wingy: (Famous Door) New York, nc. Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc. Marsico, Al: (Club Mirador) Homestead, Pa., nc. Martel, Gus: (Stork) New York, nc. Martell, Paul: (Arcadia) New York, b. Masked Mystery Band: (Capitol) Marshalltown, Ia., t. Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re. Meeker, Bobby: (De Witt Clinton) Albany, N. Y., h. Meo, Jimmy: (Royale-Frolics) Chicago, nc. Meroff, Benny: (Olmos Club) San Antonio, Tex., nc. Meyers, Jack: (Club New Yorker) New York, nc. Miller, Gene: (Alcazar) Kansas City, h. Mills, Floyd: (Joe's Casino) Wilmington, Del. Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc. Monan, Jack: (Green Mill Village) Porterville, Calif., br. Monroe, Jerry: (Circle) New York City, b. Morgan, Jack: (Hollywood) Tonawanda, N. Y., c. Moss, Joe: (Vanderbilt) New York, h. Myers, Stan: (Tivoli) Chicago, t.

Navara, Leon: (St. Moritz) New York, h. Navarre, Ted: (Roseland) Brooklyn, N. Y., br. Nelson, Ozzie: (Lexington) New York, h. Nentwig, Carl: (Vine Gardens) Chicago, c.

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Rainbow Ramblers: (Plaza) Haverhill, Mass., h. Ravel, Arthur: (Essex House) New York, h. Raymond, Richard: (Kit Kat) New York, nc. Redell, Herbie: (Casino) Chicago, c. Regis, Gene: (Sak's) Detroit, c. Reichman, Joe: (Statler) Boston, h. Reid, Gus: (Orph.) Wichita, Kan., t. Rhythm Girls: (Log Cabin Inn) Chicago, c. Ricardel, Joe: (Showboat) New York, nc. Riccl, Al: (Showboat) South Bend, Ind., nc. Richards, Barney: (Limehouse) Chicago, c. Richardson, Florence: (Rene) New York, c. Rines, Joe: (Mayfair) Boston, nc. Ritoff, Stan: (S. S. Zee) Chicago, nc. Rivet, Joe: (Francis) Monroe, La., h. Robbins, Ted: (Rossmere) Boston, Mass., h. Rodriguez, Jose: (LaRue's) New York, nc. Rodrigo, Nano: (El Morocco) New York, h. Romer, Bill: (Capitol) Aberdeen, N. D., 3-4; (Opera House) Jamestown, N. D., 5; (State) Minot, N. D., 7-8; (Dakota) Grand Forks, N. D., 9-10, t. Roof Garden: (Rio) Helena, Mont., t. Rose, Irving: (Chase Supper Club) St. Louis, re. Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c. Rosenthal, Harry: (LaRue's) New York, re. Roth, Eddie: (Club Alabam) Chicago, nc. Rutherford, Al: (Beaver) York, Pa., h.

Sales, Lew: (Club Minuet) Chicago, nc. Sanders, Joe: (Blackhawk) Chicago, c. Schneider, Sol: (Old Rumanian) New York, re. Schreiber, Carl: (Oriental Gardens) Chicago, c. Selzer, Irving: (Dixie) New York, h. Setaro, Fred: (O'Neal's) Vicksburg, Miss. Sherman, Maurie: (Washington - Youree) Shreveport, La., h. Simons, Seymour: (Stevens) Chicago, h. Smith, Joseph C.: (Versailles) New York, cb. Smith Sisters: (State-Lake) Chicago, t. Smyth, Eddie: (Club Paramount) Chicago, nc. Sober, Mel: (Silver Slipper) Northumberland, Pa., nc. Sorey, Vincent: (Rene) New York, nc. Spitalny, Phil: (Stanley) Pittsburgh, t. Starr, Fred: (Claremont) New York City, ro. Stearn, Maurie: (Paramount Club) Chicago, nc. Stern, Harold: (Fifth Ave.) New York, h. Sterner, George: (Plaza) New York, h. Straight, Charley: (St. Clair) Chicago, h. Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br. Sylvester, Bob: (Congress) New York, cb.

Taylor, Jack: (Wintergarden) Wichita, Kan., b. Teal, Ray: (Jung) New Orleans, h. Thurn, Otto, Bavarians: (Pittsford Inn) Pittsford, N. Y., nc. Tinsley, Bob: (Colosimo's) Chicago, nc. Topps, Al: (Nut House) Chicago, nc. Tracy, Jack: (Paramount) Duluth, Minn., t. Tremaine, Paul: (Gloria Palast) New York, cb. Turk, Al: (Club Malibu) Chicago, nc.

V Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro. Van Horn, Dave: (Four Horsemen) Philadelphia, h. Vance, Johnny: (Club Joy) Lexington, Ky., nc. Vaughn, Walter: (Rainbow Gardens) Chicago, c. Velas, Esther: (Roosevelt) New York, h. Wagner, Sol: (Via Lago) Chicago, nc. Wardlaw, Jack: (Jefferson) Columbia, S. C., h. Warren, Arthur: (Barney Gallant's) New York, nc. Watts, Kenny: (Dicky Wells) Harlem, New York, nc. Weeks, Anson: (Aragon) Chicago, b. Weeks, Ranny: (Cocoonut Grove) Boston, re. Welkly, Wee Willy: (Columbia) Columbia, N. J., h. Wesley, Al: (Four Trees) New York, nc. Whiteman, Paul: (Hippodrome) New York, t. Wilcox, Howdy: (Palace Gardens) Lansing, Mich., b. Wiley, Hod: (College Inn) Dayton, O., nc. Williams, Ray: (Coral Gables) Lansing, Mich., nc. Willsey, Harry: (Club Cassano) Cincinnati, nc. Winegar, Frank: (Stearns) Ludington, Mich., h. Woods, Howard: (Robert Treat) Newark, h. Wylie, Austin: (Kenmore) Albany, N. Y., h.

Z Zarin, Michael: (Waldorf-Astoria) New York, h. Zatur, Joseph: (Biltmore) New York, h. Zivito, Sammy: (Nut Club) New Orleans, nc. Zollo, Leo: (Benjamin Franklin) Philadelphia, Pa., h. Zutty, (Flagship) Chicago, c.

DRAMATIC AND MUSICAL Anything Goes: (Grand) Chicago. Black Pit: (Erlander) Philadelphia 30-Jan. 4. (See ROUTES on page 64)

Out in the Open

By LEONARD TRAUBE

Tale of Two Cities

WASHINGTON — Bench Bentum's diving darlings have called it a season after plenty of dates, with act stored here for the winter. . . . Charlie Hunt has bought D. C. (District of Columbia—not direct current) license plates for 41 trailers which will adorn Hunt's Circus next season. . . . Talking about licenses, there's John W. Berry, who has a politically appointed berth in the department of motor vehicle licenses on Pennsylvania avenue. Berry has been an agent for numerous carnival orgs in the East during the last decade or so. . . . Harry Bentum is scouring Bingo territory for Joe Rose, Rose being the former street carnival operator in and around Philly, his activities ceasing with the elimination of licenses. He made a treasury of mazuma with the street units, but stupid competition (which is another name for thefting of ideas) crossed his path. . . . Alexandria, Va., which is practically a pebble's throw from the capital, is being eyed for a date by Dodson's World's Fair Shows, wintering in Norfolk. . . . There'll be a scramble for the lot at 15th and H streets next spring among the troupes swinging up from the South.

BALTIMORE—East Baltimore Street Museum holding up okeh despite let-down anticipated during holiday period. Bill features Little Tiny, midget lass, and unit was scheduled to invade Philly's Eighth Street Museum. . . . Reported Gorman Crime Show here hasn't materialized as yet. . . . Show-folks waiting for yule powwow bringing together Arch E. Clair, manager of Norumbega Park, Boston, who is scheduled to pass thru here on the way to Miami; Al Dernberger, Bill and Jennings O'Brien and others. Jackpots will be cut up in record volume. Which reminds us that Dernberger (Alfred J. Dernberger to youse guys) will move his rides, drome and other devices into New England next season, 'tis reported by a courier who was delayed in transit in the manner of news correspondence emanating from Addis Ababa and points Ethiopian. Great LaFollette (George Rueschling) and John T. McCaslin at home for holiday innings to greet transient troupers.

All-Time Favorites

of WILLIAM (BILL) GREEN,
P. A. for Rubinoff and his Violin.

Berney SMUCKLER, owner Royal Palm Shows; Harry POLLACK, Pollack's 20-Big and World at Home Shows; William J. HILLIAR, Press Agent; A. C. HARTMANN, Editor of The Billboard; Arthur HOFFMAN, General Manager Pacific Whaling Company; Nate T. EAGLE, Eagle Midgets; Rubin GRUBERG, Rubin & Cherry Shows; Walter NEALAND, Press Agent Johnny J. Jones Shows; Bob MORTON, Indoor Circus Producer; Paul LEWIS, Lewis Bros.' Circus. (Send in your ballots nominating your 10 favorite showmen.)

Budget Talks For Badgers

Wisconsin association in Milwaukee also will hear speakers on concessions

MILWAUKEE, Dec. 28.—Concessions, horse racing, budgeting and 4-H Clubs are topics on the program announced by Secretary J. F. Malone, Beaver Dam, for the annual meeting of Wisconsin Association of Fairs in the Hotel Schroeder here on January 6-8. On Monday's program are annual address of President Taylor G. Brown, Oshkosh; *What Price Gates*, William T. Marriott, Baraboo; *Concessions From a Superintendent's Viewpoint*, Karl Stussy, Eau Claire; *Concessions From a Concessioner's Viewpoint*, Larry L. Hall, Milwaukee; *Live Stock Sanitary Measures*, Dr. W. N. Wisnicky, Madison.

Officers will be elected on Tuesday and subjects and speakers will be: *Horse Racing*, Ralph Davis, Crandon; *Value of Fair to the Community*, Herb J. Smith, DePere; *Selling Fair to the Community*, Ralph Ammon, Madison; *Remarks From the Sidelines*, Nat Green, The Billboard, Chicago; *Registration and Membership*, Secretary Malone. Annual dinner, dance and floor show Tuesday night will be in the Grand Ballroom of the Hotel Schroeder.

Reports of officers will be heard Wednesday forenoon and directors will meet at noon. Session subjects and talkers will be: *Revising the Small Fair*, L. W. Kenny, Tomah; *Where Are We Going With 4-H Clubs?*, C. J. McAlevey, Wausau; *Budget or Bust*, Bert Walters, Wausau, and Louis W. Cateau, Shawano; *Essentials in Management of a Good Fair*, Charles T. Taylor, Wautoma.

For Belleville on Parade

BELLEVILLE, Ill., Dec. 28.—Vaude acts, floor show, contests and band concerts will feature Belleville on Parade Exposition here on January 23-26 in Turner Hall, under auspices of Turners and merchants' officials, and Tom W. Allen and Al P. Rauer, St. Louis, as promoters, and H. C. Taylor, Evanston, Ill., as contest manager.

Greater Exposition Shows

EAST ST. LOUIS, Ill., Dec. 28.—Work at winter quarters is practically at a standstill until after the holidays. Most of the executives at their homes for Christmas. Most of the men who stayed in quarters have been busy since the show was put away, as 15 of the trucks are being used by a coal company in St. Louis, with show boys doing the driving. General Agent Sam Benjamin was here long enough last week to buy a new Chevrolet coupe from Charlie Goss, then left to attend to some of bookings for the show. Manager John Francis attended both the Chicago and Iowa fair meetings. He dropped into quarters for a couple of days' visit and (See GREATER EXPOSITION page 58)

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

M. E. Coyle, president and general manager of Chevrolet Motor Company, Detroit, has issued a New Year's statement in which he says indications point to a good business year in 1936.

"Two significant facts indicate how our company regards the near future," he writes. "We spent \$25,000,000 in plant expansion during 1935. The public has accepted our new models with an unprecedented enthusiasm that shows no abatement.

"A manufacturing company does not expand its production capacities by one-fourth unless it feels confident

SEASON'S GREETINGS
MILLER BROS. SHOWS Opening April 25th. WANTED
WANT Rides all kinds. CAN USE Double Wheel, Loop-o-Plane, Tilt-a-Whirl, or any new Rides. SHOWS—Can use all kinds Shows. Furnish outfits if wanted. WANT good Man, capable taking complete charge of Side Show.
CONCESSIONS—Place all legitimate Concessions. Everything open. Good opening for Cook House, Corn Game, Custard, etc.
FREE ACTS—Can place good high Aerial Acts. Can use two good Promoters. All useful Carnival People write.
WANTED—FOR LARGEST TRAVELING MUSEUM, FREAKS OF ALL KIND. Year-around work. All kinds of Acts. Write MORRIS MILLER, 639 Liberty Ave., Pittsburgh, Pa.



Hartmann's Weekly Broadcast

DOES it pay to operate concessions on the up and up? A silly question, yet one which the operator who would sooner steal \$1 than earn \$5 legitimately would answer in the negative.

With proper recognition by *The Billboard*, operators giving the public a square deal have much to be gained thru the daily press in the way of free space, especially when playing fairs, thereby not only helping the play on their own games, but boosting the concession business in general.

One man who has been getting considerable free space in the daily newspapers on his reputation is Max Goodman, of the Goodman Concession Company, Inc.

Take, for instance, the newspapers at Shreveport, La., where Max had all of the concessions at the recent Louisiana State Fair. Almost daily there appeared articles on Max's clean methods of operation. One article in particular we are going to quote in full because it well warrants. Headed "Concessions at Exposition Must Operate Fairly—Max Goodman in Charge of This Department Promises Square Dealing," in large display type, the article reads as follows:

"Patrons of the Louisiana State Fair this year will enjoy fair play at all the concessions or else Max Goodman will have something to say about it.

"Goodman is in charge of all the concessions at the fairgrounds and his reputation for fair play and square dealing is known wherever fairs are held.

"In recognition of his square dealing *The Billboard*, theatrical and show publication, had the following to say in its last issue:

"Mebbe you think Max Goodman wasn't amazed when he saw, in good-sized type, 'Max Goodman's Concessions' advertised in the posters of the Southeastern Fair, Atlanta, as being among the feature attractions at this year's event. That's recognition for the concession business, but it's dollars to doughnuts it was Max's reputation for fair play to the public that won the recognition.

"Incidentally, when Max played the Kansas State Fair, Hutchinson, he thought the officials were rather cool to him and for that reason he was taken by surprise when he received a letter (dated September 25) from Chief of Police Louis D. White, of Hutchinson, thanking him in behalf of the police de-

ASTRO-ANALYSIS 1936 FORECAST 1936

5-Page Analysis, with Green Cover, 300 Lot, \$9.00. Single Copies, 25c Each.
Lithotyping and Printing. CENTER OF ASTROLOGY, 80 Fourth Ave. (Fifth Floor), New York, N. Y. Tel.: ALgonquin 4-8923. Night Tel.: SUness 8-1589

FOR SALE

Monkey Speedway, 4 Tracks, all iron; 28 Sections. Complete with 5 Cars, Transformer, Cables, Switches, Curtain, etc. Monkey Motordrome with 5 Cars, complete, 150 ft. 8-ft. Blue and White Sidewall. J. J. WATKINS, 28 East Howard St., Orlando, Fla.

Motorized Circus WANTS

Agent who can and will contract low. Annon, Holmes, Schuster write. Brigade Agent to post and litho. Band Leader who can cut it, Musicians all instruments. Must be sight readers. Elephant Trainer that can break stock. Particulars and lowest salary in first. Address HARRY HUNT, Oxford, Pa.

ARTHUR V. KEMP AND WIFE, MABEL. Please communicate immediately with ATTORNEY J. A. BLOOMINGTON, 160 North LaSalle St., Chicago, in regard to Belt R. R. accident.

partment for the clean and honest way in which the concessions were run. "I wish to say," the letter continued, "that there was not a kick made to our department about any of your concessions and hope that we may have your organization at our fair again next year. Any time we can be of service to your organization do not hesitate to call upon us."

"Goodman is well known in Shreveport. He had charge of concessions at the fair here five years, during which he made many friends. This is his first visit to Shreveport since that time. He acquired all concessions at the fairgrounds this year and will have personal supervision over the operation of the numerous merchandising booths."

Carnival managers and concessions operators: This is the time of the year when resolutions are in order. If you want the concessions business to move forward there is no better resolution to make than one calling for L. C. O. (legitimate concessions only). But there must be sincerity in back of a resolution or it means nothing.

COLONEL C. G. STURTEVANT, historian of the Circus Fans' Association, has a very interesting article in the current issue of *The White Tops* entitled *The Circus and the Critic*. He says, in part:

"We liked it' or 'We didn't like it' about sum up the terms used by the average circus patrons when expressing opinion of a show they have just witnessed. How their conclusion was arrived at probably the majority will be unable to give any logical explanation. Possibly some reaction to a comparatively small detail influenced their opinion on the part of some, while others drew their conclusion based on many impressions.

"The fundamental value of all criticism must always be based on intelligence, justness and constructiveness. Intelligent in that it must be applied by persons of understanding and experience according to certain standards of excellence in circuses with which they are familiar. Just in that, while the criticism is the personal opinion of the one making it, it should be free from individual bias and reflect as far as possible the group judgment of those competent to criticize. Constructive in that it should praise liberally all that is worthy and condemn consistently that which is faulty and at the same time suggest a remedy, substitutions or additions."
(See BROADCAST on page 64)

Morris Miller's Show Halting in Pittsburgh

PITTSBURGH, Dec. 28. — After a week's stand in McKeesport, Pa., Morris Miller's Congress of Living Wonders moved into the downtown area here (See MORRIS MILLER'S on page 56)

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

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

Cranelands Are Big Merchandise Users

The cranelands which have been popping up like the proverbial mushrooms all over Broadway, in New York, have become excellent merchandise consumers.

These spots, which feature anywhere from 10 to 30 digger machines of one type or another, have been avidly taken up by the public and are doing a good business.

Many good spots on Broadway have been opened for cranelands. The spot in the Mayfair Theater Building is buying merchandise in large quantity and is using only the finest items obtainable.

One digger in this large display featured a complete dressing of lighter merchandise. This expensive and attractive merchandise has been getting a great play from the public. The items are closely packed together. This filling was entirely composed of the new combination lighters and cigaret cases arranged in a semi-circular display and flanked by the lighter pencils and other items.

The arrangement of the dressing seemed very easy to get and with the back doors of these machines removed and a glass substituted so that those outside the craneland could look in and see the action, the result was a better draw.

Other diggers on the premises featured wrist watches, electric clocks, ball lighters, jewelry items of every sort, novelty merchandise of various character, with every piece of merchandise among the highest quality obtainable in its class.

Some of the items are featured only by jewelers at this time and therefore it was unusually interesting to the merchandise trade from the standpoint that these machines are getting a good play from the public by bringing this expensive premium merchandise to the player for 5-cent operation.

Also interesting to note in the cranelands is that both men and women are about equal in volume patronage. The women are interested in urging the men forward for the beautiful compacts and other items in this category. One item that is getting unusually fine play is the beautiful and expensive wallets and bags which are being featured.

Definite Trend Toward Quality in Premium Field

A large electric concern has brought some interesting and very attractive items to the electrical appliance field which are quickly becoming favorites among those who desire the better premium merchandise.

An Electro Tray Set, which this manufacturer features, is among one of the most practical and beautiful yet seen in this class. The set is composed of a beautifully designed eight-cup percolator that is the acme of modern attractiveness. A two-slice toaster that matches in design. A toast warmer also of the same design and their new innovation the Electro Tray.

The beauty of this complete set is certain to bring it forth in the merchandise field as one of the best items which can be used for high-class premium display. The most practical item of the whole set is the Electro Tray, which connects to all of the items and requires but a single plug itself to connect to the socket. Therefore, by connecting but the one plug in the Electro Tray, the rest of the items on the tray, which are already connected to it, can be easily placed in operation, eliminating much excess wire and presenting a marvelous and practical combination to the consumer.

Another beautiful, practical and entirely different set arranged by this firm is its Waffle Seryl-Set. This set in—
(See DEFINITE TREND on page 58)

Cheerio, 1936!

Boats Are Popular Salesboard Items

NEW ideas, new markets, new methods—all are in order as we turn the calendar over to a new year. It is always good business to capitalize on whatever sentiments the seasons may afford, and every man may profitably take time off at this season to do some straight thinking about new things.

The success of the premium and novelty business as it has grown during the past few years naturally attracts talent for originating new ideas in the way of items for the trade. We may confidently expect that 1936 will bring an increasing number of new ideas for manufacture into fast-selling novelty and premium items. Expert designers are lending their assistance to increase the eye appeal of the many items now offered to the trade.

It is not easy to classify the sources or trends which are current in the premium and novelty field. Many of the most successful items now are re-creations of something that happens to be in the popular fancy. Even the cartoons and movie personages are yielding very profitable ideas because of popular fancy at the moment. Such items may be expected to have a swiftly passing market, but designers and manufacturers will always find a succession of persons, ideas and whims in the public mind which are rich in suggestion for new merchandise items. Useful specialties, toys and novelties will always be an open field for new ideas and designs. Electrical specialties will find an ever-increasing market.

Distribution channels, including the wholesaler and the retailer, will be most interested in getting the break on new items as soon as they appear and also getting their announcements of these items to as many new markets as possible in the shortest possible time. Premium and novelty items are fast moving items, and The Billboard, with its weekly circulation, gives speed and wide distribution to announcements of the latest merchandise on the market. Fast-moving merchandise deserves a swift medium for announcements to the trade.

In the field of markets the American public has already become premium minded, so that contests and the use of premiums to get attention are sure to increase steadily as general business prospers. Drug store windows have already become models of attractive displays of premium, novelty and specialty items. There are other types of retail stores that should increase the use of fast-moving specialties for their attention-getting value, such as hardware and furniture stores for example. We have, in previous issues, stressed the amusement games field and the salesboard trade as market outlets which are constantly increasing.

There is a close connection between the vast amusement business and premiums and novelties which the trade should keep in mind also. The American public has taken to premiums, novelties and contests because there is a definite amusement value in all these things. This means that showmanship will have a place in merchandising premium and novelty items and that any tieup with the amusement world will increase business.

These columns will keep you posted during 1936 as to the latest merchandise and the best methods for reaching the widest markets.

One of the greatest merchandise items for successful salesboard promotion at this time is the miniature boat models which are on the market in various reproductions.

There is one of the Santa Maria which is believed to be one of the truest replicas ever produced in this division of the merchandise field. The boat stands 31 inches high, and the canvas sails are painted by hand in five attractive colors conforming to the original plan.

The boat itself is handcarved and is very beautiful as a general ornament. The windows are separately colored and, the complete boat being electrically wired, these windows light up when connected. The appearance of the boat is flashy from every standpoint and makes a tremendously successful board item.

The anchor and other metal parts are of chrome, giving the boat a fine realistic touch which adds to its general appearance. It is believed that this item, which was instantly gobbled up by salesboard operators, is one of the best general premiums in the merchandise industry at this time.

Its impressive size and appearance have much to do with the general success which it is enjoying. Especially during the cold months is the boat appreciated for a mantel-piece decoration by the general public, and the salesboard operator who first hit on the idea is to be given credit by the rest of the industry for bringing them one of the hottest items ever discovered for the cooler weather months.

Already, it has been announced, two salesboard firms will have special boards suitable for the boat. Merchandise firms have been selling them as fast as they can get them in and have been doing a land-office business with these items the past few months. With the arrival of the holiday season salesboard operators report that business on their boards featuring the boats increased tremendously, and some report that they have been soliciting from store to store and getting as many locations as they want for the item.

Wrist Watches Favored

One of the items which the merchandise industry is always sure will bring results in any classification of premium use is the wrist watch.

The popularity of this item continues to increase instead of decrease with its tremendous volume use.

Novelty wrist watches are giving place to the more conservative members of this family and there has been a definite tendency toward the better quality.

Every premium purchaser is always bringing home wrist watches with him, it has been discovered. Large premium organizations feature a complete display of these items due to their growing popularity.

Swiss movements are being incorporated into beautiful American cases and are capturing quite a play for the premium men. These watches are mostly guaranteed movements of 15 and 17 jewels, with some of the seven-jewel models being very attractive. The cases are of chrome, white and yellow gold and the price range is unusually reasonable at the present time.

Fitted Bags Fit Many Needs

Fitted bags, brought into the premium industry only a year or so ago by the merchandise men, are now being discovered to fit almost every premium need and doing a marvelous job.

Ladies' overnight bags, in this category, are attracting a great deal of attention from the premium men and have reached great popularity. Daily new and
(See FITTED BAGS FIT on page 58)

SILVER SAM.

Increased Spending and Rising Public Spirit Seen for New Year

One of the better known of our business prognosticators sees a continued upward trend thru 1936 from the low of 1932, with only minor and occasional interruptions. Economists generally seem to be of the opinion that business can look forward to a 10 to 15 per cent increase in spite of the fact that some pessimism is generally attendant upon an election year.

A slight setback in certain lines is expected during the early part of the year with the last half showing a more than seasonal rise thruout nearly all lines. However, this is not expected to be felt by novelty supply houses and distributors due to the introduction and public acceptance of more expensive items. Novelty people appear to have every right to look forward to a banner year in 1936. A significant factor in this connection is indicated thru business reports showing that the public and business generally are showing a tendency toward the extending of greater credit now than for some years past, demonstrating the optimistic attitude with which business is viewing the coming year.

It is felt that economic forces are moving steadily toward recovery and are only now beginning to exert their full influence. The basis for the present recovery was laid some time ago and business seems to feel that the fruits of the government's efforts are to be reflected in a continued improvement thruout 1936. It is felt that industry and business are ready for a return to real normalcy and that the present rosy signs are not entirely the result of government spending, but are in good part the normal reaction of business to the extreme low of 1932.

The particular bright spot, entirely aside from the recent holiday enthusiasm, is the indication of a return to "buying consciousness" seen in the fact

that salesmen, distributors, novelty and premium men are consistently reporting that Mr. John Public is becoming more and more interested in the higher priced and consequently better quality items of merchandise.

There is undoubtedly a new enthusiasm everywhere. People are facing 1936 with more assurance than at any time during the past five years. A broadening market, increasing employment, increased consumption, greater purchasing power, demand for higher quality products, fair profit and a further stimulation of hope and confidence seem to be fair predictions for 1936.

N. Y. Firm Changes Name

A. & P. Merchandise Company, well known to coin-machine premium buyers, have changed their firm name to the Greyhound Merchandise Company and have moved back to their former address at 303 Fourth avenue, New York.

Ben and Harry Josephsberg continue as owners of the firm and will be doing business under the new name at this new address. They have also actively entered into the crane merchandise field and extend an invitation to their friends to visit them at the new quarters and see the fine merchandise which they have gathered for digger ops.

The boys intend to introduce new policies to conform to the changing conditions in the merchandise field and will soon make an announcement to the trade.

Sells Goods to Ops Only

The new catalog issued by the Jersey Trading Company made a definite hit with the many customers of the firm. The catalog which Samuel Broudy, president of the firm, created especially for the coin-machine trade has gained much praise from operators.

The catalog is arranged for the location to see the items as well as the prices. Operators receive a confidential discount card with the catalog which allows a tremendous reduction and can also show the catalog to their customers and let them choose the items they desire, for they are making a profit even at the low prices featured.

Jersey Trading Company deals with bona fide coin-machine operators and created the confidential price catalog to show the best co-operation possible in the purchase of their products.

Keep Pace With Demand

By HELENE PALMER

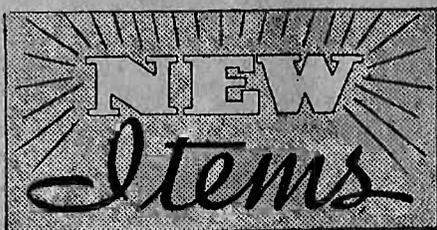
Wholesale supply firms report a record-breaking holiday business. Many departments have been working day and night since many weeks prior to Christmas to take care of the accumulation of orders coming in for every type of merchandise conceivable. A sure indication that business is on the upward trend. The buying public seems inoculated with the spending fever—let's keep them so. Not only during the next few weeks but thru the entire year.

To do this successfully one must keep pace with what the public wants—new and novel items attractively displayed before them thruout the entire year. People are always gift-minded. With birthdays, anniversaries, graduations, St. Valentine's Day and the many other calendar holidays the year round, gifts are always fast-moving items.

Then too premium and prize merchandise has proved the ideal business stimulator, and with alert buyers of the wholesale supply firms ever on the lookout for the latest the markets have to offer there is no serious problem of "what to choose in the latest and newest."

Another branch of selling merchandise that is fast coming to the fore is via modern store demonstrators. Formerly demonstrators were confined almost exclusively to the chain stores and smaller department stores, but today even the leading department store that in former years turned a deaf ear because of policy or tradition, welcomes the modern demonstrator who has something to offer its clientele and can interest them in buying. Large stores are only too willing to co-operate

(See KEEP PAGE on page 56)



Stropper Hones and Stroppers in One Operation

A new dual-purpose stropper has just been placed on the market by the Supreme Razor Strop Corporation. This stropper has several features which should make it a good seller among men everywhere. The razor can be inserted in the stropper in a few seconds and the leather stropper acts both as a hone and a stropper. It is said by the manufacturers that the new stropper lengthens the life of the blade considerably and that an old blade can be made to give the shave of a new one after a quick stropping with the "Dual-Purpose."

Felt Letters for Display Signs

A new angle on showcards and display signs, which merchants and storekeepers can make themselves, is the recent introduction to the market of felt letters for such signs. The letters come in various designs and colors and can be used as many times as the merchant wishes. Reports indicate that the new felt letters make very attractive displays and that they are finding favor with merchants in all parts of the country. They are being manufactured and marketed by the Eastern States Sales Company.

Josephsbergs Form Greyhound Mdse.

Those two veterans of the premium business, Ben and Harry Josephsberg, have organized a new firm, the Greyhound Merchandise Company. They have opened offices at 303 Fourth avenue in New York City. As in the past, the two brothers will specialize in crane, digger and premium merchandise.

Rubberized Paste Out

Jif-Stik, Inc., has introduced to the market a new rubberized paste, which, it is said, is causing a sensation among agents, salesmen and other retailers. The new paste embodies many features which were never before employed in the making of this product.

Offer Free Tie Case

A handsome, well-constructed lifetime tie case is being offered gratis with every gross order for their ties by the National Neckwear Manufacturing Company. This company specializes in silk and silk-lined ties in a large variation of designs and patterns.

Ship Ahoy Ash Tray \$3.60 Per Doz.

It's New!

B521—Modernistic 5 1/2" CHROME SHIP. Mounted on Attractive Blue Glass Ash Tray. Each in a Box. Sample, 50c, Postpaid. Per Dozen, \$3.60

25% Deposit on All C. O. D. Orders. Catalog of Blankets, Salesboards, Watches, Jewelry, Etc., Free on Request. State Your Business.

JOSEPH HAGN COMPANY
"The World's Bargain House." Dept. 88.
217-225 W. Madison St., Chicago, Ill.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Send for New Catalog.

ROHDE-SPENCER CO.
Wholesale House,
223-25 W. Madison St., Chicago.

WILL YOU WEAR THIS SUIT

and Make up to \$12 in a Day!

Let me send you this fine all-wool tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience —no canvassing necessary. Send for Samples — Free of Cost

Write today for FREE details, ACTUAL SAMPLES and "sure-fire" money getting plans. Send no money.

H. J. Collin, PROGRESS TAILORING CO., Dept. A-117, 500 S. Throop St., Chicago, Ill.

SPECIAL OFFER

Are you tormented with Muscular Rheumatism or Lumbago? If so, use FAYETTE PAIN REMOVER. Or if your nerves are on edge, use the FAYETTE PINE NEEDLE BATH TONIC. It's invigorating, refreshing and soothing. Send \$1.00 for one, or two for \$1.75.

FAYETTE CO., 21 E. Van Buren St., Chicago.

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases. 7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35. FLASH CARNIVAL WATCHES, 50c Each. Send for Price List.

CRESCENT CITY SMELTING CO., Old Gold and Silver Buyers and Refiners, 118 N. Broadway, St. Louis, Mo.

PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS

Always Fast Sellers!

B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.40.
B1768—Czecho 5-Blade Toothpick Knives. Gross, \$1.85.
B1758—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

B144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellophane Wrapped Package. Per 1,000, \$4.00.

Automatic Wind Lighter \$16.50 Gr. Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

"HAPPY NEW YEAR TO ALL"

Our 1935-'36 General CATALOGUE IS READY

172 Pages of the Latest and Fastest Selling Items at Lowest Possible Prices...

Write For your catalogue Today Be Sure to Mention your Line Of Business.....

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

Establish Premium Dept.

Hercules Sales Organization, Inc., report opening a large premium department for operators in Newark, N. J. B. Glisser has been placed in charge of this new department and will be responsible for its development, the firm reports.

They also state that they are placing orders for some of the newest premium merchandise and will have a complete department by the first of the new year. The firm has expanded its quarters, taking another complete store in addition to the two stores which they now have, and will turn this new space into warehouse for premium items as well as machines.

They believe that operators will use more and more premiums thruout the coming year and that this division of the industry is bound to grow even more important than it has been in the past.

Sam Glisser, of the firm, claims that the public has developed a taste for fine premium merchandise in connection with amusement machines and that players expect operators to give them unique merchandise in return for skill.

NOTES from SUPPLY HOUSES

The Pilgrim Watch Company, located for a number of years at 155 Canal street, New York City, moved to new large quarters at 161 Canal street. Ben and Sam Finkelstein, proprietors, claim they have been pressed for space for quite some time and are starting 1936 off at a larger office. At 161 the boys will be able to give their customers more personal attention without the interruptions prevalent at the old store.

The C. I. Lee Company, specializing in notions, razor blades, carded specialties, toiletries and sundries, has just issued its new 1936 catalog. "1,000 Business Builders of Real Merit" is the slogan of the firm and the theme on which the catalog is built.

The sale of the Broadway Wrist Watch featured by the Consolidated Watch Company during the holiday season was reported well up over last year. The modern, smart appearance of these watches, together with their excellent quality as time keepers, is the reason for their popularity, according to the manufacturers.

A book of the cowboy songs heard daily on radios all over the country is being offered by the Nutrix Novelty Company. The popularity of these cowboy songs with listeners is the reason for the publication of the book and it is expected that the book will have a

good sale among these listeners and others.

An outstanding line of merchandise for premium, salesboard and other purposes is reported by the American Novelty Company. The line not only is complete, but unusually comprehensive in variety. The American Novelty Company line not only includes appealing novelties but items of practical utility. The company stresses prompt service.

Because it provides a definite place for brooms, mops, brushes and the many other articles used in the home, the placing of which, when not in use, challenges the ingenuity of every housewife, the Marvel Laboratories report that acceptance of their Marvel Holder has been most encouraging. It is self adjusting with their heavier weights pulling the grip tighter. Item is easily demonstrated, with several holders needed for each home.

The Oak Rubber Company reports an idea being used to advantage by a number of theaters. Balloons, inflated with varying amounts of gas, are released to float a number of different distances. Each balloon carries a "lucky" tag. Advance publicity assures that people will be on the lookout for the balloons. Theaters catering to a large territory have used the plan successfully in a number of instances.

The Herman-Shure Company, Inc., report large gains in business with digger operators because of their recent concentration upon a special line of quality merchandise suitable for this type of machine. The line is the result of many years of experimentation along with constant contact with the problems of present-day digger operators.

The innumerable inconveniences caused by ordinary shoe laces are used negatively as the main sales feature of the elastic shoe lace, Shu-Lastix, which is now being marketed by the Dorros Mfg. Co. Once a shoe is laced with this elastic lace it need never be unlaced again. The shoe immediately becomes as easy to slip into as a slipper. There is no more bother about stubborn knots, broken laces, loose ends, etc. It is claimed by the manufacturers that these shoe laces outlast ordinary ones about two pairs to one and are thus more economical to the user in the long run.

The Airplane Dial Radio is one of the outstanding sellers of the holiday season, according to the Playland Supply Co. This compact set, measuring 10 inches wide and seven inches high, contains five RCA tubes with dynamic speaker. It works on AC or DC current and requires no ground or aerial. It sells at a popular price and has proved an exceptional premium for salesboard operators, sportslands, bazaars and concessions.

World Novelty Company has been formed by Abraham Kahn. Offices are located at 630 Rosedale Court, Detroit. Kahn has been in business as a jobber for several years. A general line of novelties and smokers' supplies is being distributed by the company.

One of the most popular cigarette lighters on the market is the little, inexpensive Lipstick Litter illustrated herewith. They come in various color enamel, trimmed in nickel. Ideal for premium, gift merchandise or resale purpose. Can be retailed anywhere from 10 cents to 25 cents. Many combine them with a package or two of cigarettes and find them to be an ideal seller. Joseph Hagn Company has them.



Powell Brothers report they are closing one of the most successful years of their business. They now handle one of the largest lines of rings in the country. The slogan they are working under is "If you can't buy it at Powell's it's not manufactured," says this enterprising firm.

A New York distributor with a direct factory connection is wholesaling a line of slipover sweaters—a kind that is now selling fast in department stores. This particular manufacturer has a smart assortment of colors—and they come in all sizes. An item popular in the premium field.

Taking advantage of the current popularity of the heavyweight prize fighter,

Joe Louis, Joe Louis Novelties, Inc., is manufacturing rings with the picture and autograph of Joe Louis. These rings are made for men, women and children in all sizes.

R. W. Fordman Company, manufacturer of Runex, a scientific preparation for preserving silk hose, has informed *The Billboard* that it is more than pleased with the response of demonstrators to its recent ad in the Christmas Special. Fordman last week inaugurated a new mailing system enabling them to fill orders on a 24-hour basis.

A New York raincoat concern many years established in the field promises something new for raincoat workers shortly after the first of the year. This particular company also features wind breakers and other cold weather specialties. Some of the boys who work this line may be interested to know the location of this firm. Address inquiries to New York office of *The Billboard*.

The little Lucky Love and fraternity pins are proving to be two of the most popular sellers among store demonstrators who engrave the name or initials thereon while you wait. Pakula & Company have them and can make instant delivery from stock.

They also have a full complete line of various demonstrator needs.

DEFINITE TREND

(Continued from page 54)

cludes a very beautifully designed heat-indicating waffle maker which can also be engraved. A measuring ladle, a batter bowl and syrup pitcher in black glass, silver trimmed. The tray is detachable and can be used for additional service. The set allows for making of waffles in front of the family and saves the bother of bringing the batter into the room in another dish. Everything in one is the way this set is being presented to the merchandise industry.

Another new item is the Menu-Master grill. Here is 138 square inches of gridle space. Adjustable to any thickness and usable for a dozen different eatables. Beautifully and modernistically designed. Appearance and flash certain to make this one-piece item an attractive come-on. The label of the maker is bound to bring public confidence and the appearance of the item brings with it the rich flash that is necessary for better premium display.

One of the most beautiful urn sets of the year is presented in their Patrician urn set. The claim of the manufacturer is that the spigot of the urn is dripless. Black ebony wood is used for cool handle assurance. The set is of chromium, so beautifully designed that it can be termed in a definite Grecian period effect yet modernistic to an extreme. There is a creamer, sugar bowl and tray with the urn. The tray is detachable and can be used for other purposes. The entire set with its ebony black handles and its gleaming chrome is without doubt certain to find its way into all premium use.

FITTED BAGS FIT

(Continued from page 54)

better arrangements of these fitted cases are being shown, and the reasonable price placed on them causes them to be most appropriate for almost all premium use.

Black and brown cowhide is the fashion at this moment. The de luxe fitted bag has a neat blue lining. Its separate carrying case, which also fits as a tray into the bag or can be carried separately as desired, contains comb, nail file, glass toothbrush container, mirror built into the lid of the case itself, two glass bottles, one supposedly for cologne and the other for perfume or whatever use may be desired, and two matching jars for cold cream and powder or other materials. These de luxe bags are most impressive in display and are selling in large volume.

The fittings are rich and attractive. Black and ivory or black and white seem to be the most popular combinations for the fittings. The glass containers are not colored. The caps are usually matched with the rest of the fittings. The spaces are so arranged that more than just the fittings can be used.

The fact that they are not a seasonal item is also in their favor. Traveling

cases of this kind for the ladies and especially the handsome gladstones and other luggage for the men are sure to get attention for premium use anywhere they are displayed. This has become one of the most proved features in the merchandise industry.

Prices popular at this time are in the \$3.50, \$4.50 and \$9.50 class.

KEEP PACE

(Continued from page 55)

and allot the space necessary in the department best suited to the demonstrator's particular line.

Saunter thru one of the larger stores today and you will find rug-cleaning demonstrations, furniture polish, silver polish, daylight lamp appliances, hair curlers, hair tonic, soap, nail cream and polish, cosmetics, fat reducing teas and exercisers, dyes for tinting most everything, rings and costume jewelry and accessories, many clever trinkets that the customer can have engraved with initials while waiting and numerous other interesting demonstrations. At all of these clever demonstration stations you are apt to find an interested gathering of prospective buyers, many among them who probably never could be sold were it not for their attention being attracted to the impressive sales talk presented by the wide-awake demonstrator.

A new year is under way and with it comes a new outlook, fresh opportunity, new and changing markets, greater possibilities in every line. Let's not sit back and second guess over what was or what might have been. The public is ready—business is all set. Let's go!

MORRIS MILLER'S

(Continued from page 53)

Monday, occupying an ideal spot at 639 Liberty avenue. Show will remain here as long as business holds up. The pre-Christmas business, as expected, was only fair.

Museum is managed by R. Goldie Fitts. Mack McDonald is in charge of tickets, with J. H. McDonald handling the door. Lecturers are Dan Brewer, Frank Zorda and Joe Krury. C. A. Lawrence, general agent Tom Mix Circus last season, joined Miller's outfit as agent and advance man.

A nine-platform show is presented on seven platforms here due to lack of space. Lineup includes Gravity, Man of 1,000 Thrills; Capt. Ringman Mach, weight lifter, with folds in his breasts; Capt. Frank Russell, "strongest little man"; John Porter, fat boy; Itura Pigmies; Nira, illusion, worked by Anna Goldie (Mrs. Fitts); John and Martina De La Cruz, Filipino midgets; Anada Hays, anatomical wonder; Lea-Lee, and Pearl Eske, mentalist, presented as an extra attraction. Show carries its own kitchen, with Hazel McDonald in charge. Joe Allen, Pittsburgh's human corkscrew, will join the museum as soon as it leaves town. Julius Rosenberg and the Paveys were among the first visitors here.

HERE IS THE
PERFECT
POST XMAS
SELLER

RUNEX
for
Silk Hose

A liquid prepared for preventing runs and waterspotting. The ideal item for skilled demonstrators. WRITE TODAY for a sample six-ounce can. Sample 25c postpaid. Further information upon request.

R. W. FORDMAN CO.
FORT THOMAS
KENTUCKY

B & N'S JANUARY SPECIALS

Start the New Year With Extra Big Profits Selling the B & N SPECIALS Listed Below. Order direct from this ad to save time, then send for Big FREE Catalog listing hundreds of items at prices equally as sensational. See for yourself... send for B & N Catalog TODAY.

PRINCETON—Double-Edge, Blue Steel Blades, 5 to Box, Cello. Wrapped. Per 100. **60c**
ANGELUS—Double-Edge, Blue Steel Blades, 5 to Box, Cello. Wrapped. Per 100. **35c**
BANDAGES—1", Boxed, Fine Mesh. Per Doz. **25c**
2-Pc. POWDER & PERFUMÉ SETS. Cellophanned, Per Doz. **54c**
COMBINATION Darning Kit and Pin Cushion. Per Doz. **70c**
Please include 25% deposit on All C. O. D. Orders.

B & N SALES — Same Day Service

CLEVELAND, O.—1444 West 3rd St.
CHICAGO, ILL.—115 South Wells St.
DETROIT, MICH.—527 Woodward Ave.
CINCINNATI, O.—1005 Vine St.
MILWAUKEE, WIS.—1008 No. 3rd St.
ST. LOUIS, MO.—112 North Broadway.
PITTSBURGH, PA.—987 Liberty Ave.
Pittsburgh Store Open Sunday.
Order From Your Nearest Branch.

PRE-INVENTORY BARGAINS

REALLAX CHOCOLATE LAXATIVE, \$3 per Gr. Tins. Silver Foil Aspirin Display 50 Tins (8 Tablets—5c) 100 Displays 80c Each 50 Displays 85c Each 25 Displays 89c Each Less 75c Each
19-BOX CHOCOLATE DEAL AND SALESBOARD Costs You \$5.25. Brings You \$25.00.
BLADES, SUNDRIES BREATHLETS, NOTIONS.

HOUSE-TO-HOUSE ITEMS. 25% Deposit, Balance C. O. D.
CHAMPION SPECIALTY CO. 814-J Central Street, Kansas City, Mo.

CORRECTION CHAMPION AD DEC. 28, 1935, SILVER FOIL ASPIRIN WAS LISTED: "100 DISPLAYS, 50c EA." SHOULD HAVE READ "60c EA."

LEATHER TIES & LINKED BELTS

Best Selling Items on the Market. None Better. Biggest Assortment. Money-Back Guarantee. LOWEST PRICES.

1 Doz. TIES or BELTS. Per Doz. ... \$2.00
6 Doz. TIES or BELTS. Per Doz. ... 1.75
12 Doz. TIES or BELTS. Per Doz. ... 1.60
BOW TIES Are Per Doz. ... 1.00
SAMPLE TIE or BELT. Each25
Combination TIE, BELT and BOW TIE. .50

ACME LEATHER NOVELTY CO. 152 Washington Street, Salem, Mass.

PIPES for PITCHMEN

by BILL BAKER

(Cincinnati Office)

"WE ALWAYS READ . . . The Billboard from cover to cover," pipes Mrs. Dolly Conn, of the Connie and Dolly show, Collins, Miss. "Noticed where one piper claimed to be the only med show playing Alabama. At that time we had been in the State, working winter and summer, for more than two years. We are now in Mississippi, and while we are not having any great big weeks, we are making a nice living. To those who want to work the South, I can say from our experience that it can be done. But it's hard to fix, and above all you must have a nice clean show and sell real goods. We have been south nearly three years, working the year round. Some folks will tell you you can't use Georgia tags in other States. We have used them for three years. And in that time have worked Georgia, Alabama, Mississippi and Florida, with never a bit of trouble anywhere. How do we do it? By not knocking doctors, dentists or general merchants. We have found that if you do a good selling job on your own product you don't have to knock the other fellow. A real friendly smile and handshake will do a lot, then back that up with a good clean show and you have a combination that is hard to beat. Our stock trailer overturned a while back and we suffered quite a loss but were fortunate that it didn't overturn the car, too. We are working a store show at present and will soon jump north, as Iowa is Mr. Conn's home State and he longs to put his feet under pa's table."

DO YOU LIKE . . . the new Wholesale Merchandise department and its combination with Pipes? We will appreciate your letters and comments telling us your opinions. Why not drop a line today?

"HEY, WHAT DO . . . you fellows do when you can't sleep?" asks Doc Frank G. Krels from Scranton, Pa. "Some take a drink, a smoke or a bite to eat. I've done all three and no effect, so I'll try writing a pipe. It's 4:10 a.m. and here goes. On account of my mother suffering a severe injury I was forced to close the show and the good ship Manitowac is now in home port. Received a Christmas remembrance from Bessie Mae Smith, on the Keith show way down in Arkansas. I

recently had a pleasant visit with George Hughes and Tommy Strunk. Mr. and Mrs. Barrie called to see us twice while we were in Floyers, Pa. Was recently told of a med man who is selling prize package candy for 5 cents. Money must be hard to get when you have to pitch candy for a nickel. While at Point Phillips I met Miss Pete Lilly, who used to work for Capt. David Lee. She and I shot some pipes and I found her to be real friendly. We were also visited by Charlie Schadt recently. Roy and Rita Robinson are living in Susquehanna, Pa., now. Hear there is a prosperous pitch store here in Scranton. When the show broke up Frank (Scotty) Kean went to Patterson, N. J.; Helen I. Rex to her farm at Andreas, Pa., and George (Musical) Sims is pitching pokes at Allentown, Pa. Don't forget, boys, only a few days until you have to pay your 1936 show licenses. Well, guess I'll put on the feed bag and go back to bed."

"AM STILL SELLING . . . pens," tells Harry Turner from Tulsa, Okla. "All fountain boys will do well to stay out of Oklahoma, Missouri and Kansas. A pen man named Harry Woodruff has sold every native in this part of the country a pen. He sure has cleaned up out here. Seems to be in a class all by himself. A real fountain-pen king."

R. J. JOHNSON . . . pipes he is down in Texas but doing nothing to brag about. "Many of the boys are getting set for a New Year's celebration at a Kansas City hotel," tells Johnson. "Any of the boys coming that way will sure be welcome. Master of ceremonies will be Jessie (Smarty) McBride, with Howard Grunden working on his piece entitled 'Oklahoma, you were not good to me.' Falso Ellis will give his version of what it means to have space for hundreds of banners and no banners to be had. A. (Let's Eat) Goldberg will sing his ditty 'Carolina, I don't want to see you any more.' Red Powell will give his rendition of 'Alabama, please let me alone.' Don Ly-singer, the Millionaire Kid, will be there with bells on. Pipes are okeh for me and the News Items column of the Wholesale Merchandise department is especially good."

"CONDITIONS ARE . . ." scribes Ray Thomas from Waycross, Ga. "Plenty of the boys down here, both paper men and pitchmen. Doorways are pretty well taken up from Atlanta down. Am working a county court this week and there are four paper men here in addition to myself. Not much business. Met two oldtimers of Pitchdom yesterday. English Tommy Evans and Morris Kahn-troff. They have joined hands and are sure two kings of their game. Morris told me he had a little hard luck in North Carolina. That is where he met English Tommy. Not that Tommy was his hard luck, of course. They will work Florida again this winter. Let's have more pipes from all you boys, including Doc George M. Reed, Bob Brooks and Barnett and wife."

"LET'S HAVE MORE . . ." of the boys write in on this price-printing subject," cards G. S. Shaw, Harrisburg, Pa. "A line or two from you all will aid materially. I have often had to change items during Christmas sales days in order to keep in the swim. And all due to publication of prices in ads. You'll be hearing often from us on this end. Can't we add a page or two to Pipes?"

MADALINE RAGAN . . . shoots in some remember whens: "The Christmas dinner at Oakland, Calif., at Min and Ed St. Matthews' house? When Frank Libby presented a pitchwoman with a diamond ring? How Charley Haley and that pitchwoman got back to Frisco? When two pitchwomen were

posing for exercisers in New York? The day the banks closed in Frisco? Blackhawk's store in Brooklyn? The pitching Madam Geroude did at the airport in Long Island? The winter of 1932 in Tampa? When Doc Charles Miller was night living in New York with an astrologist? Verplet and Doc Jim Fardon were featuring Sea Onion compound? Harry Malers' store on Park Row? When there were big passouts on pitches and spots were not closed as they are now?"

MILT (CURLLEY) BARTOK . . . and Betty card from New Orleans that the weather is beautiful and plenty of people on the streets. They worked Florence, Ala., and report biz good with med. Say they will be in Texas by the time you read this.

"AM WORKING . . ." tells Art Nelson. Chicago and doing okeh," tells Art Nelson. "Saw Les Kane working ties and doing fine. Not so many door sitters here. Must be the weather. Sun hasn't been out for two weeks. Westfall and Cox, tie merchants, are burning 'em up in Milwaukee. Would like to read a pipe from Charley Courteaux, also Eddie Gillespie and Al Franks."

"PLENTY OF SNOW IN . . . Texas," cards Bob Posey from Overton. "Most towns in this section can be worked for a small reader. But most of them have no locations and money is scarce. I do not hand out bum steers. I am not only not getting it but I haven't seen anyone else with even 'get by' money. Needles Richards and partner are going back to snowballs. Also met Al Decker and wife going back north."

SHOPS IN AND AROUND . . . Detroit are working good, according to word from Art Engel. "The boys on the lots are getting their share," says Art. "Soapy Williams, Hanley and Frank Libby are on hand. Doc Sammy Berman is working night clubs with buddhas. Doc says he will soon be heading for the Sunny South and won't make another pitch until May, and when they say 'Give me them three for 50 cents.'"

"JUST FINISHED READING . . . a recent issue of Pipes and sure enjoyed those sent in by J. Kane, Philadelphia, and G. S. Shaw, Harrisburg, Pa.," pipes Doc George M. Reed from Columbus, O. "They are two real broad-minded men and, as Mr. Kane says, conditions are changed and there must be a change in the way we work. When I spoke of 'old days' I did not say we should work in the old way. What I try to impress on the boys is to work clean, give good value and keep from knocking the local merchant. What Mr. Kane says about cutting prices is very true. Every drug

Origin of the Term 'Pitch'

By Charles A. Lomas (New York Office of The Billboard)

Replying to many inquiries as to the origin of the term "pitch," the following will give some enlightenment on the subject, altho this information is not absolutely conclusive.

The etymology of the word has been lost in obscurity. History records that the term first came into use in England about 1750 and at that time designated the "spot" or location at circuses, fairs, market places or public squares from which the workers of those days operated. Selling merchandise from "pitches" was legal in London until 1851, when police regulations forbade the practice.

It will be noted that the early English use of the word "pitch" designated the "spot" or location, whereas in the United States the term has taken on a different meaning. The "pitchman" uses the term "pitch" for what he formerly called his "spiel" or sales talk.

The term "pitchman," a normal formation describing the individual following this type of work, first began to gain currency in the United States in the '80s and '90s, altho the expression of "making a pitch" or "high pitch" was in use by fair workers long before that period.

In both England and the United States the terms "pitch" and "pitchman" are gradually growing obsolete. In this country the word "demonstrator" is fast becoming the acceptable title, especially with reference to indoor work.



Make a good start in the New Year by getting big money with the popular **MIKEY MOUSE BALLOONS**. Sold by Leading Jobbers. **The Oak Rubber Co. RAVENNA, OHIO**

FLASH SPECIAL
1,000,000
BLADES . . . Gillette Type (First Quality)

Packed 5s — 100 Blades to Carton. Each Tuck Cellophane Wrapped.

\$3.10 PER M
Gem Type—Same Packing, \$6.00 PER M. F. O. B., N. Y.

Not Less Than 1,000 Lots of Either Type. 25% Deposit with Order, Bal. C. O. D.

ENKAY SALES CO.,
507 Fifth Ave. NEW YORK CITY.

CAMEO RINGS



Men's and Ladies' Sizes. 12 distinct Patterns, Chrome or Gold. CASH IN ON THIS RED-HOT SELLER.

NEW PRICE
\$22.50 gr. \$2.00 dz.

Send \$2.00 for 12 Samples No. 71 and Free Catalog.

HARRY PAKULA & CO.
Largest Distributors of Rings of All Descriptions.
5 North Wabash Avenue, Chicago, Ill.

HEADQUARTERS FOR SPECTACLES and GOGGLES



We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF43.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

Write for Catalog B100

Featuring Hundreds of Profit Makers for Specialty Salesmen



Gold Cup Blue Steel, Double Edge, 5 in Pkg. 20 Cellophane packages in carton.
B8C87 — Per Carton, (100 Blades) 40c

N. SHURE CO.
200 W. ADAMS STREET
CHICAGO

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE.

NUTRO MEDICINE CO.,
16 South Peoria Street, Chicago.



HAND STOPPERS
\$6.00 per Gross.
RAZOR STOPPERS, \$4.80 to \$7.00 per Gross.
WALLENBECK MOLAND MFG. CO.,
Sandwich, Ill.

AUTOMATIC GAS LIGHTER

450% Profit. We pay P. P. Charges. \$1 A DOZEN. Rush Name and Address for Sample—FREE.

\$8.00—15 Doz.
Net Profit, **\$37.00**

FREE SPECIAL—Retail 25c
3 Doz. Gas Lighters Free with Each Gross.

GREEN WOOD HANDLES. BRASS HOOKS. Packed on Individual Cards. **WRITE TODAY.** NEW METHOD MFG. CO., Desk BB-11, Bradford, Pa.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

ELGIN—WALTHAM WRIST WATCHES

Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
108 North 7th Street, St. Louis, Mo.

2.95

WILL ROGERS' LATEST JOKES, WILEY POST EULOGY, 4c, sells 15c. Sample, 10c. Veteran's Joke Books, Magazines, Calendars. Season ripe. Going good. **VETS. SERVICE MAG., 187 Leonard St., New York.**

MEDICINE HEADQUARTERS

A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request. **GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring St., Columbus.**

store is cutting prices, but if one stops to think the boys were the direct cause of it, in many cases, by trying to beat each other. In Reading, Pa., back in 1928, a very good friend of mine was selling blades five for a quarter and getting money. Another man up the street a couple of blocks got sore and sold blades five for 20 cents or 10 for 35 cents. I asked why he did it and he told me it was to beat the Philadelphia guy, said he lived there in Reading. Now that was poor business from every angle, the most important of which was that once the price was lowered he, being a local man, could never successfully go back to the old price of five for 25 cents. I know how difficult it is to hold up prices, but the jobber could help a lot by not advertising the prices in all the selling papers. I have four magazines here before me and each one contains blade ads at ridiculous prices. You do not see the hardware, grocery or dry-goods jobber advertising prices in every trade journal—so why must we specialty men suffer from this evil, which if nothing else certainly puts a lot of people in the business that are bound to fail and hurt the business. I know of one man who bought a thousand blades thru a trade journal (not *The Billboard*). After trying for a week he found he did not have the ability to sell them and sold out for as low as 5 cents a dozen at a shop. Now this man would not have bought the blades if he had not seen the price advertised and he will never buy more blades. It hurts the real blade workers and the blade business in general whenever such a fellow is put in the business. Now comes Mr. Shaw, who said in a recent issue that he has men working for him who see the prices advertised and find they can send direct and get the items for the same price as he and thus avoid earning any commission for him. They do not stop to think that Mr. Shaw invests his money, pays shipping costs and is entitled to a few cents' risk profit on each item they sell. Instead they go ahead and order direct, have a hard time of it, become discouraged and start more price cutting to unload. So you see how it goes. The sooner the jobber wakes up the sooner we all will be able to do more business for him. I have been in the medicine game many years and believe I know it pretty well. The past two years I have had many people tell me not only what my product cost, but where they could buy it. And not so long ago I saw a med man making his oil right on the market at Toledo. Ye gods, and they call *The Billboard* the chump educator. If the pitchmen would stop telling what their products cost and the jobber and manufacturer stop advertising prices in every trade paper we would all be better off. They are the real chump educators. If my plans work out okeh I will soon be quitting the pitch and demonstrating game and will open a supply and jobbing business in an Ohio city. I will announce it thru *Old Billyboy*, the cleanest and best friend the pitchman and demonstrator ever had. But I will not advertise prices. You will have to spend a stamp to get them."

"HERE WE ARE IN . . . Texarkana, Ark.," pipes Carl Hicks. "Jimmy Barnett, Morris Davidson, the missus and myself. Not getting rich, but getting our share and enjoying ourselves, with good eats and good cabins to eat it in, and cutting up some fair jackpots. Barnett and Davidson are working gummy and sharpeners and are coming out the first of the year with a brand-new joint, to be worked for one dollar. We worked Forrest City, Ark., recently. A good town and can be worked on s. r. or your o. m. This town

WORK FOR YOURSELF

Biggest and Quickest Sales are made in Brushes. Investigate. Send for our attractive proposition.

WIRE GRIP SANITARY BRUSH CORP.

220 Southern Blvd., New York City, N. Y.

REX HONES
Now Less Than 3c Each
\$4.25 a Gross
Send \$1.00, Bal. C. O. D.
Plus Postage.
Each Hone in flashy 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. Hone men are clearing up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-17, Chicago, Ill.

Pitchmen I Have Met

By SID SIDENBERG

Whenever the name Bedoni is mentioned when the boys are in a confab cutting up pipes you can gamble that the name becomes a topic of the conversation for it has magic bearing on the constituents of Pitchdom.

George Bedoni is one of the most successful jam pitchmen in the business. Harry Corry, Morris Kahntroff and other celebrities in the business work off the same platform with him when they meet in a spot, for the boys are good and when they are powerful they find it better to split dough than to try and compete against each other, for then not one gets very much and the competition creates too much heat.

For that reason I give these boys credit. Instead of fighting each other, like a lot of pitchmen are wont to do, they co-operate and keep a spot cool, at the same time getting dough without hating each other and doing a lot of mudslinging and backfiring. Of course, I will admit that there is an eruption occasionally, but as a general rule when you see most of these high-powered boys in a location they are working off the same platform.

Bedoni broke into the selling game under the tutelage of his father, who migrated to this country and started selling notions from a pack off his back from house to house. That was all right for the old gentleman, but George saw that he could do much better by bringing a lot of people together with a bally and talking to the many instead of to one at a time. Well, there is no need of me telling here what George can do or what he has done, for if anyone is in this business and hasn't heard of George Bedoni—oh, well, he isn't in the business.

Recently George has been augmented by his son, Salim, in his high-pressure activities, and from what I hear from the boys who have seen him work he is getting to be as good as George, and with that pair banging away thruout the country there is going to be some real conversation for the boys to cut up when they are shooting pipes. George has seven other children he keeps at home with the missus in Birmingham. Salim is married and travels with his wife.

George is 49 years old. Salim is 28.

has a fair daily reader. Free on private property on the Texas side. Leave Sunday for New Orleans and the races. Expect to be in the grand stand on Christmas Day (pipe written December 13). Sure did enjoy the article *Pitchman vs. the Supply House*. And we think the new Wholesale Merchandise Department is wonderful. I am still working herbs. LeRoy Crandall and wife passed thru recently looking prosperous in a new car."

"QUITE A FEW OF . . . the boys have been around here during the past several weeks," pipes Nig and Billie Shope from Chickasha, Okla. "No one getting rich but making a few dimes. Doc Victor B. Lund is here working natural mineral. Bubbles and Ramona are here with Satanic, and Elmer Kane with taps. I am working corn punk and inhalers. Had quite a blowout here last week, chicken, dumplings, etc. Let's have pipes from more oldtimers, including Doc George Ward, Doc Johnnie Ward and Doc Red Mainard."

"HERE A FEW LINES . . . to let the boys know I am still alive and working pens," pipes Monroe Eule, from Sherman, Tex. "Ran across Harry Woodruff and his bride working pens. Have seen a lot of pen sales and have sold some myself but the crown goes to Harry and his wife. They had a sale at Newton, Kan., at a leading drug store there recently. I was working Wichita at the time and went over to Newton. Saw a big crowd and asked a man what was the matter. He told me there was a man in there selling pens. Seemed to me that everybody in town bought one

of his sets. Harry told me it was a couple of gross, but the truth was he sold something like 1,427 sets, in two hours. Woodruff is 40 years old and his bride is 24. They sure are winners and fine folks. Harry has a late model Cadillac, radio in it and all. Then to top it all off I went to McPherson, Kan., and saw them do it all over again. And some say that pen sales are dead. Hightower and Harry Turner should meet the Woodruffs. He put Paul Beckley, Sam Marcus and quite a few others in the game. Am heading for Dallas. I am putting on pen sales and blade deals. Ran into several pitchmen in Sherman with no one getting much. Money is a little tight in this vicinity."

S. N. ULLMAN AND J. V. BRADLEY . . . shoot a pipe from New Orleans to let the boys know they are touring the South with trades. "Have been in Tennessee, Georgia, North and South Carolina, Mississippi, Florida, Kentucky and Alabama," they write. "Have been enjoying the fine weather. Biz good with the papers. Spent Christmas here. Ladies having the time of their lives. Took them out to the races. They may have to walk back, but that all goes with the sport. Had four wild ducks and four bottles of wine for Christmas dinner. Only wish Cat Fish Cramer and Jimmy the Slugger could have been with us. Let's have pipes from Dave Eley, Roy Atkinson, Doc Ayers, Dick Wells, Sammie Gist, Ray Bowers, Coffee, Jack Hewitt, Dave Blight and Frank X. Murphy."

"THE ONLY LIVE . . . spot in Cleveland has been ruined," tells Leslie C. Hirschfeld. "They have built a garage on the lot next to the Hollenden Hotel. Anyone who has ever worked Cleveland will testify that it was the only good spot in town. All doorways are closed. Would appreciate reading one from Joey Segal. This is my first pipe in five years."

"PASSED THRU LEARY, GA. . . en route to Morgan," writes Ricton. "Emerson's carnival was just leaving. Said howdy to most of the personnel. Also had a chat with Chief Red Feather and the missus. Swell folks. Fine outfit. Red Feather invited us to dinner but we had to hurry along. It was snowing and icy."

ARTHUR O'DAY . . . and the missus report from San Francisco that they will spend the winter on the Coast and that all is well.

MRS. HARRY HOWARD . . . shoots from Martins, Tenn., that biz is bad in that neck of the woods. Christmas trade was not up to expectations.

LUCILLE WICKER . . . and her troupe of med performers recently made Cookeville, Tenn.

Between Pitches

By DOC FLOYD R. JOHNSTONE
(from Oklahoma City)

To satisfy several folks who have piped in asking my whereabouts I will enlighten them by passing the info that Margie and I are spending the holidays in Oklahoma City, but will be on our way to a number of spots soon after New Year's Day.

Doc Tom McNeeley and wife spent the holidays in Oklahoma City. They were accompanied by Harry Snow and family.

Doc R. E. Lewis was in for a few days, from Hot Springs.

Carl Kruger, of Oriental oil fame, worked these parts for the past month but has departed for St. Louis, his headquarters.

Doc LeRoy Butler is holding the Tulsa, Okla., territory, and how!

Possum Gill and wife and family passed thru last week, heading north for the winter. Gill has quit the med show business and is working night club dates with his black-and-tan act and going over big, he says.

The following are all overdue for a pipe: William J. Crawford, Dude and Slim Murphy, Jerry Russell, Guy Warner, Jockey Ross, Tom Barrett, Jimmie Miller,

Doc Lonsdale, Walter Gilbert and Sid Hirschey.

There are plenty of pitchmen thru the State and all have given fair reports. Doc Lund, Doc Pierce and Bob Laidlaw reported good pitches thru the southwest part of the State.

U-NOTES

(Continued from page 23)

robe and other valuable presents from Joey Faye. Other principals who shared in the gift distribution were Bebe Tobin, Jack LaMont (straight man), Harry Seymour, Lew Brown, Eddie Rash, Murray Barton, Zulieka and John Quigg.

PHIL STONE, back to New York after seven months of emseeing in night clubs in Jacksonville, Fla., replaced Bob Alda December 20 at the Eltinge, New York.

ANITA CORDOVA, of the famous Cordova Sisters, in St. Joseph's Hospital, Yonkers, N. Y., her face in a cast as the result of injuries sustained in an auto accident a few weeks ago. Forced a temporary cancellation of a broadcasting engagement on the Bromo-Seltzer hour over NBC and sent Lolita, another sister, back to burlesque with an Indie show, *Big Review*.

PAUL MARAKOFF will celebrate a one-year consecutive run as producer at the Gaiety, New York, January 31. Started February 1, 1935, when the house opened. And during that time 'esses he never repeated a single ballet formation, routine or ensemble. Marakoff's other lengthy engagements include three years of consecutive stay at the Kunski operated houses, the Michigan, Capitol and the Fisher in Detroit and two and a half years at the Haymarket, Chicago.

JOAN DEE LEE, of the Eltinge, New York, cast, bringing in a new singing and dancing juvenile, Del Worthan, from San Antonio, Tex., to make his premiere in Manhattan under direction of Nat Mortan. It was Worthan, also a book pro, who broke Miss Dee Lee into the burlesque biz. This was in Peoria, Ill.

CARROLL SISTERS released by Izzy Hirst and transferred to Minsky houses in New York and Brooklyn as featured principals. Closed on the Indie Cirk in Baltimore December 21 and opened at Minsky's, Brooklyn, December 22 after an eventful no-sleep trip in their auto, which broke down in Wilmington, N. J., and halted the ride for two hours until necessary repairs were made.

THOMAS PELUSO, ork leader at the Gaiety, New York, has opened an office in the Strand Theater Building in New York to rent exclusive radio music and as a center for the booking of bands.

GREATER EXPOSITION

(Continued from page 53)

left on a trip east to purchase a new ride. J. Crawford Francis, who has been vacationing in Tampa, Fla., wired that he would soon be here and then work would start in earnest in quarters. Church and Talley returned from a visit in Danville, Ill., and are staying in this city. R. Draper, foreman Merry-Go-Round last season, is connected with a pipe company this winter. Ray Keith, mechanic on the show last year, returned from St. Joseph, Mo., bringing his wife and son with him. While away he disposed of some of his business interests and says he is in the show business from now on. Carl McDowell and wife are working night clubs in St. Louis, and Bozo Jacobson is master of ceremonies at the Bowers, a new night club in the heart of the business district in St. Louis. Mrs. H. W. Smith is still visiting with Mrs. John Francis in Decatur, Ill. Leslie Perkins is in charge of the fleet of trucks in winter quarters and has all the boys out and on the road every morning at 3 o'clock. Walter Jaap is visiting his wife and son in Park Rapids, N. D. Charles Carpenter, formerly with this show for four years, is doing well in St. Louis with promotions at motion picture houses. Ray G. Colvin, the first general agent for this show, in 1920, now owns a supply company in St. Louis and is a frequent visitor in quarters. W. E. Jones and wife, Madeline, are living the "life of Riley" in St. Louis. Pinky, chef at quarters, purchased a new oven and has been feeding the boys some great meals.

H. W. SMITH.

WARNING TO SLANDERERS!

ATTENTION: PITCH-MEN, MED-MEN, HAWKERS

COURT ISSUES WIDE, PERMANENT INJUNCTION FORBIDDING SLANDER OR DEFAMATION OF "FEEN-A-MINT", "CASCARETS", "ESPOTABS", "EX-LAX", "BAYER'S ASPIRIN", "NUJOL" AND "SLOAN'S LINIMENT".

THREE PITCH-MEN RESTRAINED BY COURT DECISION

Stringent and Permanent Injunction Issued Against Medicine Slanderers

NEW YORK, N. Y., Nov. 28, 1935.—Seven manufacturers obtained a sweeping and permanent injunction on Nov. 27th, 1935, in the Chancery Court of New Jersey against David Newman, William Vreeland and M. Newman. The Newmans who have been doing business under the name of Nuva-Dex Company, and Vreeland were charged with referring to "Feen-a-mint", "Ex-Lax", "Cascarets", "Bayer's Aspirin", "Espotabs", "Nujol", and "Sloan's Liniment" in a slanderous and unfair manner. The injunction forbids the Newmans and Vreeland from representing in any manner that the preparations mentioned above are impure, injurious, or poisonous, and from making any statements or remarks injurious to the reputations of these seven products or their manufacturers.

Irvin A. Edelman, of New York City, counsel for the seven manufacturers was successful in obtaining an exceedingly broad and final injunction which even prohibits the defendants from . . .

Mentioning, referring to, pointing to, or indicating "Ex-Lax", or chocolate laxative, or candy laxatives, or phenolphthalein; or "Feen-a-Mint", or chewing gum laxative, or confectionery laxatives; or "Espotabs"; or "Bayer's Aspirin"; or "Cascarets"; or "Nujol"; or "Sloan's Liniment"; . . . by word of mouth, writing, diagram, sketch or otherwise.

It is the firm intention of, first . . . the Chairman of the Committee of Pitch-men and Barkers of the Proprietary Association, and, secondly . . . the Counsel of the Manufacturers, and, last but not least . . . with the aid of the courts to prevent the underhanded, vicious acts and conduct of the "vitriolic slanderers of packaged medicines." They intend to enforce the injunction. But it won't stop there. They will check any evasion or infraction of the injunction. And all or any other Barkers or Pitch-men who indulge in unfair, malicious or outrageous acts or practices will find themselves involved in the same sort of action that has been successfully brought against the Newmans, Vreeland, Edward Ross and the Botwens.

The following final decree was handed down by the Chancery Court of New Jersey on Nov. 27, 1935. It is printed as a warning to all. Violation of this injunction will be prosecuted to the full extent of the law for the protection of the good name of the seven popular packaged medicines mentioned above.

IN THE CHANCERY COURT OF NEW JERSEY:

HEALTH PRODUCTS CORPORATION, THE DILL CO.,
THE BAYER CO., INC., Dr. EARL S. SLOAN, INC.,
R. L. WATKINS CO., STANCO, INC., EX-LAX, INC.

Complainants,

VS.

DAVID NEWMAN and MINNIE NEWMAN, "NUVA-DEX
COMPANY" and "NUVA-DEX HEALTH LECTURES",
and WILLIAM VREELAND,

Defendants.

FINAL DECREE

GRANTING

PERMANENT INJUNCTION

ORDERED, ADJUDGED AND DECREED

that the defendants, David Newman, Minnie Newman and William Vreeland (sued herein as "John" Vreeland) and each of them, their successors, assigns, employees, servants, clerks, agents, licensees, grantees and all those holding by, through or under them, and each of them, be and they hereby are perpetually and permanently enjoined and restrained from committing any of the following acts or things:—

(1) Directly or indirectly making any false or misleading statements concerning the complainants or complainants' products;

(2) Directly or indirectly using threats or vulgar or abusive epithets or language toward or concerning complainants or complainants' employees, agents or officers or from applying vile names, words of abuse, ridicule or contempt to complainants, their agents, officers or employees;

(3) Directly or indirectly making statements that complainants' medicines contain poisons or poisonous acids or any other injurious substance or that they injure the health or body of human beings or animals or are in any way harmful, dangerous, injurious or deleterious; or

(4) Directly or indirectly using any false or misleading statements in the course of the business of the defendants in the sale or distribution of the product "Nuva-Dex" or any other product;

(5) Directly or indirectly or by innuendo or otherwise, mentioning "Feen-a-mint," or chewing gum laxative, or confectionery laxatives, or "Espotabs," or "Bayer's Aspirin," "Cascarets," or "Nujol," or "Ex-Lax," or chocolate laxative, or candy laxatives, or phenolphthalein, or "Sloan's Liniment";

(6) Directly or indirectly or by innuendo or otherwise creating false or misleading impressions about or with respect to complainants or complainants' products or from permitting or telling others to state or create such false or misleading impressions about or in respect to complainants or their products;

(7) Directly or indirectly acquiescing in, consenting to, permitting or allowing anyone in their employ or connected with or associated with the defendants or any of them or with any of their officers, agents, servants, employees, or clerks from doing any of the acts or making any of the statements aforesaid;

(8) Directly or indirectly making, publishing, disseminating, circulating or placing before any person or the public, or causing directly or indirectly to be made, published, disseminated, circulated or placed before any person or the public in the form of any notice, circular, pamphlet, handbill, poster, sign, placard, card or in any other way, manner or form, any advertisement, announcement or statement which advertisement, announcement or statement contains any assertion, representation or statement of fact with respect to "Feen-a-mint," or chewing gum laxative or confectionery laxatives or "Espotabs," or "Bayer's Aspirin," or "Cascarets," or "Nujol," or "Ex-Lax," or chocolate laxative, or candy laxatives, or

phenolphthalein, or "Sloan's Liniment," or any similar names or words or any colorable imitation or simulation thereof or any idem sonams;

(9) Directly or indirectly or by implication, referring to, pointing to or indicating "Feen-a-mint," or chewing gum laxative, or confectionery laxatives, or "Espotabs," or "Bayer's Aspirin," or "Cascarets," or "Nujol," or "Ex-Lax," or chocolate laxative, or candy laxatives, or phenolphthalein, or "Sloan's Liniment," or any similar names or words or any colorable imitation or simulation thereof or any idem sonams, by word of mouth, writing, diagram, sketch or otherwise;

(10) Directly or indirectly in any manner or by any conduct or other form whatsoever, referring to or indicating that phenolphthalein or "Feen-a-mint," or chewing gum laxative, or confectionery laxatives, or "Espotabs," or "Bayer's Aspirin," or "Cascarets," or "Nujol," or "Ex-Lax," or chocolate laxative, or candy laxatives, or "Sloan's Liniment," or any similar names or words or any colorable imitation or simulation thereof or any idem sonams, is composed of or contains or is derived from poisons, phenol or carbolic acid or poisonous acids or any other harmful, dangerous or deleterious ingredient or component;

(11) Directly or indirectly pointing out or displaying or calling attention in any manner, form or way whatsoever, to any thing or writing referring to "Feen-a-mint" or chewing gum laxative or confectionery laxatives, or "Espotabs," or "Bayer's Aspirin," or "Cascarets," or "Nujol," or "Ex-Lax," or chocolate laxative, or candy laxatives, or "Sloan's Liniment," or any similar names or words or any colorable imitation or simulation thereof or any idem sonams;

(12) Directly or indirectly importing or implying that "Feen-a-mint" or chewing gum laxative, or confectionery laxatives, or "Espotabs," or "Bayer's Aspirin," or "Cascarets," or "Nujol," or "Ex-Lax," or chocolate laxative, or candy laxatives, or phenolphthalein, or "Sloan's Liniment," or any similar names or words or any colorable imitation or simulation thereof or any idem sonams, is poisonous, harmful, dangerous or deleterious in any manner, form or degree, or from directly or indirectly informing anybody else or any other person to do any of the aforesaid acts or things whatsoever, and it is further

ORDERED, ADJUDGED AND DECREED

that the complainants, and each or any of them, may at any time hereafter, pursuant to the stipulation hereto annexed, apply to this court for an order granting an accounting for the profits and damages caused by defendants' unfair competition and for judgment in such sum as may be determined on said accounting, and requiring the defendants to pay the costs and disbursements in this suit, including counsel fees to be taxed in the costs; profits and damages and counsel fees in such event to be assessed by the court.

ALFRED A. STEIN
Vice Chancellor

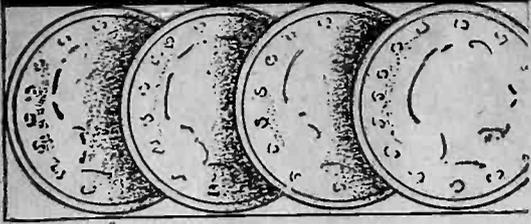
LUTHER A. CAMPBELL
Chancellor

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.

Michigan Ops Select Route

DETROIT, Dec. 28.—Automatic Merchandisers' Association of Michigan has secured a low round-trip rate for the trip to the Chicago Convention and Exhibit. An observation car and other special coaches will be attached to the New York Central train, leaving Detroit at 12:40 p.m. Monday, January 13. The Detroit special will arrive at Chicago station at 5:20 p.m.

In welcoming members of the industry, Frederick E. Turner, president of the State Association, stated: "All members of our industry, their wives and friends and families are welcome to join our party. We would like to have operators from Canada and Eastern Michigan join us right here in Detroit at the start of the trip.

"It should be remembered that a number of Canadian members came with us last year and we want them back with more of their friends. Incidentally, some move toward organization of the Canadian territory came from the visit the Canadians had with us for a day or two after the convention.

"In addition, the train will stop at Ann Arbor, Jackson, Battle Creek, Kalamazoo and Niles en route, at all of which points other operators may join us.

"Tickets for the return trip are good on any regular train. If 20 or more operators return at one time they may have a special car upon application for the same. The fare will be lower than the price of gasoline for the trip and we hope that all will remember the good time with special entertainment en route which we had last year. Reservations should be addressed to Warren R. Zerby, assistant secretary, at 6329 Diversey avenue, Detroit, Mich.

Editorial Nerve Gets Recognition

On March 16, 1935, *The Bergen Evening Record*, Hackensack, N. J., published an editorial in defense of modern pinball games. The paper thus became one of the four or five newspapers that have dared to ask for fair play for the amusement games in their editorial columns.

In its issue of December 21 *Editor and Publisher* comments as follows on the editorial courage of *The Bergen Evening Record*:

"STRAIGHT IMPUDENCE: Two prominent national advertisers recently withdrew their advertising from *The Hackensack* (N. J.) *Bergen Evening Record* because the newspaper declined to pursue policies that the advertisers believed essential to their interests. One, a liquor firm, pulled its copy when the publisher would not accept responsibility for censoring the copy of local retail liquor dealers. The other, a gasoline company, objected to editorial advocacy of a 5-cent gasoline tax.

"Much as we regret to lose the business if we continue to carry the loss leader items in the store's copy," wrote John Borg, *The Record's* publisher, "we will have to take it and like it and charge the resultant loss to the standard of ethics and independence of an American newspaper in which every member of our organization takes pardonable pride."

"An advertiser's copy must not be fraudulent nor libelous, and beyond that *The Record's* publisher declines to go in censorship. *The Record* believes in restriction of loss leader advertising, but without a law applicable to all newspapers will not constitute itself a board of censorship in favor of one advertiser against another.

"The oil company bluntly informed the (See EDITORIAL NERVE next page)

Inform the Public

LINCOLN, Neb., Dec. 28.—Coinmen were elated here recently when Mayor Charles W. Bryan, in a statement to the press, said that "marble games are not in themselves gambling devices and a campaign of education for the public should be fostered which will explain the difference between pinball and other types of machines which cater to chance."

Under the recent administration of Bryan as governor of Nebraska the attorney-general's office had a clear way to oust certain types of machines from the State. When Bryan first took office he promised and did crack down on all sorts of games, pinball and otherwise. His recent statement is considered a big step in the recognition of the amusement games industry in Nebraska.

Carnival May Increase Play

NEW ORLEANS, Dec. 28.—Operators are looking forward to the carnival season in New Orleans soon after Christmas in the belief that heavier influx of visitors from the North will then occur and bring a corresponding increase in machine play.

Most of the operators are beginning to set aside their pennies for early collection by the city and State of the annual license tax on all coin vending machines, totaling \$12.50 a year, \$5 for the State, \$5 for the city and \$2.50 for the hospital fund here.

At least a half dozen operators here are making preparations to attend the annual at Chi in January and all are looking forward to the "best time of the season." Among those signifying their intentions of going north are Louis Boasberg, of New Orleans Novelty; Julius Pace, president of the local operators; Elmo Pierce; Ray Bosworth; J. H. Peres, association secretary and president of the newly organized Music Machine Operators' Association of New Orleans, and Harry Batt, operator of New Orleans' only sportland.

Training School Asks for Games

To the Editor: "I am inclosing a letter from the National Training School for Boys, Washington, D. C., which is self-explanatory. We have gladly complied with their request and have sent them 100 used games.

"I believe that this will make a very fine story for your news department and think that you ought to call it to the attention of other distributors who could no doubt find an outlet for their used equipment in the same fashion.

"What little they could realize on used games of the type that can be used by institutions would be insignificant and it would do so much good in this manner. E. V. ROSS, Oriole Coin Machine Corp., Baltimore."

The letter to which Mr. Ross refers is as follows:

"I have been given to understand that your corporation periodically discards a number of its pinball games for newer type games. Speaking with Allen Meslerow as to the possibility of obtaining a few of these machines for the boys of the National Training School, I was advised by him that it would be best to contact you on this subject.

"In brief, we have here some 350 boys who are sent to this school for various periods of time. These boys stay here (See TRAINING SCHOOL next page)

AMA of Iowa Picks Chi Meet Delegates

DES MOINES, Ia., Dec. 28.—Automatic Merchandisers' Association of Iowa held its regular monthly meeting here Friday evening, December 20. The session was well attended, considering the zero weather and slippery roads.

Secretary Fred K. Chandler read a letter and bulletin received from President Ralph T. Young of the National Council of Coin Machine Operators' Associations, calling attention to the fact that the first meeting of the delegates to the National Council will be held at the LaSalle Hotel, Chicago, Monday evening, January 13. A recent favorable jury pin-game decision in Iowa was also discussed.

President C. H. Robinson and Secretary Chandler were elected as delegates to the National Council meeting in Chicago, with F. A. Wittern, of Des Moines, and H. C. Smith, of Mason City, selected as alternates.

Next State meeting of the Automatic Merchandisers' Association of Iowa will be held in this city January 21.

Merchants Glad Games Are Back

JACKSON, Miss., Dec. 28.—Jackson merchants were recently able to push aside holiday merchandise to make room for the popular pinball games which have been missing for the past few weeks. Local chief of police agreed to permit the games to operate provided no form of prizes would be offered as an inducement to players.

The granting of permission to restore the games climaxed a long drive on the part of operators to secure more favorable recognition of their business. Several injunctions were sought against the city officials but none were granted. In refusing an injunction a judge declared the only point that might be questionable was the right of city officials to destroy the machines. The prizes, usually cigarettes, were offered by merchants and could be offered without the knowledge of the owners of the machines.

Local merchants and operators interpret the restoring of the games as a political move. The mayor and city commission up for election in 1936, they say, are unwilling to risk the ill-will of local merchants.

Real Amusement Appeal in Games

LINCOLN, Dec. 30.—The beginning of formal season here at the University of Nebraska brought out one startling thing for the local populace and that is that the thrill of a shot of liquor or lunch or holding hands in the dark between dances has been supplanted. In the place of these old-time pastimes dances are no longer sat out—they're played out on the coin machines found in the various hotel lobbies.

For instance, there are three marble games in the lobby of the Lincoln Hotel and at one time *The Billboard* counted 24 couples waiting in line or gathered round watching the play. Girls, seldom allowed a chance to play on their own, make good skills for the games, making a constant clamor for the escort to "put another nickel in."

As women were thus won over to the cigaret, marble men think they see the dawn of a new money source once the gals get going.

Business Reports

At the close of the year business reports from many agencies and covering many angles of trade indicated generally favorable trends. Exports, wage and salary incomes, building industry, farm income and general trade are covered in various reports.

The New York Times weekly business index indicated the highest point of business activity for the year just before Christmas. The figure for that week was 95.9, the highest since July, 1933, at which time the pre-code production spurt of that year was reaching its peak. The index for the previous week was 94.6 (revised), and for the corresponding period last year 82.1.

The electric power index rise contributed most heavily to the advance in the combined figure, with the cotton cloth and automobile series following closely in importance. The seasonal factor used in the automobile series was again 100, and for steel the factor was 98.4. Steel mill activity was the one series which failed to increase, but the drop was very slight. Only small gains were made in the lumber production and freight-car loading series.

The Associated Press index reported that industry set a new high for 1935 during the week. Automobile production and cotton manufacturing hauled the adjusted index of business activity uphill to a new 1935 high and the peak since June, 1930, it said. The Associated Press index of industrial activity, based on 1929-'30 as 100, and adjusted for seasonal variation stood at 87 for the week ending December 21. The index was 68.6 one year ago for the same period.

National income, based on income tax returns, is now being reported for the year 1934, which indicates a big gain (See BUSINESS REPORTS next page)

Call National Council Meeting

DETROIT, Dec. 28.—A strong indorsement of the proposed organization plans of the National Council of Coin Machine Operators' Associations was given this week in an interview with *The Billboard* by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan. Special importance to Turner's stand was given by his former position as secretary-treasurer of the old Coin Machine Operators' Association of America.

"The time has come to complete national organization of coin-machine operators," Turner said. "And the opportunity is given by the December 13 bulletin of the National Council calling a convention to be held in Chicago on January 13. Every operators' association in the country, both State and local, should meet now and select its delegates to the convention and see that it is adequately represented in this new organization.

"State associations are entitled to two delegates and local associations to one each. Every individual operator in the country should make it his business to see that his own association is properly represented at Chicago.

"This is a direct challenge to all progressively minded operators. The opportunity has come at last to unite behind a program for the improvement of operating conditions and the mobilization of the industry in support of favorable legislation and in opposition to any adverse legislation.

"Michigan expects to be there when the roll is called and wants to hear 47 other State delegates answer the call."

Southern Distrib Gives Big Party

DALLAS, Dec. 28.—Thirty employees and more than 125 guests and customers were present at a pre-Christmas celebration given by the Operators' Amusement Company here. The new and enlarged establishment was equipped with a loud-speaker system. As guests arrived they were announced and introduced over the mike in much the same fashion as a premiere opening of a Hollywood show would be conducted. Among the notables present were Fisher Brown, president of the Texas State association; Tom Murray, of *The Automatic World*; John Backman, secretary-treasurer of both the State and city association, and Art Lewis, prominent Dallas citizen.

An abundance of food was served at a late dinner during which Art Lewis delivered a forceful and impressive address stressing the importance of strong support on the part of employees to capable and worthy leadership. He further emphasized that the industry needs more leaders such as Roy E. Jones if it hopes to attain or command the respect that other businesses do.

John Backman, in a short address, gave authentic figures on the amount of money expended in Dallas annually on equipment, salaries, taxes, freight, etc. The figures totaled well over \$1,000,000. He further stated that continued cleanliness in all phases of the business was badly needed for advancement of the industry.

J. D. Patella, merchant of Dallas and customer of the organization, paid high tribute to the gathering by asserting he was proud to do business with people "who know only one way of doing it, and that was the right way."

Roy E. Jones, in an impressive talk marked with optimism, presented each employee with a suit of clothes or dress as a Christmas present. A brief outline of further expansion plans for the coming year was also discussed. Key-note of Mr. Jones' address was good will and better understanding among operators and their business associates. He emphasized the vital importance of co-operative effort in furthering the position of each employee as well as the business in general.

Immediately after dinner a gala entertainment program was presented featuring members of the organization who gave short skits and impersonations of various characters associated with the industry. One of the most frequently visited spots in the building was the bar, modern in every detail; in fact, it was so complete that it was equipped with "hang-over cures" in the event they were needed.

Guests were not reluctant to compliment the splendid music offered them for the dance after dinner. It was by Capehart Orchestre. Operators' Amusement Company has been recently appointed one of the distributors in the Southwest by Capehart Company.

New York Distrib for ABT Big Game Hunter

NEW YORK, Dec. 28.—New York Distributing Company has been appointed distributor by the A. B. T. Manufacturing Company, of Chicago, for its new game, the Big Game Hunter.

Charley Lichtman believes that this pistol-target machine is bound to prove its great earning power. He has already placed some of the machines on test locations here and reports that results are very promising.

Lichtman also states that he is making arrangements for the placing of the game here on a big scale and that many operators have already approached him for exclusive operating territory. His distributorship covers a large section and he will be able to ship the machines in large quantities to operators very soon.

He left for Chicago this week to make arrangements with the factory for certain changes so that the machine will conform to rulings existing in this city. He believes that the game is sure to be one of the biggest successes this city has ever had from the reports of the machine's earnings on several location tests.

Lichtman stated that he is preparing an elaborate program for the promotion of these games which will be outstanding. He intends to have all the operators in the East try the machine in their own territories and will have a force of salesmen at work covering the various localities from which he has already received requests for the game.

Lee Jones Tells Ops To Listen to Good Music

CHICAGO, Dec. 28.—Lee (P. S.) Jones, president of the American Sales Corporation, celebrated the close of a successful year's business by listening to Lawrence Tibbett in *Rigoletto*. The firm specializes in quality machines and the offer of a credit plan to qualified operators.

"I used to be in the music business and music moves me. I sometimes get tears in my eyes when listening to magnificent operas. Tell all the operators of America to use good machines, then relax once in a while and hear good music," was Lee's New Year's greeting to the operating profession.

EDITORIAL NERVE

(Continued from preceding page)

paper's representative that "it would not support a publication which publishes an editorial unfriendly to its business." Which gave Mr. Borg the golden opportunity to respond that *The Record* seeks support only from the people of its circulation area, by advocacy of their best interests. The advertiser buys the right to use the newspaper's columns to exploit the good will it has created, subject to the rules against fraud and libel—and he buys nothing else.

"We hope these advertisers have the good sense and the good taste to put



AMERICAN SALES CORPORATION

CHICAGO, ILL.
936 WRIGHTWOOD AVE.,
START THE NEW YEAR OFF RIGHT!

Operate only the kind of Pin Games that are best for the Operator
Don't buy just anything that comes along... Take advantage of our
service... We sell only selected Pin Games, and... you can get
them on the extended payment plan at REGULAR-FACTORY PRICES.
WRITE TODAY!
ASK US FOR CREDIT!

Lee S. Jones

P. S.—Make a "personal appearance" at our famous circular bar.

the stuffed club in storage. They can't control what they want to control by withdrawing their advertising from a newspaper of energy and integrity. They can, by such foolish impudence, hand a good market and an excellent medium to more sensible advertisers who know what they buy in an advertising contract."

TRAINING SCHOOL

(Continued from preceding page)

season thru season, and live here all hours of the day—in other words, this is their home, school and city. Thus, it is up to us to try to provide them with some sort of recreation.

"The recreation department has tried to bring many things to these boys, so that as much as possible they will have a normal life, with normal outlooks. Thru the kind public spirit of a number of Washingtonians it has been possible for us to present various stage shows, entertainments, athletic games and what not to these boys.

"During the winter the boys must stay inside at night. It is difficult to keep these boys occupied thru the long winter evenings. Such a thing as 'pin' games would be of immense value from a recreational standpoint. As I told Meslerow, if your organization could be so kind as to donate some of your discarded machines to us, you would be performing a public service; you would be helping us out immensely in our attempt to keep these boys occupied, and you would be helping rehabilitate a number of boys who didn't have a chance to get properly started in life.

"I will more than appreciate it if you could donate these discarded machines to us. We will be glad to call for them and transport them in our own cars, if you so wished.

"SOCIAL ACTIVITIES DIRECTOR,
"National Training School for Boys,
"Washington, D. C."

BUSINESS REPORTS

(Continued from preceding page)

over 1933, but still about half of 1929. Virtually all sources of individual income, headed by wages and salaries—the actual product of applied labor—gained substantially in 1934, as compared with the preceding year, but still were substantially below the record levels of 1929, the treasury announced recently.

Following the usual tendency, salaries and wages of those individuals with annual incomes of less than \$5,000 headed the list. The total income from wages and salaries was \$8,139,166,000, including \$5,854,899,000 in the under \$5,000 class, out of all income of \$14,708,558,000.

Total income compared with \$13,117,545,254 in 1933 and \$29,946,952,209 in 1929. With deductions allowed net income was \$12,456,262,000 for 1934, \$10,845,653,532 for 1933 and \$24,800,735,564 for 1929.

With 3,988,269 individual tax returns filed for 1934 the 3,568,788 persons with incomes less than \$5,000 reported the largest income for all sources with the exception of interest on government obligations.

This class showed \$1,176,141,000 income from business out of a total of \$1,742,080,000 from that source.

The "little fellow" also showed the largest volume of deductions with \$1,246,699,000 out of the total of \$2,252,296,000 or net income of \$7,485,000,000 of the \$12,456,262,000 total.

The capital net loss of the under \$5,000 class was \$87,419,000; that from business \$31,286,000, and from partnerships \$12,081,000. The contributions of this class, deductible from gross income, totaled \$138,755,000.

Export Trade

The coin-machine industry is always

CLOSEOUTS

ONLY A FEW LEFT!

Guaranteed Used Machines

MAJOR LEAGUE, JR.	\$ 6.00
BEACON	7.50
BASE HIT	17.50
BOTTOMS UP	10.00
FRISKY	15.00
FLYING COLORS, SR.	20.00
HOP SCOTCH	25.00
PYRAMID	15.00
WHIRLPOOL (Ticket)	25.00
21 VENDER	7.00
MILLS TICKETTE	9.00
DICE-O-MATIC	4.00

1/3 Deposit, Balance C. O. D.
WRITE FOR OUR COMPLETE CLOSE-OUT LIST No. 184.

BESSER NOVELTY CO.

3020 Olive St., St. Louis, Mo.

100% O. K.

Homestretch, Kings of Turf, Triple Slot, Skill Lite-a-Line, Rotolite, \$19.50; Beamite, Large Cannon Fire, Jennings Football, Large Major League, Three-in-Line, Tramps, \$9.50; Army-Navy, Castle Lite, Esquire, Radio Station, \$8.95; Live Powers, Rockettes, Drop Kicks, Electros, Golden Gates, Merry-Go-Round, \$4.95; Blue Streaks, Blue Ribbons, Lightnings, Malik Keys, Pigskins, Relays, Saratoga Sweepstakes, \$2.95; Tickettes, \$7.95. Tickets, \$1.15 per 1,000. COINOP GAMES CO., 467 E. Walnut St., Springfield, Mo.

WANTED MILLS MACHINE

2 Cedar Avenue, Oaklyn, N. J.

EXCLUSIVE to
OPERATORS-DISTRIBUTORS!



New Rotary Clock making history. Want in on biggest exclusive in Salesboard history? Write! G. C. NOV. MFG. CO., 4331 Ravenswood Ave., Chicago.

vitality interested in export trade reports, altho foreign trade is constantly subject to political controversy. United States exports in November, increasing 22 per cent over those in October in the face of a normal seasonal decline of 6 per cent, totaled \$269,400,000 in value, 38 per cent larger than in November, 1934.

Larger shipments of cotton, automobiles and petroleum were responsible for the improvement, experts of the commerce department said in making public the figures.

At the same time the figures showed a decline in imports in November as compared with October of 11 per cent, comparing with a normal seasonal decline of 2 per cent. Imports in November were valued at \$168,955,000, 12 per cent higher than November, 1934.

Merchandise exports, exceeding imports by \$100,000,000, gave a net export balance larger than the total balance of any of the preceding 10 months. For the 11 months ending in November the net export balance was \$197,000,000, compared with \$439,350,000 in the corresponding period of 1934.

"One of the outstanding features of merchandise trade in November was the contrary to seasonal increase in the exports of unmanufactured cotton," the report said. "The exports of this commodity, which amounted in October to 390,755,000 pounds, valued at \$45,873,000, totaled 620,244,000 pounds, valued at \$75,062,000 in November.

"This was almost twice the amount of cotton exported in November, 1934, when 310,899,000 pounds, valued at \$43,434,000, were exported.

"The larger increase during November raised the total for the year to date to 2,749,985,000 pounds, valued at \$334,130,000, compared with 2,876,486,000 pounds, valued at \$337,730,000, in the corresponding months of 1934."

The cotton trade being so vitally important to the South, coinmen will note with gratitude the pickup in cotton exports during recent months.



FIRST SPORTLAND IN NEW ORLEANS—On Canal street, main artery of the city and the "widest street in the world," Harry Batt and Joseph Meyer have opened the city's first playland.

SOMETHING NEW AND IT'S CALLED TRICKS

YOU'LL GET A BIG KICK OUT OF PLAYING "TRICKS" SOON!

CONFIDENTIAL CATALOG

Our Confidential Price Catalog on all Our Super-Premiums for Diggers—Salesboards—Pin Games—Pitchmen—Concessionaires and general premium users is being called "the best Premium Catalog in the industry."

Write for it Today! It's Free! Please state type machines you operate to receive special confidential Price Lists—not available otherwise. A 1c postcard will bring you "America's Greatest Premium Catalog."

MORRIS STRUHL 114 PARK ROW NEW YORK

Besser Novelty Remodeling

ST. LOUIS, Dec. 28.—Besser Novelty Company is remodeling its entire quarters here. Alterations will give the firm a larger display room and more room in the repair department. The firm has been selling a world of used equipment in recent weeks.

XMAS DINNER

(Continued from page 3)

special affairs this year. President Clark was commended for his efforts.

The entire 12th floor of the building was decorated for the occasion. The menu was excellent. George Tipton was the caterer, with Joe Krug handling the dining room. Forrest Van Vleck was assistant chef. Waiters were from the Al G. Barnes Circus. Decorations and equipment, courtesy of United Tent and Awning Company. A seven-piece orchestra, courtesy Claude Barie. All details handled expeditiously by George Tipton and Joe Krug and their assistants.

The floor show had the following program: Ramsay Sisters, petite singing and dancing girls from Paramount studios; Davis and McCoy, songs and patter; Al Rosen, songs; Eldridge and Boswell, piano, songs and dance numbers; Jolly Marie, "400 pounds of harmony"; Melicia Hill, hula and Hawaiian dances; Ross Ogilvie, song numbers; Doc Cunningham, stories; Jack Schwartz, pianolog. Mel Smith was the emcee. The dinner was given for members of PCSA and their families, members of the Ladies' Auxiliary and any troupers who had not the means to provide a Christmas feast.

Banquet Registrations

The following names were registered on place cards at the banquet: F. L. Allen, Capt. W. D. Ament, Johnny Aassen, Frank Anderson, George Ames, Frank W. Babcock and mother, Frank L. Bennett, Maybelle Bennett, Mr. and Mrs. Claude Barie, John T. Backman, Thomas A. Baldwin, C. A. Blair, Dr. George W. T. Boyd, Harold Boyd, Mr. and Mrs. Chet Bryant, Lydia Bowman, Sam Brown, Lawrence Buck, Mr. and Mrs. M. M. Buckley, Mr. and Mrs. J. J. Brachle, Mr. and Mrs. A. S. Clark, Will J. Casey, Henry Craberry, W. D. Corbett, Leonard Clare, Jack Caris, Vearl Chapman, Mrs. E. Claman, L. and D. Creno, D. M. (Doc) Cunningham, W. J. Curnow, Mr. and Mrs. S. Cullen, C. Coslow.

Mr. and Mrs. Charles E. Dodson, Eddie Davis, Jimmie Dunn, Russell Davis, Mr. and Mrs. Joe De Mouchelle, Mr. and Mrs. E. B. Davis, Mr. and Mrs. Joe Duran, Joe Diehl Sr., Jack Dillon, Mr. and Mrs. J. Edwards, Joe R. Egan, Maxine Ellison, Mrs. Kittie Eldredge, H. (Mush) Ellison, Frank E. Eldredge, Henry Engard, Arthur Eslick, James Easterday, J. G. Ensminger, Minnie

Fisher, Mr. and Mrs. Frank Forrest, Mr. and Mrs. F. Frank, C. E. Frank, Charles Fravel, Gladys Forest, Mr. and Mrs. H. G. Farmer, Art Forbes Jr., Ivan A. Fromm, Ida Fromm, Walter Fangerow, Dan Gilbert, Lyman Geisham, June Godfrey, Clyde Gooding, Topsy Gooding, Homer Goddard, Mr. and Mrs. S. M. Gordon, Mr. and Mrs. Sol Grant, Mr. and Mrs. C. Guberman, Ada Guberman, Murray Guberman, Nota Growe, H. A. Growe, Sadie Growe.

Mr. and Mrs. Steve Henry, Velma V. Henry, Eliot (Scoop) Henry, Joe Hoskins, Mr. and Mrs. Leo J. Haggerty, George Hammond, Miss Keakealani Hills, Mrs. Kate Harmell, Mrs. Martha Holton, Harry Horowitz, Mr. and Mrs. Jimmie Hurd, Mrs. Estelle Hanscom, Mrs. G. E. Hanscom, Elmer Hanscom, Jack Hurley, Mr. and Mrs. Ed Heiner, Thomas J. Hughes, Mr. and Mrs. Arthur Hastings, Ed Hubert, James J. Jefferies, Cherie Jondro, Austin Jondro, R. E. Jennings, A. Jakeway.

Mr. and Mrs. Frank G. Kissinger, Mr. and Mrs. John J. Kleine, Mr. and Mrs. Ed Kanthe, Mr. and Mrs. Dick Kanthe, George Kelly, Lucille King, O. F. Kurtsinger, Bert Kincaid, Mr. and Mrs. Ed Keene, Martha Levine, Harry B. Levine, Moe Levine, Fritz Landes, Sam Levine, Jimmie Lee, Ted and Marlo Le Fors, Thomas Lamph, Rita Le Doux, Stella Linton, Mrs. A. Lee, Donny Lee, Mr. and Mrs. Martin Lee, Norman Levenson, Mr. and Mrs. Ted Metz, Betty McAdams, I. J. Miller, Joseph B. Mana, Ada Mae Moore, Joe McDermott, Frank Murphy, Mr. and Mrs. I. B. McCoy, R. D. Miller, Mr. and Mrs. R. L. (Dick) Morris, Clare McCarty, Robert Mitchell, Gomer Morgan, E. J. Nagle, Tony Nelson, Clara Niquette, Omer Nadreau, Ed Neylon, Kirt Ober, Ross W. Ogilvie, Chris Olsen, George C. Osborne, Dave Oake.

Mrs. L. E. Page, W. S. Parker, O. A. Parent, Mrs. W. B. Phillips, Mr. and Mrs. C. Padgett, Mr. and Mrs. Cleo Qualles, Leonard Qualles, Blossom Robinson, Mr. and Mrs. H. C. Rawlings, Sheila and Joseph Ramirez, Mr. and Mrs. J. D. Rellly, Frank Richards, Alf Ritchey, Nell Eslick Robideaux, Al Rosen, Mr. and Mrs. Frank Redmond, Elleen Ramsey, Mrs. M. Ramsey, H. P. Robideaux, Nina Rodgers, Nash Ray, Dr. and Mrs. Ralph E. Smith, Mel Smith, Mayme Ward Smith, Mrs. L. Sheffer, Henry Stark, Mrs. M. L. Stewart, Cliff Sibbet, George Silver, Marguerite Stanley, Mr. and Mrs. J. Steinberg, M. L. Stewart, Eddy Murphy Smithson, Mr. and Mrs. Phil Stopeck, Mr. and Mrs. Charles Soderberg, J. E. Steffen, Lyle Schilling, J. P. Snyder, Ray Tetzlaff, Joe Tracey, Russell Terry, L. S. Uselton, M. Vignaeux, Forrest Van Vleck, G. H. and E. Vanderhof, Tom Vickery, Mr. and Mrs. Ed Walsh, Mr. and Mrs. Will Wright, Mr. and Mrs. Charles J. Walpert, Phil Williams, Guy Wells, H. J. and Florence Webber, E. N. Workman, Diane White, M. Yerkes.

GLIMPSING THE

(Continued from page 5)

had won enduring fame. Buffalo Bill had both amazed and entertained with his Wild West Show the populace of Old England.

Barnum & Bailey's Circus had invaded and won the merited approval of all London.

W. W. Cole, Cooper & Bailey and Sells Bros.' circuses had acquainted the antipodes with the dazzling splendor of their aggregations.

The Advance Crews

In advance of the larger shows traveled three and oftentimes four advertising cars. From out these their crews gave distribution to such an avalanche of posters, window lithographs, heralds and booklets as to awe and hold the citizenry spellbound, nor were they able to recover from the hypnotic spell until following the show's departure.

The mechanical age had not as yet arrived.

In 1894 stakes were driven into mother earth by the ever-picturesque sledge gang and a mechanical stake driver was unknown. Rolls of canvas were hoisted into wagons by straining muscles, the spool or crane had not come into use and I doubt their ever having been thought of. To have suggested that gas-propelled motor trucks and tractors would largely supplant horses there would immediately have been a proposal to test the mental soundness of the person offering such seeming chimerical prophecy.

Portable electric-light plants had not been sufficiently developed in 1894 to prove their worth in lighting circuses, altho arc-light generators had been exhibited as early as 1879 by the W. W. Cole and Cooper & Bailey shows.

Safety cables for seats, extension eaves, grand stands, air calliope in hand, loud-speakers and numerous other accessories along with 100-car trains awaited their introduction.

Shows of 1894

During the 1894 season the principal circuses touring the United States were Barnum & Bailey, Adam Forepaugh, Sells Bros., Ringling Bros., John Robinson, Walter L. Main, Cook & Whitby, Buffalo Bill's Wild West, Pawnee Bill's Wild West, Lemon Bros., Frank A. Robbins, Leon Washburn, J. H. LaPearl, Harris' Nickel Plate, Bob Hunting, Sig Sautelle, Scribner & Smith and Howe & Cushing. There were fully as many of lesser importance.

Prominent among the general agents, local contractors and press publicists were R. C. (Bob) Campbell, Louis E. Cooke, W. H. Gardner, W. E. Franklin, W. C. Boyd, Oliver Scott, Ed C. Knupp, Dan Vernon, O. J. Boyd, Tody Hamilton, Major J. M. Burke, D. F. Lynch, J. P. Fagan, Willard D. Coxe (Ringling Bros.' first press agent), Punch Wheeler, Charles H. Day, I. V. Streibig, Ed F. Davis, Harry Semon, Hugh Coyle, George W. Aiken, Whiting Allen, George O. Starr, Col. E. J. Gossney. And of the owners, managers and agents of that era—with but few exceptions their names are graven on tombstones.

The year marked the beginning of the second decade for Ringling Bros. as the show went on tour from the winter quarters at Baraboo, Wis., on 39 cars, with three in advance until Texas was reached when a fourth was added.

It was the third and last season B.

E. Wallace used the Cook & Whitby title.

Campbell Bros., of Fairbury, Neb., made their advent into the circus field, played thru 18 seasons and was 32-car size when the show retired from business in 1912.

Merchants' Free Ticket

Almost contemporaneous with Billy-boy's burning was the origin and introduction of the merchants' free ticket used by many of the smaller present-day shows. The writer claims the credit or discredit, which ever way the reader may view it, of being father to the plan. Tickets good only for the matinee were sold to local stores for \$10 a hundred; these could be reserved by the holder for 10 cents. It was presumed that the word-of-mouth advertising by those present would insure at regular prices a packed night house. The year was 1895, and the show W. F. Kirkhart's World's Fair Circus, traveling on three cars.

Changes wrought in the circus field since the beginning of the present century have been most notable and widespread. Whether these detract or add to the general appeal is largely a matter of personal opinion. To list them is quite unnecessary, as every follower of the white tops and fans is fully cognizant of the metamorphosis that has taken place.

When 100 clowns parade around the track where 25 marched before; when four riders on the back of a loping horse encircle the ring instead of a single equestrian as in the days of Robinson, Fish and Showles and a half dozen or more aerialists dart thru the air replacing the one-time single or double trapeze, it denotes progression in number but no material change in the program's routine. All this, however, matters not and is irrelevant, for from the humble wagon show with its one dirt ring to modern-time goliathan institution requiring four trains of railroad cars for its transportation, it still remains the circus—and when you visit the next show that comes along whether it move by rail or motor truck, as you pass into the menagerie the caged, restless animals, weaving elephant and drowsy camel will be there, just as you expected they would be and as you have seen many, many times before—but not on sheeted billboard or flaming herald will there be foretold the lightness of your heart, the song of joy in your soul or burden of care lifted from off your shoulders.

One hundred and fifty golden minutes under the white-domed tents, where in retrospection you call up the past and weave their halcyon moments into those of the present, forming a garland of happiness that gravest disaster or loss of worldly riches can never destroy. And as you eat peanuts and pinch a bite off Johnnie's honey-coated pop corn—beholding in ecstasy and wonder the marvelous spectacle of stupendous display and beauty—even the all other man-made activity has become hardened and calloused; selfishness and greed stamp their insidious mark upon the world and the avenues of society and State resound with mockery, there was in the circus of yesterday, is today, and will be a hundred years hence an atmosphere of magic that transports men and women back to childhood days—flushes the cheek—puts the sparkle of diamond in the eye and preserves the contact that ever bespeaks human kindness.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Name of Show

Name of Prop. or Mgr.

Address of Winter Quarters

.....

.....

.....

(Give address of offices here if you have any)

Machine Wins in Test During Holiday Week

NEW YORK, Dec. 28.—John A. Fitzgibbons, president of Fitzgibbons, Inc., told this week of the experience one operator had thru the loss of one of his most valuable locations during the holiday season.

He explained that the operator was asked to remove his game from the premises due to the fact that all space was wanted for holiday display. The merchant felt that since the play was falling any way he could afford to be without the machine for a few weeks while the holiday buying rush was on. Altho the operator argued that the storekeeper wasn't sure whether the space used by the machine would prove more profitable, the merchant was adamant and asked the removal of the game.

The operator then came to Mr. Fitzgibbons, who suggested a test with a Bally Battle game for the first week. The operator did so and the trial was granted, with the understanding that the game would have to show real results or would have to be removed and for the next three weeks there wouldn't be any game in the location.

The results were so great, Mr. Fitzgibbons reports, that the merchant as well as the operator was amazed and this space is now used strictly for the coin-machine division of the business.

New Orleans News

NEW ORLEANS, Dec. 28.—The Bally Derby is finding plenty of play here as the sporting blood surges in this winter race-horse capital of America. The distributor in this territory reports a good demand for this game and side by side Derby is running well in front.

Louis Boasberg, of New Orleans Novelty, continues to rave over the results of Big Shot, the new machine from the Coast. Louis says he can't wait until he gets in a new shipment to fill his requirements and is wishing that the railroads would give quicker service.

At its first called meeting last Wednesday the New Orleans Music Machine Operators' Association appointed a committee of three members to call on two large operators who thus far have failed to show enough interest to join up with the rest in the hope that they will come in and help to draw up a price scale that will be of advantage to all concerned. One of these two men is the largest operator here, and he is said to be ready to join, and a feeling of optimism is sweeping thru the organization as the new year approaches, with strong indications that co-operation between all operators is in prospect.

REVIEWS

(Continued from page 17)

audiences here like him at this house, as all the shows (up to the time this was written) were running overtime because they wouldn't let him go. Paul Lukas, movie star, is sharing headline honors with Berle and is making his first personal appearance in any American theater in a sketch written by

Harry Conn, who writes Jack Benny's radio stuff.

Paul Lukas and Company opened the show with a playlet in two scenes. The first scene represented Lukas' living room, where he is attended by his butler, James Blalae. A booking agency phones him several times asking him to make personal appearances and he finally decides he will. Next, before the traveler, he begins to talk to the audience when he is interrupted by Peggy Stratford, as a reporter, who wants an interview. During the dialog some nice comedy touches are brought in by Lukas, and the entire thing is quite satisfying to the movie throng. He left to a good hand.

Milton Berle's Intimate Revue got started when Berle made his entrance in a sleigh amidst a snow scene. He immediately went into a typical Berle monolog that gathered plenty of laughs and did a flag-waving song. Next he did the theater blackout and then introduced Pete, Peaches and Duke, whose excellent tap work and nifty routines came in for a big hand. Jean Travers, brunet songstress, did *Sibony* and *You Let Me Down*, the curtains opening on the latter song for a cigaret routine by the Evans Girls. Berle then presented Jack Gilford, an amateur mimic and a very good 'one, too, who gave impressions of Harry Langdon, Rudy Vallee, Laurel and Hardy, Charles Butterworth and Al Jolson and took three bows. Berle and Charles Fowler did a stock broker's scene, and Jean Travers sang *I Feel a Song Comin' On* before Berle returned to do his radio travesty. Berle closed with a parody to several tunes and left the stage to vociferous applause. And he was clean.

F. LANGDON MORGAN.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Dec. 26)

Designed especially to please the youngsters during their holiday vacation, the stage fare at the Orpheum this week has a circusy atmosphere. Acts are well selected and nicely spotted to make up a full hour packed with a wealth of variety entertainment. The booking job Manager Sherrill Cohen and his assistants are doing at the Orpheum deserves commendation when one considers the shortage of playing time on the Coast at present and the resultant difficulty in getting name attractions from the East.

Opening this week's outlay is Johnny Jordan and his Troupe in a smart five-minute routine of tumbling, pyramiding, teeter work and varied gymnastics. Five men and two girls comprise the troupe and present the usual array of maneuvers, topping them with a three-high somersault from a teeterboard.

In the deuce spot are Fay and Parvis, neat dancers and splendidly costumed. Boy and girl have plenty of looks and while their work is nothing out of the ordinary they get across well with their display of youth and sparkling vitality. Song numbers, sung by the boy, are rather old and a bunch of new popular songs would spice up their act considerably.

Next in line is Popeye, the Sailor, trotting the boards for his first public appearance. Billy Costello is Popeye and also the chapple who does the vocal work for the popular comic in Paramount shorts. First number, *I'm Popeye the Sailor Man*, is done in a Popeye mask and green spot, which Costello quickly discards for the balance of his numbers. Songs are mostly oldtimers and got only a fair hand. With good material and some original song numbers Costello could step out in the big time.

Jean and Fritz Hubert follow the Popeye act with their familiar souse routine. Altho the act has played Los Angeles repeatedly the customers seemed to get a genuine kick out of seeing their drunk pantomime work again and they bowed off to a half-dozen curtain calls.

Next-to-closing are the Three Radio Rogues, mimics of everything and everybody on today's radio programs. Boys work smoothly and inject a lot of good comedy into their varied impersonations.

Closing the show are Max Gruber's Oddities of the Jungle, back at the Orpheum for their second Christmas season. Work of the elephant, zebra and Great Dane dog is almost unbelievable. Elephant is the star member of the trio and her plank-walking trick is a definite sensation.

Business off the day after Christmas with house less than half full at first afternoon show with a .25-cent gate.

PAUL BLACKFORD.

P O K E R M A T



As Many As SIX May Play

SIZE: Table Top 33" Diameter, Weight 75 lbs.

\$ 14⁵⁰

EACH

★ ORIGINAL PRICE

\$ 65.00

ALL BRAND NEW AND GUARANTEED. PACKED IN ORIGINAL CARTONS.

• DEALS, DISCARDS AND DRAWS TO POKER HANDS

ORDER TODAY

ALSO PLAYS STUD POKER AND TWENTY-ONE

Beautifully Finished in Walnut. No Mechanical Servicing Required.

5c Coin Chute.

Will bring home the cost in one day's operation.

Remit one-third deposit with order, balance C. O. D.

GEORGE W. CHESTER CO., Inc. 2 West 20th St., New York City

London Bills

(Week of December 16)

New bill at the Piccadilly runs easily and has some fine entrants. Headliner is Lita Grey Chaplin in a neat vocal act with several okeh comedy numbers of the lighter order. Act is a winner, with Miss Chaplin making good and being forced to encores and a curtain speech. A solid hit is scored by Joe Morris and Dorothy Ryan with a swell act that was popular on their last visit three years ago. Act is a peach of a vehicle, and Morris gets every ounce out of his comedy while the girl is swell on looks. Rest of the bill looks good, too.

Diamond Brothers, always sure-fire comedy novelty; Larry Adler, harmonica player, and Alphonse Berg are American applause hits at the Holborn Empire.

Bernice Stone, a dandy American acrobatic dancer with a fast and peppy routine enhanced by a charming personality, continues to knock them cold at the May Fair.

Lowe, Burnoff and Wensley, American adagio and ballroom dancing burlesques, return to score a solid hit at the Savoy, where Estelle and Leroy, dancers, make a fine showing.

Four Franks, versatile and popular American kids, chalked up a complete show-stop on their return to the Palladium, where they remain indefinitely. Gene Sheldon, pantomimist, and Loretta Fischer, graceful and personable dancer, are the comedy hit of the bill, and Harrison and Fisher win on charm and dance technique, while Jeanne Devereaux's dancing is superlative. Still capacity business here.

Mildred Harris Chaplin heads the show at the Troxy and fares well. Outstanding hit here is scored by Arnaud, Peggy and Ready, a great comedy dance act.

Orpheum, Lincoln, Neb.

(Reviewed Wednesday Afternoon, December 25)

(INTERNATIONAL FOLLIES)

Designed to gather in those who like the gals, *International Follies*, jointly owned by Jack Kalchheim and Al Weston, of Chicago, is good enough for most theaters, the girls being good to look at and there are a number of acts worth the chips, too. Headliner is Little Jackie Heller. The show is constructed for an hour's playing time, but goes either way from this mark, depending on the Heller reception, which was good here.

Roster of the performers, in order of appearance, includes Dorothy and King Brothers, tap; Sylvia Tucker, singer; Three Waltons, a drunk act; Gregory

and Eleo, dancers; Gresham and Blake, comedy; Heller, songs; Dorothy King, Russ stepper, and Mlle. De Leys, iron jaw. There are 12 well-matched chorus girls and a 12-piece girl band.

Start of the show is big, the stage set in three, and all the girls are on in lacy costumes and do some fast footwork. Midway Dorothy and King Brothers do some tapping, and Sylvia Tucker closes the opening interlude by piping *Lady of Broadway*. Closing in, the King Brothers work in one and are followed by the Three Waltons, a funny enough drunk turn. High spot of the act is the one member who gets pitched about with unmerciful abandon.

Back in three again, the girls in a hoop number got nice applause. Gregory and Eleo do some ballroom gliding at the tail end of the girls' offering. They are back again later doing two numbers. Oddity in this turn is the girl's purple hair, which gives off an unusual effect under the lights.

Gresham and Blake, cross-fire comedy, with the girl stooging from the box for the best laughs, score solidly. Stuff is funny and picks up the show considerably at this point. The ventriloquist faking is the closer for this portion. They, too, are on later burlesquing a dance by Gregory and Eleo. Up to this time the house band has been carrying on in the pit, but the stage goes to full with the girl band in the rear, Dorothy King leading.

Miss Tucker is on again, this time with *Louisville Lady*; not very good. Then it's Jackie Heller and he's rousingly welcomed, rating big hands for all efforts. His best numbers are *Little Bit Independent* and *Treasure Island*. A super song salesman, Heller looks and is good on the rostrum.

Finale is a parade of nations idea with a final sock from Mlle. De Leys, an iron-jaw turn high over the rest of the company.

Show only here for two days, then Sioux City and St. Joseph. Being fronted by Horace Sistaire, and Elmer Jerome is company manager. Show is the biggest here in over a month and business was very good, prices being jumped from 25 to 40 cents top. Picture *Uncle Dudley* (Fox). B. OWE.



LEONARD SCHNEIDER, New York branch manager of the Brunswick Record Company. Mr. Schneider announces that he will maintain close personal contact with operators of automatic phonographs.

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	Pineglow Giant Tube Brushless Shav. Cream, Gross	6.50
	Shaving Cream 1/2 Lb., in Jars, Gross	9.00
	Shaving Cream, 1 Lb., in Jars, Gross	12.00
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	Hair Dressing, 8-Oz. Bottle, Gross	5.00
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	Physicians & Nurses Baby Toilet Powder, Gro. Cans	4.50
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	Dental Cream, Special Value at 35c, Gross	5.25
	Soap, Milled, Assorted, Gross	1.65
	Face Powder, 15c Size Bxs. Gross, Boxes	2.75
	Nail Polish, All Shades, Also Remover, Gross	3.25
	Steam-Mask, For Colds, 50c Val. (as Is), Gro.	4.20
	Mouth Wash, 16-Oz. Bottle, Cello, Gross	10.50
	Petroleum Jelly, No. 2 Size, Gross	2.75
	Petroleum Jelly, 4-Oz. Size, Gross	5.25
	Rubbing Alcohol, 16-Oz., 70 Proof, Gross	7.20
	Aspirin, 12, in Attractive Tin, Gross Tins	1.75
	Iodine, with Glass Applicator, Gross	2.75
	Bandages, 2", Boxed, Fine Mesh, Gross Boxes	5.04
	Foot Powder, 25c Can, 200 Lots, Can	.02
	Corn Pads, Attractively Boxed, Gross Boxes	2.60
	Chocolate Laxatives, 10c Size, in Tins, Gro. Tins	2.75
	Hot Water Bottle & Fountain Syringes, Dozen	2.40
	Tollet Sets, 2, 3, 4 Piece, Ass'd. (100 Lot), Set	.12
	A. & N. Needle Bks., in Envel., Priced 25c, Gro.	1.20
	Safety Pins, 12 on Card, Gross Cards	1.44
	Gt. Van, Safety Pin Bunches, 24 Pins, Gross Bunches	2.40
	Bobble Hair Pins, 25 on Card, Gross Cards	2.15
	Elephant on Teakwood Stand, \$1.00 Val. Doz. Sets, Set	.15
	Ash Trays, Non-Tippable, Enameled, Gross	11.50
	Cracker Jack Aluminum Cleaner, 15c Value, Gro.	3.00
	Furniture Polish, Lemon or Cedar, 16 Oz. Gross	6.50
	Flavoring Extracts, High Quality, 16 Oz. Gross	8.64
	Elec. Bulbs, 25-60 Watt. (1000 Lots), Each	.03 1/4
	Prong & Repeal Pencils, 50c Value, Gross	7.20
	Index Memorandum Books, Imported, Special, Gro.	4.75
	Buy American Plates, Metal, 3 Col. (100 Lots) Ea.	.02

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Repine on Export Staff

PITTSBURGH, Dec. 28.—Coin-o-Matic Sales Organization reports that Nelson Repine, native of France, has been employed to promote sales to French territory to assist B. J. Stein, manager of the export department.

Mr. Repine is now undergoing a special training course in coin-machine business and will be ready to correspond with old friends across the sea very shortly.

He is well known in the export business and can speak and write several languages. He is expected to prove an invaluable aid to the firm's large export business.

Mr. Stein continues in the position of export manager and is conducting all the business of the firm in foreign markets.

Carl Trippe Is Santa Claus

ST. LOUIS, Dec. 28.—Carl F. Trippe, of the Ideal Novelty Company here, proved himself a real Santa Claus to his employees the other day when, instead of passing out the usual live turkey or box of cigars, Carl gave them all an extra week's salary. Needless to say, it was a happy Christmas for the Ideal Novelty Company folk and many were the nice things said about Carl.

BROADCAST

(Continued from page 53)

tions that are possible and practicable. It is believed that criticism of this character would be welcomed by circus owners and officials, but unfortunately there is very little that will measure up to these requirements ever put forward.

"There have been very few able critics of the circus performance. Following the opening engagements at New York and Chicago, reviews of the circus in-goods have in some years been well thought out and written up in the papers, but on the whole have never been given the analytical and understanding treatment accorded the opera, legitimate theater and other amusements. The proper place, however, to review a circus is under canvas on the lot. In fact, many considerations enter into the favorable or unfavorable impression a show makes on the public. Starting with the quality of the billing and newspaper writeups, the equipment, the employees, the parade (if given), big show performance, side show and concert, all of these must be up to the standard set by first-class organizations of the past."

If published rumors are false there's nobody to blame but the ones concerned for not issuing official news releases to The Billboard immediately after developments take place. Rumors, too, create a lot of unnecessary work for those concerned, especially if they are untrue or only partly true.

THE Ballyhoo Bros. need have no more fear of competition—unless J. Brass, manager of Combustion Bros., Supermost Superfluous Shows Combined, should "snap out of it." Here's the finale—from the Dippy Dell Retreat:

"Editor The Billboard, Cincinnati, O.
"Dear Sir—We have just had committed to us by the courts one J. Brass who claims to be the owner of some kind of a carnival which, in his opinion, far exceeds any known organization. We have diagnosed the case as megalomania with delusions of grandeur and we feel the case is hopeless. Have you any way of reaching relatives?
"A. NUTT PICKER, M. D. Supt."

ROUTES

(Continued from page 52)

Blossom Time: (Tulane) New Orleans 1; (Aud.) Jackson, Miss., 2; (Aud.) Shreveport, La., 3; (Aud.) Galveston, Tex., 4.
Carroll, Earl, Vanities: (Cass) Detroit 30-Jan. 4.
Dear Old Darling: (Nixon) Pittsburgh 30-Jan. 4.
Dodsworth: (Orph.) Kansas City 30-Jan. 4.
Draper, Ruth: (Selwyn) Chicago 30-Jan. 11.
Great Waltz: (Auditorium) Chicago.
I Want a Policeman: (Broad) Philadelphia 30-Jan. 4.
Mid-West: (Shubert) Boston 31-Jan. 4.
My Maryland: (Forrest) Philadelphia 30-Jan. 4.
O Evening Star: (Chestnut St.) Philadelphia 30-Jan. 4.
Old Maid: (Erlanger) Chicago 30-Jan. 11.
Personal Appearance: (Harris) Chicago.
Personal Appearance: (Garrick) Philadelphia 30-Jan. 4.

Skinner, Cornelia Otis: (Nixon) Pittsburgh 30-Jan. 4.
Squaring the Circle: (Blackstone) Chicago.
Three Men on a Horse: (Plymouth) Boston.
Three Men on a Horse: (American) St. Louis 30-Jan. 4.
Three Men on a Horse: (Temple) Birmingham, Ala., 1; (Albany) Albany, Ga., 2; (Springer) Columbus 3; (Grand) Macon 4.
Tobacco Road: (Met.) St. Paul 30-Jan. 4.
Tobacco Road: (Cox) Cincinnati 30-Jan. 4.
Ziegfeld Follies: (Boston O. H.) Boston.

INDEPENDENT BURLESK

Big Revue: (Werba) Brooklyn 30-Jan. 4; (Republic) New York 6-11.
China Dolls: (Troadero) Philadelphia 30-Jan. 4; (Lyric) Allentown 6-7; (Family) Mahanoy City 8; (Majestic) Williamsport 9; (Orph.) Reading 10-11.
Dainty Dolls: (Hudson) Union City, N. J., 30-Jan. 4; (Werba) Brooklyn 6-11.
Dimpled Darlings: (Family) Mahanoy City, Pa., 1; (Majestic) Williamsport 2; (Orph.) Reading 3-4; (Variety) Pittsburgh 6-11.
Flash and Dash: (Howard) Boston 30-Jan. 4; (Hudson) Union City, N. J., 6-11.
Garden of Girls: (Variety) Pittsburgh 30-Jan. 4; (Gayety) Baltimore 6-11.
Merry Maidens: (Empire) Newark, N. J., 30-Jan. 4; (Howard) Boston 6-11.
Modes & Models: (Gayety) Baltimore 30-Jan. 4; (Gayety) Washington, D. C., 6-11.
Record Breakers: (Republic) New York 30-Jan. 4; (Troadero) Philadelphia 6-11.
Youth Frolics: (Gayety) Washington, D. C., 30-Jan. 4; (Empire) Newark, N. J., 6-11.

MISCELLANEOUS

Bragg Bros.' Show: Bangor, Me., 30-Jan. 4; Hartland 6-11.
Daniel, Magician: Ramsey, Ill., 30-Jan. 4.
DeCleo, Harry, Magician: Jackson, Mich., 30-Jan. 4; Hanover 6-11.
Delmar, Hypnotist, Escape: (Brea) Brea, Calif., 30-Jan. 4; (LaHabra) LaHabra 5-9.
Dressen & Purcell Circus: (Bell) New Orleans 2-3; (Garden) New Orleans 4; (Dream) New Orleans 5.
Harlan Med. Show: Chillicothe, O., 1-4.
Johnson, Judith Z., Mentalist: (Happy Hour) North Creek, N. Y., 3-4.
Kingston, Leonard, Magician: (Hotel Claridge) St. Louis 30-Jan. 7.
Original Floating Theater: Wilmington, N. C., 30-Jan. 4.
Ricton's Show: Berlin, Ga., 30-Jan. 1; Ellen-ton 2-4.
Zinbad, Mentalist Astrologist: (Pal.) Jersey City, N. J., 30-Jan. 4; (Savoy) Newark 8-10.
Zudella, Mentalist: (Paramount) Hamilton, O., 1-3; (Paramount) Middletown 4-5.

REPÉTOIRE

Harvey Players: Dyersburg, Tenn., 30-Jan. 4.
Princess Stock Co.: New Boston, Tex., 1-4.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Barfield's Cosmopolitan: Orlando, Fla.
Florida Expo.: Alachua, Fla.
Green's, Doc, Greater: Yemassee, S. C.
Hughey Bros.: Bridgeboro, Ga.
Metropolitan: Winter Haven, Fla.
Reid Greater: Riviera, Fla., 1-10.
Shugart, Dr.: Beaumont, Tex.; Port Arthur, 6-27.
Ward, John R.: Mt. Olive, Miss.

Additional Routes

(Received too late for classification)

Claude-Claudette: St. Louis 1-11.
Elmer, Prince, Mentalist: Virginia, Neb., 1-4.
Gilbert & Sutton Revue: Rock Hill, S. C., 1-4.
Lewis, Irving N., Merry Whirl Revue: (Union) Attleboro, Mass., 1-2; (Paramount) N. Adams 4.
Lucy, Thos. Elmore: Oklahoma City, Okla., 3-4; Cushing 6; Drumright 7-9.
McNally Show: Shady Side, Md., 1-4.
Miller, Al H., Show: Seville, Ga., 1-4.
Miller, W. T., Show: Folkston, Ga., 30-Jan. 1.
Ramonn, King, Magician: St. Louis 1-11.
Russ & Dale: (Medinah Club) Chicago 1-4.
Texas Max Show: Menard, Tex., 1-4.

Adkins Nails Lie Concerning Consolvo, Cole-Beatty Show

CINCINNATI, Dec. 30.—The published report (not in The Billboard, however) last week that Charles Consolvo, Maryland and Virginia hotel man, owns the majority of shares of stock in the Cole Bros.-Clyde Beatty Circus, and that he will be with this show next season in a business capacity, probably as general manager, is all wet. When the matter was brought to the attention of Jess Adkins, manager of the Cole-Beatty show, he replied:

"Your valued favor received this morning (December 28) and in reply to same will advise that Mr. Charles Consolvo does not own the majority of stock of our organization, and will not be connected with us next year in any business capacity. He now owns the Belvidere Hotel, Baltimore, Md; the Jefferson Hotel, Richmond, Va.; the Monticello Hotel, Norfolk, Va., and is in active charge of all these hotels, which I assure you takes up all of his time. He is a good friend of ours, dating back to the days of the American Circus Corporation, but as far as going on the road with a circus I am sure he has never given that one thought.

"It seems the gossipers have to have

something to talk about, and Cole Bros. the past year have certainly received their share. Possibly now they will have something else to take up their time for a while.

"Trusting the above sets you straight on the question involved, and wishing you a most happy and pleasant new year, I remain."

Krause Greater Shows

EUSTIS, Fla., Dec. 28.—Winter quarters of Krause Greater Shows is a busy scene, with repairing, building and painting in order, in preparation for the opening here January 6 at the Lake County Fair, the start of the show's winter fair engagements, which Manager Ben Krause has announced will last until April. Ed Todd, painter, has things looking nifty. The Flying Melzoras, free act, will again be with the show in 1936. Mrs. Melzoras gave a big Christmas party to the following: Buster Melzoras, Ray Melzoras, Paul Melzoras, Ann Melzoras, George Melzoras, Happy Clem Fuller, Bill Gilbe, Snyder and Logan, Dot Maw, Mitchell Morris, Mr. and Mrs. Wagner and the writer. The party was held at McKay's Camp, where all are staying. Mr. and Mrs. Billingsby, with a troupe of Hopi Indians, pulled into town yesterday, also Walter Baker and Oscar Porrin. Everyone has been enjoying the "Florida sunshine."
EDDIE L. POUPIN.

Greater American Shows

TEXARKANA, Tex., Dec. 28.—Members of Greater American Shows in winter quarters were served a sumptuous turkey dinner with all the fixin's on Christmas. All participating reported having a wonderful time. They included the writer, Bob Vernon, free act; Wayne Herndon, master mechanic, and wife; Luther Harvey, electrician, and wife; Coope Henderson, artist, and wife; Mr. and Mrs. Whitey Campbell, front gate; Joe Turner, Athletic Show; Olie Olson, auto mechanic, and little Bobbie and Mickey Herndon. The show has been in quarters since December 1. Most of the personnel left for their homes or to join other shows for the winter. Work in quarters will start about the middle of January. New show fronts will be built, also new box trailers will be added for next season. Both Luther Harvey and the writer are building themselves new housecars. Mr. and Mrs. C. A. Vernon went to Bryan, Tex., for the holidays, visiting Mrs. Vernon's parents.

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2 Mills Escalator 25c Bells. Each . . . 50.00
10 Mills Goose-neck Dbl. J. P. 5c Bell, Ea. . . 30.00
2 Mills O. T. 5c Bells. Each . . . 35.00
1 Gold Award 5c Bell, Mills . . . 50.00
1 Pace Comet 5c Bell . . . 30.00
2 Pace Bantam 5c Bells. Each . . . 20.00
25 Mills Safe Stands, New and Like New, Ea. . . 6.50
10 King 6 Dice Games, Counter Games, Ea. . . 13.50
6 Se-lect-ems Dice Counter Games. Each 7.50

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Army & Navy Needle Book 1.29
H232 Toothpick Knife10 .75
OVER 3,000 Bargain Specials. Write for FREE Wholesale Catalog.
SPORS CO., 1-38 Erie St., Le Center, Minn.

Lazar Has Sales Contest

PITTSBURGH, Dec. 28.—B. D. Lazar Company reports that the new Centa-Smoke reel counter game is being accepted by its many customers as one of the best which has ever been produced in the low-price field.

Firm has also started a contest among its salesmen to see which sells the most machines before the first of the new year and will offer an attractive bonus award.

J. D. Lazar will rest in the city during the holiday season but will again take to the road soon after the first of the year. He is certain that the demand for the game will be great and reports that the firm has placed a large order for immediate delivery so that it will be in a position to fill all orders.

The firm's branches at Scranton and Reading are also being shipped large quantities of the machines and also report that the game is one of the best they have handled.

FINAL CURTAIN

(Continued from page 29)

his own band. For 10 years the deceased taught brass instruments in the Enna School of Music in Green Bay. Survived by his widow, two sons and a daughter.

YATES—Hicklin, 39, for several years an active member of the Circus Fans' Association and of the James E. Cooper Top, Washington, D. C., in that city December 22 from a heart attack. He was secretary to former Senator James A. Reed, of Missouri. His widow, mother and a sister survive. Funeral rites December 26.

MARRIAGES

GHEUSI - SCHWARZ — Raymond Gheusi, general secretary of the Opera Comique, Paris, and son of P. B. Gheusi, manager of the theater, and Solange Schwarz, star of the Opera Comique, in Paris December 16.

GRIN - PERRY — Pablo Sesena Grin, South American magician, and Ethel Perry, Milwaukee danseuse, in Waukegan, Ill., December 17.

HENDERSON - HOLBROOK — Lowell Henderson, actor and stand-in for Gary Cooper, to Helen Holbrook, stand-in for Mae West, December 21 at Hollywood.

JACKSON-DONALDSON — Reid Jackson, leading man at the Kilbuck Theater, Pittsburgh, and Elizabeth Clare Donaldson, of Pittsburgh, in Toronto, Ont., December 21.

MORAN-WALKER — Dr. Frederick H. Moran, of London, and Heather E. Walker, known on stage and screen as Polly Walker, in Chicago December 26.

PRESSMAN-COLBERT — Dr. Joel E. Pressman and Claudette Colbert, film star, at Yuma, Ariz., December 24.

SCHAACK-BECKER—Arnold Schaack, motion picture theater owner, to Esther Becker December 17 at Los Angeles.

SEYBOLT-WING—George Frank Seybolt to Lucretia Anne Wing, musician, recently.

COMING MARRIAGES

Alvine La Fontaine to Joseph Roos, assistant story editor with the Mary Pickford-Jesse Lasky film studios.

Linda Mary Parker, screen actress, to Stephen King McNulty, film cameraman.

Lynn Paddock to Gattison Jones, stage and screen actor.

Lucille Millikin, radio and grand opera singer, to John Sutton Jr.

Arthur Valentino, band leader and entertainer at the Town Club, Pittsburgh, and Nelda Revel Chion, of New York, will be married in June.

BIRTHS

A 9¼-pound son December 18 to Mr. and Mrs. C. K. Peters Jr. Father is secretary-treasurer of IATSE Local 548, Paris, Tex.

A son to Mr. and Mrs. Max E. Soloman December 23. Father is a member of the sales staff at Station WFIL, Philadelphia.

To Mr. and Mrs. George L. Anderson December 21 a girl. Father was formerly with Dodson's World's Fair Shows.

To Mr. and Mrs. George Von Stein a girl, Erline Lulu, at Miami December 22. Father is associated with the Dufour & Rogers amusement enterprises.

A six-pound daughter December 20 at Good Samaritan Hospital, Los Angeles, to Mr. and Mrs. Hector Dodd.

Father is in charge of the cutting department at 20th Century-Fox Film studios.

DIVORCES

Lillian Sloan, musical tutor, from Paul Sloan, screen director, December 23 at Los Angeles.

Doris Deane, screen actress, from Elmer S. Hartz December 22 at Los Angeles.

Geneva Sawyer Warrick, film player, filed suit against James J. Warrick December 17 at Los Angeles.

Carl Engel, musician, from Abigail C. Engel December 17 at Reno.

Inez Palange, actress, filed suit against M. F. Morelli December 23 at Los Angeles.

John Leroy Atwell, known professionally as Roy Atwell, comedian, filed a cross complaint against Ethel Smith Atwell in the Superior Court, Bridgeport, Conn., last week.

Lina Basquette, dancer and film star, from Theodore (Teddy) Hayes, former trainer for Jack Dempsey, in Los Angeles December 19.

Roxanne Glickman Krakow, dancer, in the Chicago courts December 23 from Harry Krakow, better known as Kingfish Levinsky, fighter.

Beatrice G. Allen, dancer, filed suit against Carl K. Allen, musician, December 18 at San Francisco.

Evelyn Lockwood filed suit against Clifford Lockwood, night club and radio singer, December 24 at San Francisco.

Dorothy Ives, musical comedy actress, from Paul Parr Smith, of Hollywood, December 19 at San Francisco.

OUT IN THE OPEN

(Continued from page 53)

Company.—Since closing his Prison Show on the Art Lewis midway Cliff Younger has been playing clubs and high schools, presenting "Prison Portrayals" in lecture form. He writes from Bridgeport, Conn., to say that he will frame a new show for next season. It will be a snake attraction in a Wild West setting, and there'll be music and sharpshooting thrown in.

All-Time Favorites

of EDWARD M. HILLEARY
CFA Baltimore

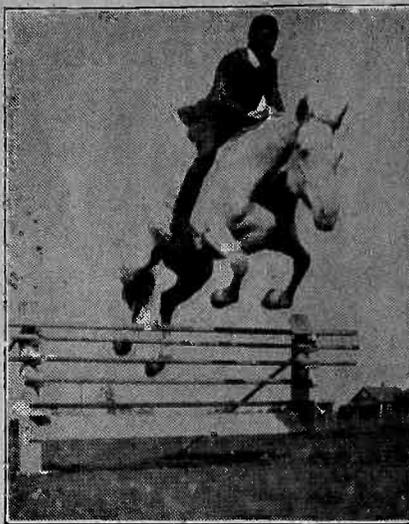
John H. (Doc) OYLER, Russell Bros.' Side Show; Clint W. FINNEY, Ripley's Odditorium; Ray W. ROGERS, Barnett Bros.; Clyde INGALLS, Ringling-Barnum Side Show; Duke DRUKENBROD, Hagenbeck-Wallace Side Show; Rev. Doc WADDELL, Dodson's World's Fair Shows; Charles SPARKS, Downie Bros.; George L. MILLER*, 101 Ranch Wild West; Eddie DELEVAN, ex-auditor H-W Circus; Eddie VAUGHAN, Ringling legal department.
*Deceased.

SHRINERS' Bingo in Providence, R. I., played to more than 3,000 people nightly, according to Charles Kyle, of Kyle Productions, who also states that the bingo staged by the Rhode Island VFW went over the top. Kyle reports that he is closing one of his road shows January 10 but will continue to play one musical attraction. . . . Rex D. Billings, manager of Montreal's Belmont Park, is in Miami, where "the weather has been chilly (imagine!), but delightful for all that, and we are taking full advantage of its fine sleeping properties." He also arouses my ire by suggesting that "it would be swell to see you down here." . . . Billy Powers, pilot of the Gold Dust Twins, has gone to Europe. . . . This pillar nominates, without qualification, Milton Danziger, of the Eastern States Exposition, as the best writing man among the country's fair executives. Read his views and reviews in *The Springfield Daily Republican* and you'll know why I'm doing a triple somersault on the typewriter for the Danzigerian pen.

MENAGE TO

(Continued from page 5)

on the hippodrome track as "Mr. and Mrs. Rhoda Royal." Mrs. Royal's part of the act was to drive a menage horse to harness. Another pair of menage riders that the Ringling show thought might turn out pretty good with a little more practice was a kid named John Agee and a little girl named Lillie Satterfield. How many oldtimers remember the menage team of Miss Eldred and Paul DeVine? Maybe it was a little more than 25 years ago, but some of these folks are still going strong and



ALBERT J. STEVENS, writer of this story; doing a bareback full Liberty horse flying leap. There is no strap of any kind on the horse.

we mustn't count up too many birth-days.

Modern circus menage horses are trained to be as nearly mechanical workers as possible. The haute ecote riders of today are mustered in from the various departments of the circus, with exceptions as Dorothy Herbert, Anna Louise Hutchinson and a few others. Of course, this system is good business efficiency. The horses are on edge and nervous from the floundering around of their mediocre riders. Whip cues are used in almost all cases and much of the art of equestrianism is lost.

Liberty horse acts in the modern circus work with as much flash and spirit as in days of old. In this department the live stock is of fair grade but below the standard of Schumann and the best trainers across the sea. Several Liberty horse acts of quality are expected in the better class shows. Tom Mix is re-visiting one of the old-time Liberty acts, and the Big Show had a really nice one during the '35 season.

There is one branch of the circus horse department that time and tide does not change—the rosin back. These horses are usually of grade Percheron ancestry and in the leading principal acts the property of the riders. One of the early riders who is given credit for much of the rosin-back routine was Mlle. Adele Rossi, of an old world "cirque." Jenny O'Brien was one of the first to introduce fast work without the old-time pad.

A principal bareback rider of today must be able to hold the balance of a wire walker, the timing instinct of a trapeze flyer, the gymnastics of an acrobat and the horsemanship of a true equestrian.

Going back in the rosin-back business, how many remember the names of Stickney, Robinson, Fish? Stickney claimed to be the first man to do a backward somersault from the back of a lead horse to a second horse cantering with its head even with the lead horse's flank. He used a tall horse for the lead and a small wide-backed Percheron for the second horse. This trick was well done by a foreign act on the Ringling show last season. Later came the Hobsons with their artistic



MILDRED MILLETTE, of the famous Millette circus family. Her father was the great head balancer.

1936 MODEL BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

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Built for 1c-5c-10c-25c Play
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We'll furnish three Cigarettes to give away in your locality. Ask any man to have a Free Smoke. Then hand him a Lighted Cigarette from beautiful pocket-size "MAGIC CASE." Just touch button. Presto! Out comes lighted cigarette automatically. No batteries or electricity. Everybody wants one. Profits pile up big. Get a Magic Case for 15 Days' Trial at our risk and amazing money-making facts. Write today. State favorite brand cigarettes.

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double-jockey act of a generation ago; the Bedini Family in a fast bareback turn, in which they used the famous riding collie dog Ulo. Gilbert Eldred did backward and forward somersaults, both with and against the motion of the running horse. Orrin and May Davenport were little more than kids and clever statuesque double riders. Remember when Albert Crandall used to clown his act? The "Poodles" of his day. About that time Dallis Julian Ledgett was trying back somersaults for Ed Shipp. Oh, yes, and Johnny Agee was just about the first to do a good job of standing on his head with a Western saddle in what we would now call trick and fancy riding. Agee's "sidekick" on the hippodrome track was Jack Foley. Jack and Nola Satterfield worked hard in breaking a pretty feature of driving three tandem horses over 3½-foot hurdles. These are but a few of the outstanding equestrians of the good old days.

On the hippodrome track acts are different only in detail from the "hippique fete" in the days of Rome. Liberty fire-jumping horses were not unknown in the Roman Corso, doing very much the same act done on one of the larger shows this season. It is known that Roman soldiers knew how to teach the high trot. The literature of Rome is filled with the thrill of the chariot race. Since the dawn of history the horse has played a prominent part in the drama of the circus. For more than 2,000 years the only act on God's green earth to hold its own, little changed and unabridged is the work of "equus caballus." An orchid to the ring-horse department.

SOMETHING NEW AND IT'S CALLED TRICKS

YOU'LL GET A BIG KICK OUT OF PLAYING "TRICKS" SOON!

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Our Confidential Price Catalog on all Our Super-Premiums for Diggers—Salesboards—Pin Games—Pitchmen—Concessionaires and general premium users is being called "the best Premium Catalog in the industry."

Write for it Today! It's Free! Please state type machines you operate to receive special confidential Price Lists—not available otherwise. A 1c postcard will bring you "America's Greatest Premium Catalog."

MORRIS STRUHL 114 PARK ROW NEW YORK

Besser Novelty Remodeling

ST. LOUIS, Dec. 28.—Besser Novelty Company is remodeling its entire quarters here. Alterations will give the firm a larger display room and more room in the repair department. The firm has been selling a world of used equipment in recent weeks.

XMAS DINNER

(Continued from page 3)
special affairs this year, President Clark was commended for his efforts.

The entire 12th floor of the building was decorated for the occasion. The menu was excellent. George Tipton was the caterer, with Joe Krug handling the dining room. Forrest Van Vleck was assistant chef. Waiters were from the Al G. Barnes Circus. Decorations and equipment, courtesy of United Tent and Awning Company. A seven-piece orchestra, courtesy Claude Barie. All details handled expeditiously by George Tipton and Joe Krug and their assistants.

The floor show had the following program: Ramsay Sisters, petite singing and dancing girls from Paramount studios; Davis and McCoy, songs and patter; Al Rosen, songs; Eldridge and Boswell, piano, songs and dance numbers; Jolly Marie, "400 pounds of harmony"; Melicia Hill, hula and Hawaiian dances; Ross Ogilvie, song numbers; Doc Cunningham, stories; Jack Schwartz, pianolog. Mel Smith was the emcee. The dinner was given for members of PCSA and their families, members of the Ladies' Auxiliary and any troupers who had not the means to provide a Christmas feast.

Banquet Registrations

The following names were registered on place cards at the banquet: F. L. Allen, Capt. W. D. Ament, Johnny Aasens, Frank Anderson, George Ames, Frank W. Babcock and mother, Frank L. Bennett, Maybelle Bennett, Mr. and Mrs. Claude Barie, John T. Backman, Thomas A. Baldwin, C. A. Blair, Dr. George W. T. Boyd, Harold Boyd, Mr. and Mrs. Chet Bryant, Lydia Bowman, Sam Brown, Lawrence Buck, Mr. and Mrs. M. Buckley, Mr. and Mrs. J. J. Brachle, Mr. and Mrs. A. S. Clark, Will J. Casey, Henry Craberry, W. D. Corbett, Leonard Clare, Jack Caris, Yearl Chapman, Mrs. E. Claman, L. and D. Creno, D. M. (Doc) Cunningham, W. J. Curnow, Mr. and Mrs. S. Cullen, C. Coslow.

Mr. and Mrs. Charles E. Dodson, Eddie Davis, Jimmie Dunn, Russell Davis, Mr. and Mrs. Joe De Mouchelle, Mr. and Mrs. E. B. Davis, Mr. and Mrs. Joe Duran, Joe Diehl Sr., Jack Dillon, Mr. and Mrs. J. Edwards, Joe R. Egan, Maxine Ellison, Mrs. Kattie Eldredge, H. (Mush) Ellison, Frank E. Eldredge, Henry Emgard, Arthur Esliok, James Easterday, J. G. Ensminger, Minnie

Fisher, Mr. and Mrs. Frank Forrest, Mr. and Mrs. F. Frank, C. E. Frank, Charles Fravel, Gladys Forest, Mr. and Mrs. H. G. Farmer, Art Forbes Jr., Ivan A. Fromm, Ida Fromm, Walter Fangerow, Dan Gilbert, Lyman Geisham, June Godfrey, Clyde Gooding, Topsy Gooding, Homer Goddard, Mr. and Mrs. S. M. Gordon, Mr. and Mrs. Sol Grant, Mr. and Mrs. C. Guberman, Ada Guberman, Murray Guberman, Nota Growe, H. A. Growe, Sadie Growe.

Mr. and Mrs. Steve Henry, Velma V. Henry, Elliot (Scoop) Henry, Joe Hoskins, Mr. and Mrs. Leo J. Haggerty, George Hammond, Miss Keakealani Hills, Mrs. Kate Harmell, Mrs. Martha Holton, Harry Horowitz, Mr. and Mrs. Jimmie Hurd, Mrs. Estelle Hanscom, Mrs. G. E. Hanscom, Elmer Hanscom, Jack Hurley, Mr. and Mrs. Ed Heiner, Thomas J. Hughes, Mr. and Mrs. Arthur Hastings, Ed Hubert, James J. Jefferies, Cherie Jondro, Austin Jondro, R. E. Jennings, A. Jakeway.

Mr. and Mrs. Frank G. Kissinger, Mr. and Mrs. John J. Kleine, Mr. and Mrs. Ed Kanthe, Mr. and Mrs. Dick Kanthe, George Kelly, Lucille King, O. F. Kurtsinger, Bert Kincaid, Mr. and Mrs. Ed Keene, Martha Levine, Harry B. Levine, Moe Levine, Fritz Landes, Sam Levine, Jimmie Lee, Ted and Marlo Le Fors, Thomas Lamph, Rita Le Doux, Stella Linton, Mrs. A. Lee, Donny Lee, Mr. and Mrs. Martin Lee, Norman Levenson, Mr. and Mrs. Ted Metz, Betty McAdams, I. J. Miller, Joseph B. Mana, Ada Mae Moore, Joe McDermott, Frank Murphy, Mr. and Mrs. I. B. McCoy, R. D. Miller, Mr. and Mrs. R. L. (Dick) Morris, Clare McCarty, Robert Mitchell, Gomer Morgan, E. J. Nagle, Tony Nelson, Clara Niquette, Omer Nadreau, Ed Neylon, Kirt Ober, Ross W. Ogilvie, Chris Olsen, George C. Osborne, Dave Oake.

Mrs. L. E. Page, W. S. Parker, O. A. Parent, Mrs. W. B. Phillips, Mr. and Mrs. C. Padgett, Mr. and Mrs. Cleo Qualles, Leonard Qualles, Blossom Robinson, Mr. and Mrs. H. C. Rawlings, Sheila and Joseph Ramirez, Mr. and Mrs. J. D. Reilly, Frank Richards, Alf Ritchey, Nell Eslick Robideaux, Al Rosen, Mr. and Mrs. Frank Redmond, Eileen Ramsey, Mrs. M. Ramsey, H. P. Robideaux, Nina Rodgers, Nash Ray, Dr. and Mrs. Ralph E. Smith, Mel Smith, Mayme Ward Smith, Mrs. L. Sheffer, Henry Stark, Mrs. M. L. Stewart, Cliff Sibbet, George Silver, Marguerite Stanley, Mr. and Mrs. J. Steinberg, M. L. Stewart, Eddy Murphy Smithson, Mr. and Mrs. Phil Stopeck, Mr. and Mrs. Charles Soderberg, J. E. Steffen, Lyle Schilling, J. P. Snyder, Ray Tetzlaff, Joe Trasey, Russell Terry, L. S. Uselton, M. Vignaux, Forrest Van Vleck, G. H. and E. Vanderhof, Tom Vickery, Mr. and Mrs. Ed Walsh, Mr. and Mrs. Will Wright, Mr. and Mrs. Charles J. Walpert, Phil Williams, Guy Wells, H. J. and Florence Webber, E. N. Workman, Diane White, M. Yerkes.

GLIMPSING THE

(Continued from page 5)

had won enduring fame. Buffalo Bill had both amazed and entertained with his Wild West Show the populace of Old England.

Barnum & Bailey's Circus had invaded and won the merited approval of all London.

W. W. Cole, Cooper & Bailey and Sells Bros.' circuses had acquainted the antipodes with the dazzling splendor of their aggregations.

The Advance Crews

In advance of the larger shows traveled three and oftentimes four advertising cars. From out these their crews gave distribution to such an avalanche of posters, window lithographs, heralds and booklets as to awe and hold the citizenry spellbound, nor were they able to recover from the hypnotic spell until following the show's departure.

The mechanical age had not as yet arrived.

In 1894 stakes were driven into mother earth by the ever-picturesque sledge gang and a mechanical stake driver was unknown. Rolls of canvas were hoisted into wagons by straining muscles, the spool or crane had not come into use and I doubt their ever having been thought of. To have suggested that gas-propelled motor trucks and tractors would largely supplant horses there would immediately have been a proposal to test the mental soundness of the person offering such seeming chimerical prophecy.

Portable electric-light plants had not been sufficiently developed in 1894 to prove their worth in lighting circuses, altho arc-light generators had been exhibited as early as 1879 by the W. W. Cole and Cooper & Bailey shows.

Safety cables for seats, extension eaves, grand stands, air calliope in hand, loud-speakers and numerous other accessories along with 100-car trains awaited their introduction.

Shows of 1894

During the 1894 season the principal circuses touring the United States were Barnum & Bailey, Adam Forepaugh, Sells Bros., Ringling Bros., John Robinson, Walter L. Main, Cook & Whitby, Buffalo Bill's Wild West, Pawnee Bill's Wild West, Lemon Bros., Frank A. Robbins, Leon Washburn, J. H. LaPearl, Harris' Nickel Plate, Bob Hunting, Sig Sautelle, Scribner & Smith and Howe & Cushing. There were fully as many of lesser importance.

Prominent among the general agents, local contractors and press publicists were R. C. (Bob) Campbell, Louis E. Cooke, W. H. Gardner, W. E. Franklin, W. C. Boyd, Oliver Scott, Ed C. Knupp, Dan Vernon, O. J. Boyd, Tody Hamilton, Major J. M. Burke, D. F. Lynch, J. P. Fagan, Willard D. Coxe (Ringling Bros.' first press agent), Punch Wheeler, Charles H. Day, I. V. Streibig, Ed F. Davis, Harry Semon, Hugh Coyle, George W. Alken, Whiting Allen, George O. Starr, Col. E. J. Gossney. And of the owners, managers and agents of that era—with but few exceptions their names are graven on tombstones.

The year marked the beginning of the second decade for Ringling Bros. as the show went on tour from the winter quarters at Baraboo, Wis., on 39 cars, with three in advance until Texas was reached when a fourth was added.

It was the third and last season B.

E. Wallace used the Cook & Whitby title.

Campbell Bros., of Fairbury, Neb., made their advent into the circus field, played thru 18 seasons and was 32-car size when the show retired from business in 1912.

Merchants' Free Ticket

Almost contemporaneous with Billy-boy's borning was the origin and introduction of the merchants' free ticket used by many of the smaller present-day shows. The writer claims the credit or discredit, which ever way the reader may view it, of being father to the plan. Tickets good only for the matinee were sold to local stores for \$10 a hundred; these could be reserved by the holder for 10 cents. It was presumed that the word-of-mouth advertising by those present would insure at regular prices a packed night house. The year was 1895, and the show W. F. Kirkhart's World's Fair Circus, traveling on three cars.

Changes wrought in the circus field since the beginning of the present century have been most notable and widespread. Whether these detract or add to the general appeal is largely a matter of personal opinion. To list them is quite unnecessary, as every follower of the white tops and fans is fully cognizant of the metamorphosis that has taken place.

When 100 clowns parade around the track where 25 marched before; when four riders on the back of a loping horse encircle the ring instead of a single equestrian as in the days of Robinson, Fish and Showles and a half dozen or more aerialists dart thru the air replacing the one-time single or double trapeze, it denotes progression in number but no material change in the program's routine. All this, however, matters not and is irrelevant, for from the humble wagon show with its one dirt ring to modern-time goliathan institution requiring four trains of railroad cars for its transportation, it still remains the circus—and when you visit the next show that comes along whether it move by rail or motor truck, as you pass into the menagerie the caged, restless animals, weaving elephant and drowsy camel will be there, just as you expected they would be and as you have seen many, many times before—but not on sheeted billboard or flaming herald will there be foretold the lightness of your heart, the song of joy in your soul or burden of care lifted from off your shoulders.

One hundred and fifty golden minutes under the white-domed tents, where in retrospection you call up the past and weave their halcyon moments into those of the present, forming a garland of happiness that gravest disaster or loss of worldly riches can never destroy. And as you eat peanuts and pinch a bite off Johnnie's honey-coated pop corn—beholding in ecstasy and wonder the marvelous spectacle of stupendous display and beauty—even tho all other man-made activity has become hardened and calloused; selfishness and greed stamp their insidious mark upon the world and the avenues of society and State resound with mockery, there was in the circus of yesterday, is today, and will be a hundred years hence an atmosphere of magic that transports men and women back to childhood days—flushes the cheek—puts the sparkle of diamond in the eye and preserves the contact that ever bespeaks human kindness.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters:

Name of Show

Name of Prop. or Mgr.

Address of Winter Quarters

.....
.....
.....
.....

(Give address of offices here if you have any)

Machine Wins in Test During Holiday Week

NEW YORK, Dec. 28.—John A. Fitzgibbons, president of Fitzgibbons, Inc., told this week of the experience one operator had thru the loss of one of his most valuable locations during the holiday season.

He explained that the operator was asked to remove his game from the premises due to the fact that all space was wanted for holiday display. The merchant felt that since the play was falling any way he could afford to be without the machine for a few weeks while the holiday buying rush was on. Altho the operator argued that the storekeeper wasn't sure whether the space used by the machine would prove more profitable, the merchant was adamant and asked the removal of the game.

The operator then came to Mr. Fitzgibbons, who suggested a test with a Bally Battle game for the first week. The operator did so and the trial was granted, with the understanding that the game would have to show real results or would have to be removed and for the next three weeks there wouldn't be any game in the location.

The results were so great, Mr. Fitzgibbons reports, that the merchant as well as the operator was amazed and this space is now used strictly for the coin-machine division of the business.

New Orleans News

NEW ORLEANS, Dec. 28.—The Bally Derby is finding plenty of play here as the sporting blood surges in this winter race-horse capital of America. The distributor in this territory reports a good demand for this game and side by side Derby is running well in front.

Louis Boasberg, of New Orleans Novelty, continues to rave over the results of Big Shot, the new machine from the Coast. Louis says he can't wait until he gets in a new shipment to fill his requirements and is wishing that the railroads would give quicker service.

At its first called meeting last Wednesday the New Orleans Music Machine Operators' Association appointed a committee of three members to call on two large operators who thus far have failed to show enough interest to join up with the rest in the hope that they will come in and help to draw up a price scale that will be of advantage to all concerned. One of these two men is the largest operator here, and he is said to be ready to join, and a feeling of optimism is sweeping thru the organization as the new year approaches, with strong indications that co-operation between all operators is in prospect.

REVIEWS

(Continued from page 17)

audiences here like him at this house, as all the shows (up to the time this was written) were running overtime because they wouldn't let him go. Paul Lukas, movie star, is sharing headline honors with Berle and is making his first personal appearance in any American theater in a sketch written by

Harry Conn, who writes Jack Benny's radio stuff.

Paul Lukas and Company opened the show with a playlet in two scenes. The first scene represented Lukas' living room, where he is attended by his butler, James Blaine. A booking agency phones him several times asking him to make personal appearances and he finally decides he will. Next, before the traveler, he begins to talk to the audience when he is interrupted by Peggy Stratford, as a reporter, who wants an interview. During the dialog some nice comedy touches are brought in by Lukas, and the entire thing is quite satisfying to the movie throng. He left to a good hand.

Milton Berle's Intimate Revue got started when Berle made his entrance in a sleigh amidst a snow scene. He immediately went into a typical Berle monolog that gathered plenty of laughs and did a flag-waving song. Next he did the theater blackout and then introduced Pete, Peaches and Duke, whose excellent tap work and nifty routines came in for a big hand. Jean Travers, brunet songstress, did *Sibony* and *You Let Me Down*, the curtains opening on the latter song for a cigaret routine by the Evans Girls. Berle then presented Jack Gifford, an amateur mimic and a very good one, too, who gave impressions of Harry Langdon, Rudy Vallee, Laurel and Hardy, Charles Butterworth and Al Jolson and took three bows. Berle and Charles Fowler did a stock broker's scene, and Jean Travers sang *I Feel a Song Comin' On* before Berle returned to do his radio travesty. Berle closed with a parody to several tunes and left the stage to vociferous applause. And he was clean.

F. LANGDON MORGAN.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Dec. 26)

Designed especially to please the youngsters during their holiday vacation, the stage fare at the Orpheum this week has a circusy atmosphere. Acts are well selected and nicely spotted to make up a full hour packed with a wealth of variety entertainment. The booking job Manager Sherrill Cohen and his assistants are doing at the Orpheum deserves commendation when one considers the shortage of playing time on the Coast at present and the resultant difficulty in getting name attractions from the East.

Opening this week's outlay is Johnny Jordan and his Troupe in a smart five-minute routine of tumbling, pyramiding, teeter work and varied gymnastics. Five men and two girls comprise the troupe and present the usual array of maneuvers, topping them with a three-high somersault from a teeterboard.

In the duce spot are Fay and Parvis, neat dancers and splendidly costumed. Boy and girl have plenty of looks and while their work is nothing out of the ordinary they get across well with their display of youth and sparkling vitality. Song numbers, sung by the boy, are rather old and a bunch of new popular songs would spice up their act considerably.

Next in line is Popeye, the Sailor, trotting the boards for his first public appearance. Billy Costello is Popeye and also the chappie who does the vocal work for the popular comic in Paramount shorts. First number, *I'm Popeye the Sailor Man*, is done in a Popeye mask and green spot, which Costello quickly discards for the balance of his numbers. Songs are mostly oldtimers and got only a fair hand. With good material and some original song numbers Costello could step out in the big time.

Jean and Fritz Hubert follow the Popeye act with their familiar souse routine. Altho the act has played Los Angeles repeatedly the customers seemed to get a genuine kick out of seeing their drunk pantomime work again and they bowed off to a half-dozen curtain calls.

Next-to-closing are the Three Radio Rogues, mimics of everything and everybody on today's radio programs. Boys work smoothly and inject a lot of good comedy into their varied impersonations.

Closing the show are Max Gruber's Oddities of the Jungle, back at the Orpheum for their second Christmas season. Work of the elephant, zebra and Great Dane dog is almost unbelievable. Elephant is the star member of the trio and her plank-walking trick is a definite sensation.

Business off the day after Christmas with house less than half full at first afternoon show with a 25-cent gate.

PAUL BLACKFORD.

POK-O-MAT



As Many As SIX May Play

SIZE: Table Top 33" Diameter, Weight 75 Lbs.

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★ ORIGINAL PRICE \$65.00

ALL BRAND NEW AND GUARANTEED. PACKED IN ORIGINAL CARTONS.

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ALSO PLAYS STUD POKER AND TWENTY-ONE

Beautifully Finished in Walnut. No Mechanical Servicing Required. 5c Coin Chute.

Will bring home the cost in one day's operation.

Remit one-third deposit with order, balance C. O. D.

GEORGE W. CHESTER CO., Inc. 2 West 20th St., New York City

London Bills

(Week of December 16)

New bill at the Piccadilly runs easily and has some fine entrants. Headliner is Lita Grey Chaplin in a neat vocal act with several okeh comedy numbers of the lighter order. Act is a winner, with Miss Chaplin making good and being forced to encores and a curtain speech. A solid hit is scored by Joe Morris and Dorothy Ryan with a swell act that was popular on their last visit three years ago. Act is a peach of a vehicle, and Morris gets every ounce out of his comedy while the girl is swell on looks. Rest of the bill looks good, too.

Diamond Brothers, always sure-fire comedy novelty; Larry Adler, harmonica player, and Alphonse Berg are American applause hits at the Holborn Empire.

Bernice Stone, a dandy American acrobatic dancer with a fast and peppy routine enhanced by a charming personality, continues to knock them cold at the May Fair.

Lowe, Burnoff and Wensley, American adagio and ballroom dancing burlesquers, return to score a solid hit at the Savoy, where Estelle and Leroy, dancers, make a fine showing.

Four Franks, versatile and popular American kids, chalked up a complete show-stop on their return to the Palladium, where they remain indefinitely. Gene Sheldon, pantomimist, and Loretta Fischer, graceful and personable dancer, are the comedy hit of the bill, and Harrison and Fisher win on charm and dance technique, while Jeanne Deveaux's dancing is superlative. Still capacity business here.

Mildred Harris Chaplin heads the show at the Troxy and fares well. Outstanding hit here is scored by Arnaud, Peggy and Ready, a great comedy dance act.

Orpheum, Lincoln, Neb.

(Reviewed Wednesday Afternoon, December 25)

(INTERNATIONAL FOLLIES)

Designed to gather in those who like the gals, *International Follies*, jointly owned by Jack Kalchelm and Al Weston, of Chicago, is good enough for most theaters. The girls being good to look at and there are a number of acts worth the chips, too. Headliner is Little Jackie Heller. The show is constructed for an hour's playing time, but goes either way from this mark, depending on the Heller reception, which was good here.

Roster of the performers, in order of appearance, includes Dorothy and King Brothers, tap; Sylvia Tucker, singer; Three Waltons, a drunk act; Gregory

and Eleo, dancers; Gresham and Blake, comedy; Heller, songs; Dorothy King, Russ stepper, and Mlle. De Leys, iron jaw. There are 12 well-matched chorus girls and a 12-piece girl band.

Start of the show is big, the stage set in three, and all the girls are on in lacy costumes and do some fast footwork. Midway Dorothy and King Brothers do some tapping, and Sylvia Tucker closes the opening interlude by piping *Lady of Broadway*. Closing in, the King Brothers work in one and are followed by the Three Waltons, a funny enough drunk turn. High spot of the act is the one member who gets pitched about with unmerciful abandon.

Back in three again, the girls in a hoop number got nice applause. Gregory and Eleo do some ballroom gliding at the tall end of the girls' offering. They are back again later doing two numbers. Oddity in this turn is the girl's purple hair, which gives off an unusual effect under the lights.

Gresham and Blake, cross-fire comedy, with the girl stooging from the box for the best laughs, score solidly. Stuff is funny and picks up the show considerably at this point. The ventriloquist faking is the closer for this portion. They, too, are on later burlesquing a dance by Gregory and Eleo. Up to this time the house band has been carrying on in the pit, but the stage goes to full with the girl band in the rear, Dorothy King leading.

Miss Tucker is on again, this time with *Louisville Lady*; not very good. Then it's Jackie Heller and he's rousingly welcomed, rating big hands for all efforts. His best numbers are *Little Bit Independent* and *Treasure Island*. A super song salesman, Heller looks and is good on the rostrum.

Finale is a parade of nations idea with a final sock from Mlle. De Leys, an iron-jaw turn high over the rest of the company.

Show only here for two days, then Sioux City and St. Joseph. Being fronted by Horace Sistaire, and Elmer Jerome is company manager. Show is the biggest here in over a month and business was very good, prices being jumped from 25 to 40 cents top. Picture *Uncle Dudley* (Fox). B. OWEN.

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LEONARD SCHNEIDER, New York branch manager of the Brunswick Record Company. Mr. Schneider announces that he will maintain close personal contact with operators of automatic phonographs.

BARGAINS To Reduce Big Inventory

Quantity.	Description.	Amount.
	Unifed Blades, Dbl. Edge, Blue Steel, Per 100	\$.45
	Razor Blades, Double Edge, Various, Per 100	.30
	Singer Blades, World's Finest, D. E. (1M Lots) 100	.75
	Palm & Olive Brush Shav. Cream, Lge. 35c Size, Gr.	6.25
	Pineglow Giant Tube Brushless Shav. Cream, Gross	6.50
	Shaving Cream 1/2 Lb., In Jars, Gross	9.00
	Shaving Cream, 1 Lb., In Jars, Gross	12.00
	Witch Hazel, 16-Oz. No finer prod. on market, Gro.	9.00
	Half Dressing, 8-Oz. Bottle, Gross	5.00
	Styptic Pencils, Attractively Labeled, Gross	.50
	Physicians & Nurses Baby Toilet Powder, Gro. Cans	4.50
	Perfume, 25c Size Bottle, Cello, Gross	3.00
	Facial Creams, Asst., In Tubes, 50c Value, Gross	5.50
	Dental Cream, Special Value at 35c, Gross	5.25
	Soap, Milled, Assorted, Gross	1.65
	Face Powder, 15c Size Bxs. Gross Boxes	2.75
	Nail Polish, All Shades, Also Remover, Gross	3.25
	Steamer-Mask, For Colds, (50c Val) (as Is), Gro.	4.20
	Mouth Wash, 16-Oz. Bottle, Cello, Gross	10.50
	Petroleum Jelly, No. 2 Size, Gross	2.75
	Petroleum Jelly, 4-Oz. Size, Gross	5.25
	Rubbing Alcohol, 16-Oz., 70 Proof, Gross	7.20
	Aspirin, 12 in Attractive Tin, Gross Tins	1.75
	Iodine, with Glass Applicator, Gross	2.75
	Bandages, 2", Boxed, Fine Mesh, Gross Boxes	5.04
	Foot Powder, 25c Can, 200 Lots, Can	.02
	Corn Pads, Attractively Boxed, Gross Boxes	2.60
	Chocolate Laxatives, 10c Size, In Tins, Gro. Tins	2.75
	Hot Water Bottle & Fountain Syringes, Dozen	2.40
	Toilet Sets, 2, 3, 4-Piece, Asstd. (100 Lot), Set	.12
	A. & N. Needle Bks., In Envel., Priced 25c, Gro.	1.20
	Safety Pins, 12 on Card, Gross Cards	1.44
	Glt. Van. Safety Pin Bunches, 24 Pins, Gross Bunches	2.40
	Bobbin Hair Pins, 25 on Card, Gross Cards	2.15
	Elephant on Teakwood Stand, \$1.00 Val. Doz. Sets, Set	.15
	Ash Trays, Non-Tippable, Enameled, Gross	11.50
	Cracker Jack Aluminum Cleaner, 15c Value, Gro.	3.00
	Furniture Polish, Lemon or Cedar, 16 Oz. Gross	6.50
	Flavoring Extracts, High Quality, 16 Oz. Gross	8.64
	Elec. Bulbs, 25-60 Watt. (1000 Lots), Each	.03 1/4
	Propel & Repeal Pencils, 50c Value, Gross	7.20
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WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

Repine on Export Staff

PITTSBURGH, Dec. 28.—Coin-o-Matic Sales Organization reports that Nelson Repine, native of France, has been employed to promote sales to French territory to assist B. J. Stein, manager of the export department.

Mr. Repine is now undergoing a special training course in coin-machine business and will be ready to correspond with old friends across the sea very shortly.

He is well known in the export business and can speak and write several languages. He is expected to prove an invaluable aid to the firm's large export business.

Mr. Stein continues in the position of export manager and is conducting all the business of the firm in foreign markets.

Carl Trippe Is Santa Claus

ST. LOUIS, Dec. 28.—Carl F. Trippe, of the Ideal Novelty Company here, proved himself a real Santa Claus to his employees the other day when, instead of passing out the usual live turkey or box of cigars, Carl gave them all an extra week's salary. Needless to say, it was a happy Christmas for the Ideal Novelty Company folk and many were the nice things said about Carl.

BROADCAST

(Continued from page 53)

tions that are possible and practicable. It is believed that criticism of this character would be welcomed by circus owners and officials, but unfortunately there is very little that will measure up to these requirements ever put forward.

"There have been very few able critics of the circus performance. Following the opening engagements at New York and Chicago, reviews of the circus in-goods have in some years been well thought out and written up in the papers, but on the whole have never been given the analytical and understanding treatment accorded the opera, legitimate theater and other amusements. The proper place, however, to review a circus is under canvas on the lot. In fact, many considerations enter into the favorable or unfavorable impression a show makes on the public. Starting with the quality of the billing and newspaper writeups, the equipment, the employees, the parade (if given), big show performance, side show and concert, all of these must be up to the standard set by first-class organizations of the past."

† † †

If published rumors are false there's nobody to blame but the ones concerned for not issuing official news releases to The Billboard immediately after developments take place. Rumors, too, create a lot of unnecessary work for those concerned, especially if they are untrue or only partly true.

† † †

THE Ballyhoo Bros. need have no more fear of competition—unless J. Brass, manager of Combustion Bros.' Supermost Superfluous Shows Combined, should "snap out of it." Here's the finale—from the Dippy Dell Retreat:

"Editor The Billboard, Cincinnati, O.

"Dear Sir—We have just had committed to us by the courts one J. Brass who claims to be the owner of some kind of a carnival which, in his opinion, far exceeds any known organization. We have diagnosed the case as megalomania with delusions of grandeur and we feel the case is hopeless. Have you any way of reaching relatives?"

"A. NUTT PICKER, M. D. Supt."

ROUTES

(Continued from page 52)

Blossom Time: (Tulane) New Orleans 1; (Aud.) Jackson, Miss., 2; (Aud.) Shreveport, La., 3; (Aud.) Galveston, Tex., 4.
Carroll, Earl, Vanities: (Cass) Detroit 30-Jan. 4.
Dear Old Darling: (Nixon) Pittsburgh 30-Jan. 4.
Dodsworth: (Orph.) Kansas City 30-Jan. 4.
Draper, Ruth: (Selwyn) Chicago 30-Jan. 11.
Great Waltz: (Auditorium) Chicago.
I Want a Policeman: (Broad) Philadelphia 30-Jan. 4.
Mid-West: (Shubert) Boston 31-Jan. 4.
My Maryland: (Forrest) Philadelphia 30-Jan. 4.
O Evening Star: (Chestnut St.) Philadelphia 30-Jan. 4.
Old Maid: (Erlanger) Chicago 30-Jan. 11.
Personal Appearance: (Harris) Chicago.
Personal Appearance: (Garrick) Philadelphia 30-Jan. 4.

Skinner, Cornelia Otis: (Nixon) Pittsburgh 30-Jan. 4.
Squaring the Circle: (Blackstone) Chicago.
Three Men on a Horse: (Plymouth) Boston.
Three Men on a Horse: (American) St. Louis 30-Jan. 4.
Three Men on a Horse: (Temple) Birmingham, Ala., 1; (Albany) Albany, Ga., 2; (Springer) Columbus 3; (Grand) Macon 4.
Tobacco Road: (Met.) St. Paul 30-Jan. 4.
Tobacco Road: (Cox) Cincinnati 30-Jan. 4.
Ziegfeld Follies: (Boston O. H.) Boston.

INDEPENDENT BURLESK

Big Revue: (Werba) Brooklyn 30-Jan. 4; (Republic) New York 6-11.
China Dolls: (Troadero) Philadelphia 30-Jan. 4; (Lyric) Allentown 6-7; (Family) Mahanoy City 8; (Majestic) Williamsport 9; (Orph.) Reading 10-11.
Dainty Dolls: (Hudson) Union City, N. J., 30-Jan. 4; (Werba) Brooklyn 6-11.
Dimpled Darlings: (Family) Mahanoy City, Pa., 1; (Majestic) Williamsport 2; (Orph.) Reading 3-4; (Variety) Pittsburgh 6-11.
Flash and Dash: (Howard) Boston 30-Jan. 4; (Hudson) Union City, N. J., 6-11.
Garden of Girls: (Variety) Pittsburgh 30-Jan. 4; (Gayety) Baltimore 6-11.
Merry Maidens: (Empire) Newark, N. J., 30-Jan. 4; (Howard) Boston 6-11.
Modes & Models: (Gayety) Baltimore 30-Jan. 4; (Gayety) Washington, D. C., 6-11.
Record Breakers: (Republic) New York 30-Jan. 4; (Troadero) Philadelphia 6-11.
Youth Frolics: (Gayety) Washington, D. C., 30-Jan. 4; (Empire) Newark, N. J., 6-11.

MISCELLANEOUS

Bragg Bros. Show: Bangor, Me., 30-Jan. 4; Hartland 6-11.
Daniel, Magician: Ramsey, Ill., 30-Jan. 4.
DeCleo, Harry, Magician: Jackson, Mich., 30-Jan. 4; Hanover 6-11.
Delmar, Hypnotist, Escape: (Brea) Brea, Calif., 30-Jan. 4; (LaHabra) LaHabra 5-9.
Dressen & Purcell Circus: (Bell) New Orleans 2-3; (Garden) New Orleans 4; (Dream) New Orleans 5.
Harlan Med. Show: Chillicothe, O., 1-4.
Johnson, Judith Z., Mentalist: (Happy Hour) North Creek, N. Y., 3-4.
Kingston, Leonard, Magician: (Hotel Claridge) St. Louis 30-Jan. 7.
Original Floating Theater: Wilmington, N. C., 30-Jan. 4.
Ricton's Show: Berlin, Ga., 30-Jan. 1; Ellen-ton 2-4.
Zinbad, Mentalist Astrologist: (Pal.) Jersey City, N. J., 30-Jan. 4; (Savoy) Newark 8-10.
Zudella, Mentalist: (Paramount) Hamilton, O., 1-3; (Paramount) Middletown 4-5.

REPERTOIRE

Harvey Players: Dyersburg, Tenn., 30-Jan. 4.
Princess Stock Co.: New Boston, Tex., 1-4.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Barfield's Cosmopolitan: Orlando, Fla.
Florida Expo.: Alachua, Fla.
Green's, Doc, Greater: Yemassee, S. C.
Hughey Bros.: Bridgeboro, Ga.
Metropolitan: Winter Haven, Fla.
Reid Greater: Riviera, Fla., 1-10.
Shugart, Dr.: Beaumont, Tex.; Port Arthur, 6-27.
Ward, John R.: Mt. Olive, Miss.

Additional Routes

(Received too late for classification)

Claude-Claudette: St. Louis 1-11.
Elmer, Prince, Mentalist: Virginia, Neb., 1-4.
Gilbert & Sutton Revue: Rock Hill, S. C., 1-4.
Lewis, Irving N., Merry Whirl Revue: (Union) Attleboro, Mass., 1-2; (Paramount) N. Adams 4.
Lucy, Thos. Elmore: Oklahoma City, Okla., 3-4; Cushing 6; Drumright 7-9.
McNally Show: Shady Side, Md., 1-4.
Miller, Al H., Show: Seville, Ga., 1-4.
Miller, W. T., Show: Folkston, Ga., 30-Jan. 1.
Ramonn, King, Magician: St. Louis 1-11.
Russ & Dale: (Medinah Club) Chicago 1-4.
Texas Max Show: Menard, Tex., 1-4.

Adkins Nails Lie Concerning Consolvo, Cole-Beatty Show

CINCINNATI, Dec. 30.—The published report (not in The Billboard, however) last week that Charles Consolvo, Maryland and Virginia hotel man, owns the majority of shares of stock in the Cole Bros.-Clyde Beatty Circus, and that he will be with this show next season in a business capacity, probably as general manager, is all wet. When the matter was brought to the attention of Jess Adkins, manager of the Cole-Beatty show, he replied:

"Your valued favor received this morning (December 28) and in reply to same will advise that Mr. Charles Consolvo does not own the majority of stock of our organization, and will not be connected with us next year in any business capacity. He now owns the Belvidere Hotel, Baltimore, Md; the Jefferson Hotel, Richmond, Va.; the Monticello Hotel, Norfolk, Va., and is in active charge of all these hotels, which I assure you takes up all of his time. He is a good friend of ours, dating back to the days of the American Circus Corporation, but as far as going on the road with a circus I am sure he has never given that one thought.

"It seems the gossipers have to have

something to talk about, and Cole Bros. the past year have certainly received their share. Possibly now they will have something else to take up their time for a while.

"Trusting the above sets you straight on the question involved, and wishing you a most happy and pleasant new year, I remain."

Krause Greater Shows

EUSTIS, Fla., Dec. 28.—Winter quarters of Krause Greater Shows is a busy scene, with repairing, building and painting in order, in preparation for the opening here January 6 at the Lake County Fair, the start of the show's winter fair engagements, which Manager Ben Krause has announced will last until April. Ed Todd, painter, has things looking nifty. The Flying Melzoras, free act, will again be with the show in 1936. Mrs. Melzoras gave a big Christmas party to the following: Buster Melzoras, Ray Melzoras, Paul Melzoras, Ann Melzoras, George Melzoras, Happy Clem Fuller, Bill Gilbe, Snyder and Logan, Dot Maw, Mitchell Morris, Mr. and Mrs. Wagner and the writer. The party was held at McKay's Camp, where all are staying. Mr. and Mrs. Billingsby, with a troupe of Hopi Indians, pulled into town yesterday, also Walter Baker and Oscar Porrin. Everyone has been enjoying the "Florida sunshine." EDDIE L. POUPIN.

Greater American Shows

TEXARKANA, Tex., Dec. 28.—Members of Greater American Shows in winter quarters were served a sumptuous turkey dinner with all the fixin's on Christmas. All participating reported having a wonderful time. They included the writer, Bob Vernon, free act; Wayne Herndon, master mechanic, and wife; Luther Harvey, electrician, and wife; Coopie Henderson, artist, and wife; Mr. and Mrs. Whitey Campbell, front gate; Joe Turner, Athletic Show; Olie Olson, auto mechanic, and little Bobbie and Mickey Herndon. The show has been in quarters since December 1. Most of the personnel left for their homes or to join other shows for the winter. Work in quarters will start about the middle of January. New show fronts will be built, also new box trailers will be added for next season. Both Luther Harvey and the writer are building themselves new housecars. Mr. and Mrs. C. A. Vernon went to Bryan, Tex., for the holidays, visiting Mrs. Vernon's parents.

SLOT MACHINE BARGAINS

25 Mills Escalator 5c Bells, Each \$55.00
20 Mills Escalator 5c Bells, Each 50.00
3 Mills Escalator 10c Bells, Each 50.00
2 Mills Escalator 25c Bells, Each 50.00
10 Mills Goose-neck Dbl. J. P. 5c Bell, Ea. 30.00
2 Mills O. T. 5c Bells, Each 35.00
1 Gold Award 5c Bell, Mills 50.00
1 Pace Comet 5c Bell 30.00
2 Pace Bantam 5c Bells, Each 20.00
25 Mills Safe Stands, New and Like New, Ea. 8.50
10 King 8 Dice Games, Counter Games, Ea. 13.50
6 Select-ems Dice Counter Games, Each 7.50

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Lazar Has Sales Contest

PITTSBURGH, Dec. 28.—B. D. Lazar Company reports that the new Centa-Smoke reel counter game is being accepted by its many customers as one of the best which has ever been produced in the low-price field.

Firm has also started a contest among its salesmen to see which sells the most machines before the first of the new year and will offer an attractive bonus award.

J. D. Lazar will rest in the city during the holiday season but will again take to the road soon after the first of the year. He is certain that the demand for the game will be great and reports that the firm has placed a large order for immediate delivery so that it will be in a position to fill all orders.

The firm's branches at Scranton and Reading are also being shipped large quantities of the machines and also report that the game is one of the best they have handled.

FINAL CURTAIN

(Continued from page 29)

his own band. For 10 years the deceased taught brass instruments in the Enna School of Music in Green Bay. Survived by his widow, two sons and a daughter.

YATES—Hicklin, 39, for several years an active member of the Circus Fans' Association and of the James E. Cooper Top, Washington, D. C., in that city December 22 from a heart attack. He was secretary to former Senator James A. Reed, of Missouri. His widow, mother and a sister survive. Funeral rites December 26.

MARRIAGES

GHEUSI - SCHWARZ — Raymond Gheusi, general secretary of the Opera Comique, Paris, and son of P. B. Gheusi, manager of the theater, and Solange Schwarz, star of the Opera Comique, in Paris December 16.

GRIN - PERRY — Pablo Sesena Grin, South American magician, and Ethel Perry, Milwaukee danseuse, in Waukegan, Ill., December 17.

HENDERSON - HOLBROOK — Lowell Henderson, actor and stand-in for Gary Cooper, to Helen Holbrook, stand-in for Mae West, December 21 at Hollywood.

JACKSON-DONALDSON — Reid Jackson, leading man at the Kilbuck Theater, Pittsburgh, and Elizabeth Clare Donaldson, of Pittsburgh, in Toronto, Ont., December 21.

MORAN-WALKER — Dr. Frederick H. Moran, of London, and Heather E. Walker, known on stage and screen as Polly Walker, in Chicago December 26.

PRESSMAN-COLBERT — Dr. Joel E. Pressman and Claudette Colbert, film star, at Yuma, Ariz., December 24.

SCHAACK-BECKER — Arnold Schaack, motion picture theater owner, to Esther Becker December 17 at Los Angeles.

SEYBOLT-WING — George Frank Seybolt to Lucretia Anne Wing, musician, recently.

COMING MARRIAGES

Alvine La Fontaine to Joseph Roos, assistant story editor with the Mary Pickford-Jesse Lasky film studios.

Linda Mary Parker, screen actress, to Stephen King McNulty, film cameraman.

Lynn Paddock to Gattison Jones, stage and screen actor.

Lucille Millikin, radio and grand opera singer, to John Sutton Jr.

Arthur Valentino, band leader and entertainer at the Town Club, Pittsburgh, and Nelda Revel Chion, of New York, will be married in June.

BIRTHS

A 9½-pound son December 18 to Mr. and Mrs. C. K. Peters Jr. Father is secretary-treasurer of IATSE Local 548, Paris, Tex.

A son to Mr. and Mrs. Max E. Solomon December 23. Father is a member of the sales staff at Station WFIL, Philadelphia.

To Mr. and Mrs. George L. Anderson December 21 a girl. Father was formerly with Dodson's World's Fair Shows.

To Mr. and Mrs. George Von Stein a girl, Erlene Lulu, at Miami December 22. Father is associated with the Dufour & Rogers amusement enterprises.

A six-pound daughter December 20 at Good Samaritan Hospital, Los Angeles, to Mr. and Mrs. Hector Dodd.

Father is in charge of the cutting department at 20th Century-Fox Film studios.

DIVORCES

Lillian Sloan, musical tutor, from Paul Sloan, screen director, December 23 at Los Angeles.

Doris Deane, screen actress, from Elmer S. Hartz December 22 at Los Angeles.

Geneva Sawyer Warrick, film player, filed suit against James J. Warrick December 17 at Los Angeles.

Carl Engel, musician, from Abigail C. Engel December 17 at Reno.

Inez Palange, actress, filed suit against M. F. Morelli December 23 at Los Angeles.

John Leroy Atwell, known professionally as Roy Atwell, comedian, filed a cross complaint against Ethel Smith Atwell in the Superior Court, Bridgeport, Conn., last week.

Lina Basquette, dancer and film star, from Theodore (Teddy) Hayes, former trainer for Jack Dempsey, in Los Angeles December 19.

Roxanne Glickman Krakow, dancer, in the Chicago courts December 23 from Harry Krakow, better known as Kingfish Levinsky, fighter.

Beatrice G. Allen, dancer, filed suit against Carl K. Allen, musician, December 18 at San Francisco.

Evelyn Lockwood filed suit against Clifford Lockwood, night club and radio singer, December 24 at San Francisco.

Dorothy Ives, musical comedy actress, from Paul Parr Smith, of Hollywood, December 19 at San Francisco.

OUT IN THE OPEN

(Continued from page 53)

Company.—Since closing his Prison Show on the Art Lewis midway Cliff Younger has been playing clubs and high schools, presenting "Prison Portraits" in lecture form. He writes from Bridgeport, Conn., to say that he will frame a new show for next season. It will be a snake attraction in a Wild West setting, and there'll be music and sharpshooting thrown in.

All-Time Favorites

of EDWARD M. HILLEARY
CFA Baltimore

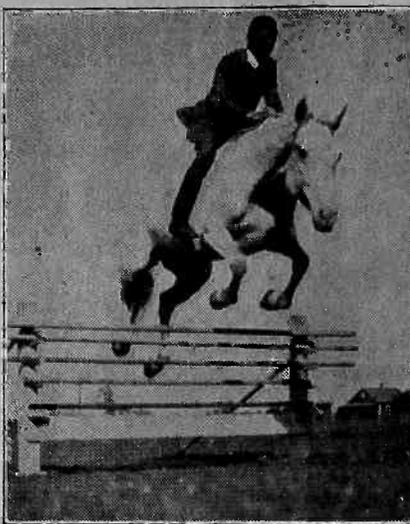
John H. (Doc) OYLER, Russell Bros.' Side Show; Clint W. FINNEY, Ripley's Odditorium; Ray W. ROGERS, Barnett Bros.; Clyde INGALLS, Ringling-Barnum Side Show; Duke DRUKENBROD, Hagenbeck-Wallace Side Show; Rev. Doc WADDELL, Dodson's World's Fair Shows; Charles SPARKS, Downie Bros.; George L. MILLER, 101 Ranch Wild West; Eddie DELEVAN, ex-auditor H-W Circus; Eddie VAUGHAN, Ringling legal department.
*Deceased.

SHRINERS' Bingo in Providence, R. I., played to more than 3,000 people nightly, according to Charles Kyle, of Kyle Productions, who also states that the bingo staged by the Rhode Island VFW went over the top. Kyle reports that he is closing one of his road shows January 10 but will continue to play one musical attraction. . . . Rex D. Billings, manager of Montreal's Belmont Park, is in Miami, where "the weather has been chilly (imagine!), but delightful for all that, and we are taking full advantage of its fine sleeping properties." He also arouses my ire by suggesting that "it would be swell to see you down here." . . . Billy Powers, pilot of the Gold Dust Twins, has gone to Europe. . . . This pillar nominates, without qualification, Milton Danziger, of the Eastern States Exposition, as the best writing man among the country's fair executives. Read his views and reviews in *The Springfield Daily Republican* and you'll know why I'm doing a triple somersault on the typewriter for the Danzigerian pen.

MENAGE TO

(Continued from page 5)

on the hippodrome track as "Mr. and Mrs. Rhoda Royal." Mrs. Royal's part of the act was to drive a menage horse to harness. Another pair of menage riders that the Ringling show thought might turn out pretty good with a little more practice was a kid named John Agee and a little girl named Lillie Satterfield. How many oldtimers remember the menage team of Miss Eldred and Paul DeVine? Maybe it was a little more than 25 years ago, but some of these folks are still going strong and



ALBERT J. STEVENS, writer of this story; doing a bareback full Liberty horse flying leap. There is no strap of any kind on the horse.

we mustn't count up too many birthdays.

Modern circus menage horses are trained to be as nearly mechanical workers as possible. The haute ecote riders of today are mustered in from the various departments of the circus, with exceptions as Dorothy Herbert, Anna Louise Hutchinson and a few others. Of course, this system is good business efficiency. The horses are on edge and nervous from the floundering around of their mediocre riders. Whip cues are used in almost all cases and much of the art of equestrianism is lost.

Liberty horse acts in the modern circus work with as much flash and spirit as in days of old. In this department the live stock is of fair grade but below the standard of Schumann and the best trainers across the sea. Several Liberty horse acts of quality are expected in the better class shows. Tom Mix is re-creating one of the old-time Liberty acts, and the Big Show had a really nice one during the '35 season.

There is one branch of the circus horse department that time and tide does not change—the rosin back. These horses are usually of grade Percheron ancestry and in the leading principal acts the property of the riders. One of the early riders who is given credit for much of the rosin-back routine was Mlle. Adele Rossi, of an old world "cirque." Jenny O'Brien was one of the first to introduce fast work without the old-time pad.

A principal bareback rider of today must be able to hold the balance of a wire walker, the timing instinct of a trapeze flyer, the gymnastics of an acrobat and the horsemanship of a true equestrian.

Going back in the rosin-back business, how many remember the names of Stickney, Robinson, Fish? Stickney claimed to be the first man to do a backward somersault from the back of a lead horse to a second horse cantering with its head even with the lead horse's flank. He used a tall horse for the lead and a small wide-backed Percheron for the second horse. This trick was well done by a foreign act on the Ringling show last season. Later came the Hobsons with their artistic



MILDRED MILLETTE, of the famous Millette circus family. Her father was the great head balancer.

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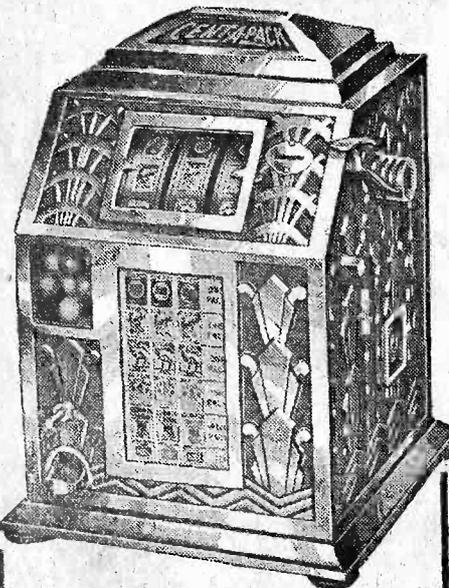
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double-jockey act of a generation ago; the Bedini Family in a fast bareback turn, in which they used the famous riding collie dog Ulo. Gilbert Eldred did backward and forward somersaults, both with and against the motion of the running horse. Orrin and May Davenport were little more than kids and clever statuesque double riders. Remember when Albert Crandall used to clown his act? The "Poodles" of his day. About that time Dallis Julian Ledgegett was trying back somersaults for Ed Shipp. Oh, yes, and Johnny Agee was just about the first to do a good job of standing on his head with a Western saddle in what we would now call trick and fancy riding. Agee's "sidekick" on the hippodrome track was Jack Foley. Jack and Nola Satterfield worked hard in breaking a pretty feature of driving three tandem horses over 3½-foot hurdles. These are but a few of the outstanding equestrians of the good old days.

On the hippodrome track acts are different only in detail from the "hippique fete" in the days of Rome. Liberty fire-jumping horses were not unknown in the Roman Corso, doing very much the same act done on one of the larger shows this season. It is known that Roman soldiers knew how to teach the high trot. The literature of Rome is filled with the thrill of the chariot race. Since the dawn of history the horse has played a prominent part in the drama of the circus. For more than 2,000 years the only act on God's green earth to hold its own, little changed and unabridged is the work of "equus caballus." An orchid to the ring-horse department.

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Capehart To Show Newest Phono Idea at Chi Exhib

FORT WAYNE, Ind., Dec. 28.—A unique feature never before incorporated in a coin-operated phonograph will be introduced at the Chicago coin-machine show by the Capehart Corporation, Fort Wayne. The new feature will be embodied in the Capehart Orchestrope, Series M, to be revealed to operators for the first time at the big show, it was announced by officials of the company.

A combination program holder and selector dial, contained in a neat and attractive unit at the top of the cabinet, constitute the innovation. It is not necessary to look one place to make selections and then press buttons opposite the numbers at another place. With the new combination dial and selector all that is now required is to push the button opposite the program slip. No stooping is necessary because of the location at the top of the cabinet. The coin chutes are likewise located at the top of the Orchestrope, thus eliminating the necessity of stooping to deposit coins.

F. W. Gigax, general manager of the Capehart Corporation, and I. C. Hunter, sales manager of the company, spoke with enthusiasm regarding the coming show. They stated that they not only expect to attend the show personally, but that their own operators from Coast

to Coast would be in attendance. These officials also announced that the Capehart Orchestrope, Series B, which went over so big with operators the past year, will be continued thruout 1936. A part of the Capehart exhibit at the Chicago exposition, it was stated, will be devoted to Series B models.

Visitors at Seeburg's

CHICAGO, Dec. 28.—W. A. Beazley, of the Beazley Novelties, Inc., Washington, D. C., visited the J. P. Seeburg Corporation during the holiday season. He wore the celebrated Beazley smile at its widest.

Joe Weinberger, of the Southern Automatic Music Company, Louisville, was a visitor at the Seeburg plant. He reports an excellent business for December and has added several new operators to the fast growing Seeburg list.

Doubts the Monkey Theory

NEW YORK, Dec. 28.—J. A. Darwin, special representative of Rudolph Wurlitzer Manufacturing Company, maker of the Wurlitzer-Simplex coin-operated phono, who has recently returned from a tour of the Caribbean, reports that "the monkey theory is all wrong."

When asked to elaborate on this statement, Mr. Darwin said that "after seeing the people down in the West Indies and thruout that part of the world I came

to the conclusion that I much prefer the monkeys. Somehow they seem more human to me."

Mr. Darwin is very active in the East selling the Wurlitzer-Simplex machines and reports that his only troubles at this time are to make deliveries to operators as fast as they want the phonos. He is on his way to the factory for a visit at present, he says.

Los Angeles Notes

Sol Gottlieb, Los Angeles jobber, recently stated: "I have never sold a Torpedo machine to anyone who has not ordered another one, and I have not had a used Torpedo on my floor." So much for Torpedos.

Operators in the city of Los Angeles are looking forward to a quantity shipment of Rock-Ola's new Flashlite, which is due in shortly. It is also rumored that the machine will be made in an insert to fit Rock-Ola's machine Squadron.

Preview of California Exhibit's one-ball game called Big Shot was a revelation to all who have been watching the progress of one-ball automatic payout machines. The machine is constructed in the usual California Exhibit manner. The product is one of the best constructed machines that operators have ever had the privilege of using. The first game made by this company was Parader, and it has produced other successes, such as Rebound, Hi-Lo, Crazy Lane, Bells and several other tables. Its invasion of the automatic payout field will prove stiff competition to all manufacturers of this type of table. . . . Perhaps the largest order for automatic payouts in the city of Los Angeles was placed by the Sol Gottlieb Company for Gottlieb's Electric Baffle Ball. A letter from R. A. Talbert, prominent Fresno operator, states: "In reference to

10 Best Records for Week Ended Dec. 30

	COLUMBIA	BRUNSWICK	RCA-VICTOR
1	3104-D—"Stop, Look and Listen"; "Yankee Doodle Never Went to Town." Joe Venuti and orchestra.	7576—"Quicker Than You Can Say"; "I Picked a Flower the Color of Your Eyes." Ozzie Nelson and orchestra.	25201—"The Music Goes Round"; "If I Had Rhythm in My Nursery Rhymes." Tommy Dorsey and orchestra.
2	3103-D—"Twenty-Four Hours a Day"; "Eeny Meeny Miney Mo." Joe Venuti and orchestra.	7565—"Where Am I?"; "With All My Heart." Hal Kemp and orchestra.	25200—"I Built a Dream One Day"; "Somebody Ought to Be Told." Ray Noble and orchestra.
3	3101-D—"At a Little Church Affair"; "It's Dangerous To Love Like This." Mario Braggiotti and orchestra.	7562—"I Got Plenty o' Nuttin'"; "It Ain't Necessarily So." Leo Reisman and orchestra.	25198—"I'm the Echo"; "I've Got Love." Paul Whiteman.
4	3100-D—"A Little Bit Independent"; "Remember Last Night?" Herbie Kay and orchestra.	7561—"I Dream Too Much"; "I'm the Echo." Leo Reisman and his orchestra.	25197—"I Dream Too Much"; "Jockey on the Carousel." Paul Whiteman.
5	3097-D—"Red Sails in the Sunset"; Mantovani and his Tipica Orchestra. "Whisper Sweet"; Savoy Hotel Orpheans.	7559—"One Night in Monte Carlo"; "A Little Bit Independent." Freddy Martin and orchestra.	25195—"Santa Claus Came in Spring"; "Eeny Meeny Miney Mo." Benny Goodman and orchestra.
6	3096-D—"Where Am I?"; "Stars Over Broadway." Little Jack Little and orchestra.	7545—"Take Me Back to My Boots and Saddle"; "On Treasure Island." Joe Moss and his Society Dance Orchestra.	25196—"A Little Bit Independent"; "Sweet Thing." Fats Waller and his Rhythm Boys.
7	3095-D—"On Treasure Island"; "No Other One." Little Jack Little and orchestra.	7544—"Santa Claus Is Comin' to Town"; Joe Moss and his orchestra. "Jingle Bells"; Ozzie Nelson and orchestra.	25191—"Alone"; "Two Hearts Carved on a Lonesome Pine." Tommy Dorsey and orchestra.
8	3091-D—"Thanks a Million"; "I'm Sittin' High on a Hill Top." Paul Pendarvis and orchestra.	7533—"Thanks a Million"; "I'm Sittin' High on a Hill Top." Paul Pendarvis and orchestra.	25187—"Where Am I?"; "Dinner for One, Please, James." Ray Noble and orchestra.
9	3087-D—"Ride, Red, Ride"; "Congo Caravan." Mills Blue Rhythm Band.	7521—"Me and Marie"; "A Picture of Me." Johnny Green and orchestra.	25188—"Out of Sight, Out of Mind"; "Don't Mention Love to Me." Eddie Duchin and orchestra.
10	3078-D—"Cotton"; "Truckin'." Mills Blue Rhythm Band.	7486—"Cheek to Cheek"; "No Strings." Fred Astaire, Leo Reisman and orchestra.	25190—"Life Begins at Sweet Sixteen"; "I'm the Fellow Who Loves You." Ray Noble and orchestra.

the new Electric Baffle Ball games which we are operating, wish to say that we have practically all of the new one-shot games that are manufactured, but the Electric Baffle Ball is taking the play away from every make of table we have. It certainly gets the play. The table is not only attractive, but it seems to be mechanically perfect and, in fact, it is the only pay table we have found that does seem to be mechanically right."

DO YOU KNOW THAT . . . The city of Los Angeles has perhaps the best organized operators' association in the country. But the jobbers have been unable to form an association? . . . Several thousand used machines have been shipped for export from Los Angeles and San Francisco to China, Australia, Honolulu, India and several other foreign countries? . . . More money is being made per unit per machine in the city of Los Angeles than was made for the same number of units a year ago?

Peak During Dull Season

CHICAGO, Dec. 28. — Ray Moloney, president of Bally Manufacturing Company, says his firm has broken some kind of world's record by hitting the peak in sales right at a period usually regarded as the slowest in the pin-game year.

"In years past," Ray pointed out, "the period before Christmas has always witnessed an almost total lack of trade. Then after a short breathing spell the pre-show lull would set in and business would be the doldrums till after the show. This year the pre-Christmas and pre-show period 'ganged up' on us and you would expect an all-time low as far as sales are concerned. But here at Bally we are working shifts to fill orders.

"Of course, we feel that this is largely due to the fact that we have a number of hits, such as Bally, Derby and Jumbo in the payout class and Battle in the non-payout class, but I suppose it is also a sign of the business activity which seems to be general in all lines."

Summary of Business Trends

Current weekly data do not indicate a reversal of the upward trend of business activity which has been evident during the latter half of the year 1935. Industrial production during December has maintained a favorable pace, while the volume of retail trade is generally expected to record a considerable gain over the final month of 1934. Factory employment in November did not decline to the extent which is usual for this period of the year; the number employed was about 10 per cent above November, 1934.

According to Gram's estimates, weekly automobile production has passed the 100,000 mark. Output for the fourth quarter is estimated at about 1,100,000 units, only slightly below the 1926 record of 1,181,000 cars and trucks. Steel ingot production declined slightly in the two weeks ended December 21, but continued demands from the automobile and other industries has resulted in a less-than-usual seasonal recession. Weekly electric power production has maintained an average gain of about 12 per cent over the corresponding periods of 1934, and, for the week ended December 21, was 7.6 per cent above the 1929 high.

Wholesale commodity prices have not shown much change in recent weeks. For the more sensitive commodities, the general trend has been downward since the high level reached early in October, according to Moody's index. Fisher's wholesale price index recorded a small gain in the week ended December 21, after a loss of about the same proportions in the previous week.

Declines in freight-car loadings in recent weeks have been less-than-seasonal, and the gains over a year ago have been maintained. The indicated increases in car loadings for the full year in comparison with 1934 is about 2.5 per cent, with the largest and most important classification, miscellaneous freight, probably up between 6 and 7 per cent.—*Survey of Current Business Weekly Supplement* (December 26, 1935).

FROM OUT FRONT—

(Continued from page 18)

any duration the addict goes all to pieces; he is bathed in cold perspiration; his eyes throw wild and furtive glances upon anything that smacks of make-believe; he is to be found sitting raptly in front of curtained alcoves or playing a flashlight upon unsuspecting friends or applauding the entrance of a woman in evening makeup. He wants his theater and he is pathetically eager to get it. Witness the friendliness and indulgence of the critics as they review their first shows after the summer vacation. A play has to be very bad to draw unmitigated howls.

When the height of the season sends dramatists to play after play after play, night after night after night, it soothes both the chafing mind and the unbridled ego to kick at the routine like a Missouri mule; but once take away that routine and see what happens.

Getting back, however, to New Year's resolutions—for what is a New Year without a few resolutions to break? This reporter hereby resolves:

To strafe, to the best of his ability, any ingenu who thinks that a phoney Southern accent is a sure short cut to stardom.

To shoot on sight any juvenile who thinks that a typical Broadway manner is just the thing with which to clothe the character of a decent and well-bred young man.

To send a copy of Don Totheroh's *Wild Birds* to any dramatist who thinks, looking out of his library at the tulips growing in his garden, that he has a gift for "folk poetry."

To raise a quizzical eyebrow at those who jitter audibly whenever anyone lights a match to look at a program and who, the next evening, sit comfortably in a film-house balcony billowed in clouds of smoke.

To do all in his power to see that those who attack the manners of box-office men are placed behind a ticket window for just one day.

To go seriously into the question of why musical producers hire large, blank-faced goops to stand around and do nothing as "show girls," while all the pretty kids in the production work their heads and their feet off in the dancing chorus.

To get sore whenever a producer puts on a two-act show, which eliminates one of the smokes in the lobby, often the most enjoyable sections of the evening.

To eliminate, if possible, all acting amateurs who wag their heads when

Sheet-Music Leaders

(Week Ending December 28)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Red Sails in the Sunset
2. Treasure Island
3. Music Goes Round and Round
4. Little Bit Independent
5. Twenty-Four Hours a Day
6. Where Am I?
7. Boots and Saddle
8. Don't Give Up the Ship
9. Sitting High on a Hilltop
10. Eeny Meeny Miney Mo
11. Alone
12. No Other One
13. Prairie Moon
14. Thanks a Million
15. Beautiful Lady in Blue

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period is from Friday, December 20, to Thursday, December 26, both dates inclusive.

- | | |
|-----------------------------|----|
| On Treasure Island..... | 28 |
| Thanks a Million..... | 28 |
| Moon Over Miami..... | 25 |
| With All My Heart..... | 25 |
| Little Bit Independent..... | 23 |
| Eeny Meeny Miney Mo..... | 21 |
| Why Shouldn't I?..... | 18 |
| Broken Record..... | 13 |
| If I Should Lose You..... | 13 |
| I Dream, Too Much..... | 11 |
| I Wanna Woo..... | 9 |

PRE-INVENTORY CLEARANCE

America's Finest Reconditioned Games
ONE-BALL AUTOMATIC PAY — 10-BALL AUTOMATIC
AND NON-AUTOMATIC PIN GAMES
SLOT MACHINES . . . COUNTER GAMES
At a Fraction of Their Value!

If you have ever bought an Electro-Ball reconditioned game, you know it's a fact when we say "America's Finest Reconditioned Games." Everyone has been completely renewed in our big shops where a corps of expert repairmen use the latest equipment. Electro-Ball Games are easily worth \$5 to \$10 more than ordinary reconditioned equipment.

AUTOMATIC PAY—RECONDITIONED

Ace	\$27.50	Hell's Bells	\$12.50	Rocket	\$12.50
Bonanza	29.50	Indicator	22.50	Rodeo	29.50
Big Leaguer	32.50	Jumbo	57.50	Seven-Eleven	15.00
Champion, A. C.	15.00	Pearl Harbor	25.00	Seven-Eleven, Red	
Carloca	27.50	Play Ball	45.00	Arrow Cab	12.50
De Luxe "46"	47.50	Prospector	37.50	Sportsman, Visible	29.50
Do or Don't	19.50	Put 'n' Take (Late		Sportsman, Non-Vis-	
Equity	17.50	Model)	16.50	ible	23.50
Flying Turf	47.50	Put 'n' Take (Side		Traffic, Model A.	17.50
Gold Award	27.50	Door)	12.50	Stampede	25.00
Gold Rush	22.50	Red Arrow, A. C.	15.00	Liberty Bell	19.50

BRAND NEW, ORIGINAL CABINET

Gold Award	\$39.50	ABT Triple Bank		Fairway	\$35.00
Pearl Harbor	35.00	(Floor Sample)	\$35.00	Ranger Pistol Prac-	
Rapid Fire	30.00	Indicator (10 Ball)	29.50	tice (Floor Sam-	
Red Arrow	27.50	Kings of Turf, Floor		ple)	57.50
		Sample (5 Ball)	59.50	A. B. T. Triple Bank	30.00

COUNTER GAMES

Mills Tickette	\$ 7.50	Horse Shoes	\$ 5.00	Steeple Chase	\$ 2.50
Get-A-Pack	8.00	Gypsy	3.00	Vaudette	2.50
Hold & Draw	17.50	Skill Katch	47.50		

SLOT MACHINES

Mills Blue Front, Gold Award, Side Vendor, 5c Play, Nos. 329983, 330486, 330431, 345788, 330447, 346847, 324594, 328833, 330539, 330454, 330470, 345787, 330440, 347994, 329083, 346694, 345957, 347578, 346697, 330478, 345732, 345745, 322346, 345782, 329997, 346167, 322847, 326607. EACH, \$67.50.

Mills Indian Head Gold Award, Side Vendor, 5c Play, Nos. 294861, 336934, 311217, 317282, 311234, 336883, 311228. EACH, \$60.00.

Mills War Eagle, Bell, 5c Play, Nos. 223902, 283376, 304261, 303955. EACH, \$50.00.

Mills Escalator Front Vendor Twin Jackpot, 5c Play, Nos. 284627, 288817, 316305, 318107, 328027. EACH, \$40.00.

Mills Q. T. Single J. P., 1c Play, \$20.00. Mills Extraordinary Front Vendor, 5c, 317775, \$69.50.

Watling Twin Jackpot, Front Vendor, 5c Play, 57429. \$35.00.

Jennings Century Triple Jackpot, Even Pay, 5c, 111845, 112803. \$45.00.

One-Third Cash With Order. Balance C. O. D.
ELECTRO BALL CO., Inc.
1200 CAMP, DALLAS

New 1936
LITTLE NUTS Are Here!

Mirror Polish Solid Aluminum. Most beautiful rotary action high-grade Vendors on today's market at lowest prices. Wonderful proposition for salesmen and distributors.

LITTLE NUT VENDOR CO., Lansing, Mich.

The VENDING MACHINE Co.

The South's Largest Distributors for the World's Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.

Wanted, Paces Races

Wire Serials. Price.

BORDER SALES CO.,
 PHARR, TEX.

Photomatic Is Sensation At Chi Railway Station

CHICAGO, Dec. 28.—Railway stations prove to be excellent locations for the new Photomatic machines recently introduced by the International Mutoscope Reel Company, Inc., of New York. The G. B. Vending Company, an operating firm here, placed a Photomatic machine in a North Shore railway station recently.

Their report to Gerber & Glass, Illinois distributors of the machines, is that "it has been going 24 hours a day continuously and without a service call up to the present time. While patrons are keeping the machine busy it is so attractive that spectators are standing around waiting to try the machine. Repeat business is also noticeable, which is a very interesting thing about the machine. The quality of the photographs seems to give satisfaction to all customers."

Gerber & Glass are putting the immense distribution facilities of their firm back of the Photomatic to give it wide distribution in this territory.

SAINTS-SINNERS'

(Continued from page 3)

Ringling shows, involving a plot of land and a promise to erect 10 bungalows as a preliminary to the establishment of a Home for Troupers in Sarasota, Fla., winter quarters of Ringling-Barnum. Richmond charged that the acceptance was unauthorized, that it, Richmond, should have been consulted and that, most important of all, it was a well-known fact that the troupers' home has been for years a Richmond project for creation there. From this point there developed a counterplan to work for the building of a zoo in the Virginia city, the proposed home for the aged and indigent troupers being practically abandoned by Richmond's W. W. Workman. Tent in favor of an admission zoo, funds from which would be devoted to circus charity.

The real but still unofficial break came early in October when the club, holding its annual convention in Richmond, ignored the New Yorkers by electing officers and directors from its own ranks, with the exception of Fred P. Pitzer, of Jersey City, former national secretary, who was given the created post of national historian.

Resignation papers were preceded by a resolution presented Wednesday of last week at the monthly luncheon of the Dexter Fellows Tent here. In the resolution the way was made clear for secession. Splitup recalls a similar situation which occurred some years ago when four or five New York members of the Circus Fans' Association bolted the annual convention and organized the CSSCA with the circus home as its object.

It is understood that the New York group, which has a heavy enrollment of celebrity members, will continue to work for a troupers' home.

Old-Time Showmen

By CHARLES BERNARD

"An Enterprise That Represents the Nation's Growth." This catch line headed the official program of the Walter L. Main Three-Ring Circus during the 1898 season, a tour which included the New England States, Ontario, Quebec and the maritime provinces of Eastern Canada. The program, published by A. L. Dolson, was an attractive eight-page pink folder, pages 10x14, with special engraved front page with portrait of Walter L. Main, sole owner and manager; also an illustration showing thrilling chariot race of the hippodrome. Liberal distribution of that classy program to the show's patrons was an appealing gesture of the management.

The Pacific Coast tour had been made during the 1897 season. The popularity of Walter L. Main Circus reached from Coast to Coast, thru Canada and to the Gulf States of the Southeast, in Pennsylvania, New York, New Jersey and New England. Its annual tours were an expected event, therefore the distribution of this elaborate official program of Mr. Main's 1898 attractions was greeted with favor. William Sells, as advance manager, with able advertising crews, paved the way with forceful publicity. Prof. John Gill, as musical director, had a strong organization of experienced circus musicians. John Purvis was equestrian

director. Prof. Gill's band featured Maud Hayward in cornet solos during the performance. The opening number of the big show was a processional entree of performers and menagerie attractions, followed by a mixed group of trained animals in the steel arena, worked by Prof. Ferris. Lillian Mack, in clown costume, sang typical songs as a feature of the comic clown ensemble, in which Al Miaco, John Lancaster, Will Delavoie and Reno Fritz introduced their individual specialties. Display No. 4 was the publicized "Only Riding Lion in the World." The large male lion, Brutus, actually was led into the ring and from a platform jumped to the pad on moving horse and rode twice around the center ring. This feature was a thrill sensation and received much newspaper comment.

Clowns' Jubilee on hippodrome track preceded aerial acts in Rings 1 and 3; Werntz Sisters in flying catches and a Spanish web finish; the Burks did unique specialties on a novel aerial apparatus. Albert Crandall's comic hurricane hurdle on his trick mule and James McElroy's jockey act was followed by the specially announced American sensation, Canandagua, the riding pony, which stood erect on the backs of two horses as they circled the ring. Display No. 9, "Champion Leapers' Tournament," presented the double somersault leapers, Griggs, Bell and Carl, assisted by the acrobatic clowns in leaps over elephants, camels and horses. Trained elephants Lizzie and Columbia were directed by Mr. Ferris, assisted by Mr. St. John. No. 11, the Berris group of trained horses in a pyramid finish to a lengthy routine. Delavoie and Fritz's "Animated Doll" and McElroy's acting ponies filled the three rings. No. 12 was the scientific boxing by the Dellmeads and burlesqued by Rosaire and Elliott. No. 13 was the featured equestrian acts on the program. William Wallett, in Ring No. 1, demonstrated his established right to claim of "star artist" in executing with brilliancy and dash the difficult feats of bareback rider on a speeding horse. In Ring No. 3 Tony Lowande, celebrated arenic expert and member of the noted Lowande family, presented a routine of special equestrian thrills. The Burks in acrobatics and Japanese perch; Mlle. Wallett on aerial trapeze, and Will Delavoie, as eccentric clown policeman, preceded the featured acrobatic specialty of the Eddy Family, executing their feats in full evening dress.

The Werntz Family, direct from Circus Rentz, Germany, in their aerial return act, worked in midair over Ring No. 1. Three Great Zenos, in their sensational aerial gymnastics, were in opposite end ring; were display 16. Next came Albert Crandall's screaming antics with his trick mules Jack and Jill, clowned by Miaco and Lancaster. Tony and Josie Lowande did their double carrying act in Ring No. 1. The Walletts in a fascinating bareback jockey act in Ring No. 3 as display 18. Miaco, Delavoie, Fritz and Weiland, in a clowning carnival, preceded the fearless equestrian specialty by Tony Lowande, who rode a four-horse bareback act, changing from one to four horses in rotation. Hippodrome races, embracing 12 events, completed the program. Season opened April 23, closed October 22, exhibited in 51 Canadian cities between July 4 and September 3, including Halifax, city of Quebec, Montreal, Ottawa, Toronto and London. As treasurer, the writer remembers 1898 as a pleasant and profitable circus season.

LOOK IT'S KEENEY'S SMART Odds Changing 1-Shot Game REPEATER



4 SUCCESSIVE SKILL SHOTS STEP UP

Payouts Ranging from 30c to \$1.00 and \$2.00 on clever "REPEATER POCKET"!

See that "REPEATER HOLE" at top of board. Well, shoot in 1-Shot Ball and Light No. 1 goes on while ball comes back for replay. Repeat and it's Light No. 2 for 30c. Do it again for \$1.00—or four times in succession for a total of \$2.00! Boys, it's the Smartest ODDS-CHANGING IDEA yet—and it's going over 100%.

... A REAL PLAYBOARD & PERFECT PAYOUT UNIT!

Yes, a hundred other amusement features all over the board. Payouts of 10-20-30-50c-\$1.00 and \$1.50—a Mystery Award—and a NEW PAYOUT UNIT that's GUARANTEED to be POSITIVELY PERFECT!!!

Giant Size \$99.00 Repeater

Check Separator and Checks Furnished at \$2.50 Extra.

WRITE! WIRE! for Full Details Today!

Order "REPEATER" from Any Progressive Jobber or—

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GREATEST MONEY-MAKER EVER OFFERED

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PLUNGER VACUUM—

A Push & A Pull— Pen Is Full.

CLEANS AS IT FILLS.



Drop Indicator Records Ink.

Tells When To Refill.

JACKWIN PEN CO.

50 W. 28th St., New York, N. Y.

BIG PROFITS

Complete Plan and Sample Outfit, **50c**

Stamps or Money Order.

POLACK BROS. CIRCUS WANT

FOR SCIOTS CIRCUS, WEEK JAN. 13, OAKLAND, CALIF.

Circus Troupes and Animal Acts doing two or more acts, also Acts for season. Booking solid until June. Week stands. Address

IRV J. POLACK, Manager, 43 14th St., Oakland, Calif.

KRAUSE GREATER SHOWS

OPEN WINTER SEASON EUSTIS, FLA., at the Lake County Fair week of January 6, and Fairs in Florida to follow until middle of April. WANT one more Show not conflicting, also legitimate Concessions not conflicting. Address, this week and next week, Eustis, Fla.

CLOSE-OUTS - BRAND NEW & FLOOR SAMPLES

CHICAGO L \$32.50
MAN 'N THE MOON \$22.50

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

With the Coin Machine Folks in Los Angeles

Making the round of jobbers and manufacturers of pinball games, most of the firms called upon said the year just closing had been profitable and all expressed the belief that 1936 would be better.

At the National Amusement Company Jack McClelland reported that business is very satisfactory. Several new games are having a big sale and the sales of Multi-Selectro phonographs are still increasing.

Harry Stearns, at the California Exhibit Company, said the firm is very busy, with several new games now in the testing period, others still in the experimental rooms. The firm plans to be a big factor in manufacturing circles during 1936.

Harry Silk, Sands Manufacturing Company, reports sales of Skill Katch and its mate still growing and that export business is especially encouraging.

At the Pacific Amusement Company Herb McClelland seemed greatly pleased with business. Parlay has enjoyed a big sale, a large shipment to Manila having gone forward this week. Inquiries are coming from remote parts of the world, he says, due to *The Billboard* advertising.

Sol Gottlieb returned from Dallas, where he attended the funeral of his father, Samuel Gottlieb.

Mohr Brothers are on the go all the time and shipments are stated to be very satisfactory. Will P. Canaan, much pleased with the vending machine business, has recently been appointed distributor in this section for the Exhibit automatic phonograph. A matter of astonishment among the fraternity here—Bert Beutler wearing a hat, the first time in the memory of his oldest friends.

At the Automatic Amusement Manufacturing Company—Harry Williams recently returned from a prolonged stay in Chicago a bit reticent about plans but will have an announcement soon.

Harry Nasland, formerly with Western Exhibit, has opened at a Los Angeles street address to engage in the sale of general and novelty merchandise. John (Spot) Ragland in town, still adding to his routes in Southern California. L. H. Olson, of Albany, Ore., has joined the list of Los Angeles operators.

At Paul Laymon's—Paul recovering from a recent indisposition. He and the missus are pleased with the past year. Noted here were Mr. and Mrs. C. J. Berkemeyer, of San Luis Obispo; Mr. and Mrs. George Steinhouse, of Bakersfield; E. Parker, of Parker & Byrne, San Diego, and Ken and Will Wolf, of San Diego. Will plans to operate in Phoenix. Also a reunion of the Charlesworths here, Oliver, of Santa Barbara, and H. A., of San Diego. Art Dawes and Cleve Cleveland, of San Diego; C. C. Goodson, of Pasadena, and Ben Korte, of Glendale, all looking over newest machines.

The Name Tycoon

By GRANT SHAY

Tycoon, the name of Mills' new "seven can play at one time" game, has an interesting sound, but what does Tycoon mean? Bet about nine out of every 10 will make a dash for the old Webster, spit on the thumb and go to work on the T's—then what a disappointment.

Tycoon means, says the dictionary, shogun. Don't seem to be getting anywhere; guess I'll look up the meaning of shogun. Hope it doesn't mean Tycoon. Where the devil are the G's? Shogun—shogun—let's see, s-h-o-g—here it is! It says—"the hereditary commander-in-chief of the Japanese army—to the foreigners—Tycoon." In other words, to us foreigners the name is Tycoon.

It's really a splendid name for a table like Tycoon—a leader, a commander-in-chief—that's just what Tycoon really is. The "seven can play" principle is just about the finest idea that was ever put on a pay table. When a table is placed in a busy spot, no matter how fast it plays, it never takes in its full capacity. It needs a Tycoon table to do the work. The seven-coin chute Tycoon is really seven tables in one. Then again the operator knows that keen competition keeps up a table's earnings, and in Tycoon 7, 6, 5, 4, 3 or 2 people can wage a battle of skill and wits against each other.

While the player is shooting the ball thru the odds skill channel the other player can try to outguess him by selecting the number he wants to win. A split second after coin is deposited in slot the ball pops right up on the runway, no worry about ball elevator, it's all automatic. The "odds" channels are about one-third the way from the top and player tries his skill at shooting ball so that it will pass thru the most liberal one. From then on the breath-taking heart-stopping ball action takes place. Helter-skelter thru a maze of resilient pins and springs rolls the ball until it finds a resting place for itself in a numbered hole at foot of playing field.

If it corresponds with the chute where coin has been deposited it pays out automatically.

Oh, yes! I forgot to mention that when player deposits a coin to play Tycoon a light appears over number, as a further check the player's coin shows in seven-coin visible chute. No chance of squabbling over number played. As to the appearance it is really a swell dish. Its design was conceived by E. B. Eckland, foremost on the subject in the coin-machine field. So when you see the Tycoon at the show remember its definition—a Leader!

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NOTICE!! MILLS TICKETTE OPERATORS!
 New Type Tickets for Mills Tickette Machines. Figured to pay out about 42% and guaranteed to work better than any tickets made for this machine to date. In Lots of 1,000, \$1.50; In Lots of 5,000, \$1.40; In Lots of 10,000, \$1.30; In Lots of 25,000, \$1.15. 1/3 Deposit, Balance C. O. D. Be sure and send for Our Big Bargain List. Bargains aplenty.
WANTED: 500 BABY BELLS AT \$3.50 EACH
 SPECIALS IN USED MACHINES:
 DICE-O-MATIC \$4.50 | SELECTEM \$6.50
 ROYAL DICE 6.00 | BOOSTERS 6.00
 SWEET SALLYS \$6.00
GREAT STATES MFG. CO., 1605-7-9 E. 39th, KANSAS CITY, MO.

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These six firms represent directly and indirectly almost every manufacturer in the business and are interested in other exclusive distributors' ships.

BIG PROFITS for Salesboard Operators
 Handling Our New **CANDY BOARDS**
 Complete Deal of 21 Boxes Costs Only **\$5.75**
 Brings the Dealer **\$15.00**
 Here's a Wonderful Opportunity for Salesboard Operators to Cash in on Some Extra Good Profits. Every item in the deal is well known and a prime favorite. Order right now and get the business. Deal consists of the following:
 12 Half-Pound Boxes Schall's Chocolates,
 6 Full Pound Boxes Chocolates,
 3 Three-Pound Boxes Mrs. McLean's Fancy Chocolates,
 1 Three-Hundred-Hole Salesboard,
 21 Winning Numbers.
 Your Cost Complete Only **\$5.75**.
 Deposit of \$3.00 Is Required on C. O. D. Orders.
 Send for complete list of Turkey Cards and New Salesboards: Xmas edition of the Hustler Catalog is now ready. When requesting copy mention your line of business.
LEVIN BROTHERS Terre Haute Indiana

EXCLUSIVE to OPERATORS-DISTRIBUTORS!
 New Rotary Clock making history. Want in on biggest exclusive in Salesboard history? Write! G. O. N. O. V. MFG. CO., 4331 Ravenswood Ave., Chicago.
 It Helps You, the Paper and Advertisers to Mention The Billboard.



EARL WINTERS, sales promotion manager of International Mutoscope Reel Company, Inc., New York.

Photomatic Is Sensation At Chi Railway Station

CHICAGO, Dec. 28.—Railway stations prove to be excellent locations for the new Photomatic machines recently introduced by the International Mutoscope Reel Company, Inc., of New York. The G. B. Vending Company, an operating firm here, placed a Photomatic machine in a North Shore railway station recently.

Their report to Gerber & Glass, Illinois distributors of the machines, is that "it has been going 24 hours a day continuously and without a service call up to the present time. While patrons are keeping the machine busy it is so attractive that spectators are standing around waiting to try the machine. Repeat business is also noticeable, which is a very interesting thing about the machine. The quality of the photographs seems to give satisfaction to all customers."

Gerber & Glass are putting the immense distribution facilities of their firm back of the Photomatic to give it wide distribution in this territory.

SAINTS-SINNERS'

(Continued from page 3)

Ringling shows, involving a plot of land and a promise to erect 10 bungalows as a preliminary to the establishment of a Home for Troupers in Sarasota, Fla., winter quarters of Ringling-Barnum. Richmond charged that the acceptance was unauthorized, that it, Richmond, should have been consulted and that, most important of all, it was a well-known fact that the troupers' home has been for years a Richmond project for creation there. From this point there developed a counterplan to work for the building of a zoo in the Virginia city, the proposed home for the aged and indigent troupers being practically abandoned by Richmond's W. W. Workman. Tent in favor of an admission zoo, funds from which would be devoted to circus charity.

The real but still unofficial break came early in October when the club, holding its annual convention in Richmond, ignored the New Yorkers by electing officers and directors from its own ranks, with the exception of Fred P. Pitzer, of Jersey City, former national secretary, who was given the created post of national historian.

Resignation papers were preceded by a resolution presented Wednesday of last week at the monthly luncheon of the Dexter Fellows Tent here. In the resolution the way was made clear for secession. Splitup recalls a similar situation which occurred some years ago when four or five New York members of the Circus Fans' Association bolted the annual convention and organized the CSSCA with the circus home as its object.

It is understood that the New York group, which has a heavy enrollment of celebrity members, will continue to work for a troupers' home.

Old-Time Showmen

By CHARLES BERNARD

"An Enterprise That Represents the Nation's Growth." This catch line headed the official program of the Walter L. Main Three-Ring Circus during the 1898 season, a tour which included the New England States, Ontario, Quebec and the maritime provinces of Eastern Canada. The program, published by A. L. Dolson, was an attractive eight-page pink folder, pages 10x14, with special engraved front page with portrait of Walter L. Main, sole owner and manager; also an illustration showing thrilling chariot race of the hippodrome. Liberal distribution of that classy program to the show's patrons was an appealing gesture of the management.

The Pacific Coast tour had been made during the 1897 season. The popularity of Walter L. Main Circus reached from Coast to Coast, thru Canada and to the Gulf States of the Southeast, in Pennsylvania, New York, New Jersey and New England. Its annual tours were an expected event, therefore the distribution of this elaborate official program of Mr. Main's 1898 attractions was greeted with favor. William Sells, as advance manager, with able advertising crews, paved the way with forceful publicity. Prof. John Gill, as musical director, had a strong organization of experienced circus musicians. John Purvis was equestrian

director. Prof. Gill's band featured Maud Hayward in cornet solos during the performance. The opening number of the big show was a processional entree of performers and menagerie attractions, followed by a mixed group of trained animals in the steel arena, worked by Prof. Ferris. Lillian Mack, in clown costume, sang typical songs as a feature of the comic clown ensemble, in which Al Miaco, John Lancaster, Will Delavoie and Reno Fritz introduced their individual specialties. Display No. 4 was the publicized "Only Riding Lion in the World." The large male lion, Brutus, actually was led into the ring and from a platform jumped to the pad on moving horse and rode twice around the center ring. This feature was a thrill sensation and received much newspaper comment.

Clowns' Jubilee on hippodrome track preceded aerial acts in Rings 1 and 3; Wernitz Sisters in flying catches and a Spanish web finish; the Burks did unique specialties on a novel aerial apparatus: Albert Crandall's comic hurricane hurdle on his trick mule and James McElroy's jockey act was followed by the specially announced American sensation, Canandagua, the riding pony, which stood erect on the backs of two horses as they circled the ring. Display No. 9, "Champion Leapers' Tournament," presented the double somersault leapers, Griggs, Bell and Carl, assisted by the acrobatic clowns in leaps over elephants, camels and horses. Trained elephants Lizzie and Columbia were directed by Mr. Ferris, assisted by Mr. St. John. No. 11, the Berris group of trained horses in a pyramid finish to a lengthy routine. Delavoie and Fritz's "Animated Doll" and McElroy's acting ponies filled the three rings. No. 12 was the scientific boxing by the Dellameads and burlesqued by Rosaire and Elliott. No. 13 was the featured equestrian acts on the program. William Walleit, in Ring No. 1, demonstrated his established right to claim of "star artist" in executing with brilliancy and dash the difficult feats of bareback rider on a speeding horse. In Ring No. 3 Tony Lowande, celebrated arenic expert and member of the noted Lowande family, presented a routine of special equestrian thrills. The Burks in acrobatics and Japanese perch; Mlle. Walleit on aerial trapeze, and Will Delavoie, as eccentric clown policeman, preceded the featured acrobatic specialty of the Eddy Family, executing their feats in full evening dress.

The Wernitz Family, direct from Circus Rentz, Germany, in their aerial return act, worked in midair over Ring No. 1. Three Great Zenos, in their sensational aerial gymnastics, were in opposite end ring; were display 16. Next came Albert Crandall's screaming antics with his trick mules Jack and Jill, clowned by Miaco and Lancaster. Tony and Josie Lowande did their double carrying act in Ring No. 1. The Walleits in a fascinating bareback jockey act in Ring No. 3 as display 18. Miaco, Delavoie, Fritz and Weiland, in a clowning carnival, preceded the fearless equestrian specialty by Tony Lowande, who rode a four-horse bareback act, changing from one to four horses in rotation. Hippodrome races, embracing 12 events, completed the program. Season opened April 23, closed October 22, exhibited in 51 Canadian cities between July 4 and September 3, including Halifax, city of Quebec, Montreal, Ottawa, Toronto and London. As treasurer, the writer remembers 1898 as a pleasant and profitable circus season.

LOOK IT'S KEENEY'S SMART Odds Changing 1-Shot Game REPEATER



4 SUCCESSIVE SKILL SHOTS STEP UP

Payouts Ranging from 30c to \$1.00 and \$2.00 on clever "REPEATER POCKET"!

See that "REPEATER HOLE" at top of board. Well, shoot in 1-Shot Ball and Light No. 1 goes on while ball comes back for replay. Repeat and it's Light No. 2 for 30c. Do it again for \$1.00—or four times in succession for a total of \$2.00! Boys, it's the Smartest ODDS-CHANGING IDEA yet—and it's going over 100%.

... A REAL PLAYBOARD & PERFECT PAYOUT UNIT!

Yes, a hundred other amusement features all over the board. Payouts of 10-20-30-50c-\$1.00 and \$1.50—a Mystery Award—and a NEW PAYOUT UNIT that's GUARANTEED to be POSITIVELY PERFECT!!!

Giant Size \$99.00 Repeater

Check Separator and Checks Furnished at \$2.50 Extra.

WRITE! WIRE! for Full Details Today!

Order "REPEATER" from Any Progressive Jobber or—

J.H. KEENEY AND COMPANY
2900 South Michigan Blvd. CHICAGO • ILLINOIS

SIZE: 50" x 25"

GREATEST MONEY-MAKER EVER OFFERED

YOU GIVE A **FREE 50c PREMIUM** WITH EVERY PEN.

PLUNGER VACUUM—
A Push & A Pull—
Pen Is Full.

CLEANS AS IT FILLS.

BIG PROFITS

Drop Indicator Records Ink. Tells When To Refill.

JACKWIN PEN CO.
50 W. 28th St., New York, N. Y.

Complete Plan and Sample Outfit, **50c**

WRITE TODAY FOR AMAZING OFFER.

Stamps or Money Order.

POLACK BROS. CIRCUS WANT

FOR SCIOTS CIRCUS, WEEK JAN. 13, OAKLAND, CALIF.

Circus Troupes and Animal Acts doing two or more acts, also Acts for season. Booking solid until June. Week stands. Address

IRV J. POLACK, Manager, 43 14th St., Oakland, Calif.

KRAUSE GREATER SHOWS

OPEN WINTER SEASON EUSTIS, FLA., at the Lake County Fair week of January 6, and Fairs in Florida to follow until middle of April. WANT one more Show not conflicting, also legitimate Concessions not conflicting. Address, this week and next week, Eustis, Fla.

CLOSE-OUTS - BRAND NEW & FLOOR SAMPLES

CHICAGO L\$32.50
MAN 'N THE MOON\$22.50

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE., CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

With the Coin Machine Folks in Los Angeles

Making the round of jobbers and manufacturers of pinball games, most of the firms called upon said the year just closing had been profitable and all expressed the belief that 1936 would be better.

At the National Amusement Company Jack McClelland reported that business is very satisfactory. Several new games are having a big sale and the sales of Multi-Selectro phonographs are still increasing.

Harry Stearns, at the California Exhibit Company, said the firm is very busy, with several new games now in the testing period, others still in the experimental rooms. The firm plans to be a big factor in manufacturing circles during 1936.

Harry Silk, Sands Manufacturing Company, reports sales of Skill Katch and its mate still growing and that export business is especially encouraging.

At the Pacific Amusement Company Herb McClelland seemed greatly pleased with business. Parlay has enjoyed a big sale, a large shipment to Manila having gone forward this week. Inquiries are coming from remote parts of the world, he says, due to *The Billboard* advertising.

Sol Gottlieb returned from Dallas, where he attended the funeral of his father, Samuel Gottlieb.

Mohr Brothers are on the go all the time and shipments are stated to be very satisfactory. Will P. Canaan, much pleased with the vending machine business, has recently been appointed distributor in this section for the Exhibit automatic phonograph. A matter of astonishment among the fraternity here—Bert Beutler wearing a hat, the first time in the memory of his oldest friends.

At the Automatic Amusement Manufacturing Company—Harry Williams recently returned from a prolonged stay in Chicago a bit reticent about plans but will have an announcement soon.

Harry Nasland, formerly with Western Exhibit, has opened at a Los Angeles street address to engage in the sale of general and novelty merchandise. John (Spot) Ragland in town, still adding to his routes in Southern California. L. H. Olson, of Albany, Ore., has joined the list of Los Angeles operators.

At Paul Laymon's—Paul recovering from a recent indisposition. He and the missus are pleased with the past year. Noted here were Mr. and Mrs. C. J. Berkemeyer, of San Luis Obispo; Mr. and Mrs. George Steinhouse, of Bakersfield; E. Parker, of Parker & Byrne, San Diego, and Ken and Will Wolf, of San Diego. Will plans to operate in Phoenix. Also a reunion of the Charlesworths here, Oliver, of Santa Barbara, and H. A., of San Diego. Art Dawes and Cleve Cleveland, of San Diego; C. C. Goodson, of Pasadena, and Ben Korte, of Glendale, all looking over newest machines.

The Name Tycoon

By GRANT SHAY

Tycoon, the name of Mills' new "seven can play at one time" game, has an interesting sound, but what does Tycoon mean? Bet about nine out of every 10 will make a dash for the old Webster, spit on the thumb and go to work on the T's—then what a disappointment.

Tycoon means, says the dictionary, shogun. Don't seem to be getting anywhere; guess I'll look up the meaning of shogun. Hope it doesn't mean Tycoon. Where the devil are the G's? Shogun—shogun—let's see, s-h-o-g—here it is! It says—"the hereditary commander-in-chief of the Japanese army—to the foreigners—Tycoon." In other words, to us foreigners the name is Tycoon.

It's really a splendid name for a table like Tycoon—a leader, a commander-in-chief—that's just what Tycoon really is. The "seven can play" principle is just about the finest idea that was ever put on a pay table. When a table is placed in a busy spot, no matter how fast it plays, it never takes in its full capacity. It needs a Tycoon table to do the work. The seven-coin chute Tycoon is really seven tables in one. Then again the operator knows that keen competition keeps up a table's earnings, and in Tycoon 7, 6, 5, 4, 3 or 2 people can wage a battle of skill and wits against each other.

While the player is shooting the ball thru the odds skill channel the other player can try to outguess him by selecting the number he wants to win. A split second after coin is deposited in slot, the ball pops right up on the runway, no worry about ball elevator, it's all automatic. The "odds" channels are about one-third the way from the top and player tries his skill at shooting ball so that it will pass thru the most liberal one. From then on the breath-taking heart-stopping ball action takes place. Helter-skelter thru a maze of resilient pins and springs rolls the ball until it finds a resting place for itself in a numbered hole at foot of playing field.

If it corresponds with the chute where coin has been deposited it pays out automatically.

Oh, yes! I forgot to mention that when player deposits a coin to play Tycoon a light appears over number, as a further check the player's coin shows in seven-coin visible chute. No chance of squabbling over number played. As to the appearance it is really a swell dish. Its design was conceived by E. B. Eckland, foremost on the subject in the coin-machine field. So when you see the Tycoon at the show remember its definition—a Leader!

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Tops 'n' All
ELECTRIC
BAFFLE-BALL

ONE BALL
Automatic Payout with
MYSTERY JACKPOT
and **SIGNAL LIGHT**

Yes, sir, it tops 'em all in beauty in appeal in playing action and in profits. No wonder Chicago operators are clamoring for more Electric Baffle-Balls. This giant game has the greatest of all play attractions—**MYSTERY JACKPOT with SIGNAL LIGHT!** 23 by 46 inches—cramped full of tantalizing action and suspense. Watch the added excitement when the Signal Light flashes on. It means any payout hole filled releases the Mystery Jack-Pot. Also pays out extra Silver Awards on **TWO Pockets**. See for yourself. Get Electric Baffle-Ball today

GIANT SIZE
\$89.50

Tax Paid, F. O. B. Chicago.
MINT VENDER & CHECK SEPARATOR, \$10.00 Extra

IMMEDIATE DELIVERY

YOUR JOBBER OR
D. GOTTLIEB & CO.
2736-42 N. PAULINA ST.
CHICAGO, ILLINOIS

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WANTED: 500 BABY BELLS AT \$3.50 EACH

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Deposit of \$3.00 Is Required on C. O. D. Orders.

Send for complete list of Turkey Cards and New Salesboards. Xmas edition of the Hustler Catalog is now ready. When requesting copy mention your line of business.

LEVIN BROTHERS Terre Haute Indiana

EXCLUSIVE to OPERATORS-DISTRIBUTORS!

New Rotary Clock making history. Want in on biggest exclusive in Salesboard history? Write G. O. NOV. MFG. CO., 4331 Ravenswood Ave., Chicago.



EARL WINTERS, sales promotion manager of International Mutoscope Reel Company, Inc., New York.

It Helps You, the Paper and Advertiser to Mention The Billboard.

TRIPLE ACTION TRIPLE PLAY TRIPLE PROFIT

With Exhibit's
Latest Counter
Creation

"BEAT-IT"

It's an entirely NEW Counter Game with an entirely new action—TRIPLE ACTION—that won't fail to get TRIPLE the play over any counter game—you ever operated. This spells TRIPLE PROFITS for you—so don't delay getting your order in now. It certainly is a real thriller, having a spinning number disc—galloping cubes—and a whirling "odds" ball—all controlled by a positive trouble-free mechanism—built into a handsome finely finished cabinet.



NOTE: In line with our policy of protecting the interest of the professional operator we do not advertise prices. See your jobber or write us.

EXHIBIT SUPPLY CO.

4222-30 W. Lake St., - - CHICAGO

RECONDITIONED USED GAMES | ACTION, SR. 9⁹⁵ | BARREL ROLL 13⁹⁵
BIG BEERTHA, SR. | CROSS COUNTRY
CANNON FIRE, SR. | GENCO BASEBALL

TICKETTES, Like New, with 500 Tickets... \$ 5.95
Late Reconditioned SPORTSMAN. Last Coin Visible... 22.50
ROCKOLA'S STAMPEDE... \$39.50 | BONANZA 1 Ball... \$42.50
NEW MACHINES READY FOR DELIVERY NOW:
PAMCO PARLAY... \$115.00 | BALLY DERBY... \$115.00
BALLY'S GOLDEN HARVEST, 10-Ball Payout... \$87.50
ACME NOVELTY CO. 25 No. 12th St. Minneapolis, Minn.

made a fine job of his operating business and that with feminine encouragement he is certain to be one of the outstanding ops in the country very soon.

GOOD PROGRAM

(Continued from page 3)
national program with many American entrants, and the initial program ran to three and a half hours. Lord Lonsdale carried out his time-honored and gallant custom of personally presenting a huge floral bouquet to each woman performer or assistant upon her final bow from the ring.

Outstanding hits in this year's program are Con Colleano, giving a terrific thrill with his forward somersault on the wire, always a winner here (this is Colleano's third season for Mills); the Five Carlos, high-wire balancers and gymnasts; Natal, a great man-monkey novelty returning to England after a long absence; the Two Karolis, sensational perch balancers; Merkel, "the human fly" from Ringling-Barnum and Hagenbeck-Wallace shows; Trixie, a 16-year-old phenomenal German girl juggler; Elsie Wallenda's sea lions, and Maysy and Brasch, balancers on high unicycles.

Other hits include Jose Ramon's mules; Pless Brothers, skating clowns; Bertram Mills' Liberty horses; Patricia Bourne and her lions; Rosello, "the man in the moon"; the Nine Allison's, Risley and acrobatic whirlwinds; Begee and Qupee, skaters; the Spyras, comedy novelty, and Bertram Mills' baby elephants.

The clown ensemble is particularly strong, with the "Joey's" and "Augustes" working well together. Side shows and rides are well arranged with plenty of variety.

Press and publicity arrangements are again in the hands of Louis Nethersole. Advance booking already exceeds previous records and it looks like another record season for Mills.

Stuart Starts Petition To Change Academy Name

OKLAHOMA CITY, Okla., Dec. 30.—Frank (Doc) Stuart, head of the Stuart Bulletin Corporations of this city, seems to have started something when he sug-

gested, on a recent visit to Claremore, where his son Jack is a student at the Oklahoma Military Academy, that the name of the school be changed to the Will Rogers Military Academy, West Point of the Southwest, in honor of the late humorist, who claimed Claremore as his home. Stuart is circulating a petition, requesting the State Legislature to take this action, as a special act is necessary. The petition is already loaded with the names of the biggest men in the State, Stuart says, adding: "As Rogers was a great lover of OMA there would be no more fitting way to memorialize him than by renaming the school after him."

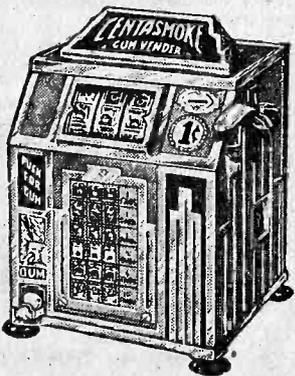
Stuart met Rogers for the first time in Milwaukee some years ago when the latter was on the vaudeville stage and he (Stuart) was managing a show troupe. "Will was putting on the act in which he used his horse Comanche," said Stuart, "and I was managing a troupe showing in another theater at the same time. We both stopped at the same hotel and naturally I met him. I asked him, 'Will, how is the act coming on?' 'Fine,' he replied, 'but I'm under a lot of expense. You know I just got married—married a fine Arkansas girl. Now I don't know whether to get rid of my horse or send my wife back home.'"

Stuart, incidentally, was elected justice of the Country Club District recently. This is said to be the swanky residential part of this city of 216,000. He is planning on going to Hot Springs soon for a couple of weeks.

Stuart had a wonderful Christmas display of elephants in lighting effect before his home here. It is estimated that 10,000 automobiles drove thru Nichols Hills Country Club District between Christmas Eve and Christmas night. Of course, the display was merely a novelty, but it is believed eight out of every 10 cars stopped for a glimpse of the elephants. The lead bull was over nine feet in height and the "punk" about three and one-half feet. At night the display was very pretty, as the banner and backs of the "bulls" were painted with "glisteners" and it certainly did sparkle. Every home in the district was lighted and some of the effects were beautiful.

CENT-A-SMOKE

Delivery Today!



WORTHY COMPANION
TO
WORLD FAMOUS
PENNY PACK

Greatest Value in Coin Machine History. Takes in the pennies and satisfies players 100%.

12.50 WITH DOUBLE DOOR AND REGISTER \$2 ADDITIONAL

IMMEDIATE DELIVERY!
GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO

Games to Old Ireland

NEW YORK, Dec. 28.—Noted for shipment this week was one of the new Bally Derby games on the docks here to Michael J. O'Donnel, of Cork, Ireland. This is believed to be the first Bally Derby to start over to "the ould sod," as John A. Fitzgibbons, of Fitzgibbons Distributors, Inc., terms the "ould country."

The game is gaining popularity everywhere in the East, Mr. Fitzgibbons said, but he was surprised that Ireland has awakened to this new game so quickly and says that *The Billboard* is responsible for getting such quick response from the trade over there.

He is sure that the Bally Derby will be recognized as the greatest pay table of its kind due to the fact that the easiest holes and the hardest holes have no definite distinction because of the changing odds arrangement, which allows the game to offer as much award sometimes for the easiest as for the hardest holes.

Fitzgibbons Distributors, Inc., is featuring this game in a big way for the ops in its new Bally Building here.

Distrib Will Be Emsee

HARTFORD, Conn., Dec. 28.—Abe Fish, of General Amusement Game Company, well-known distributor in the State, will act as master of ceremonies at a party at which the engagement of one of his best customers will be announced.

Lew Apter, operator, will announce his engagement to Syd Cohen, of New Britain, within a few days and Abe will be there in all his glory in fine voice, he reports, to wish the young couple all the happiness and prosperity that can be crowded into one lifetime.

Abe also says that he feels Lew has

NEW DATE BOOKS

FOR 1936

NOW ON SALE

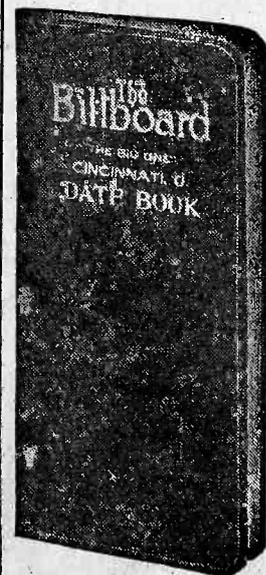
Arranged Especially for Your Needs

DATED FROM JAN. 1, 1936, TO JAN. 1, 1937.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket.

Contains complete calendars for years 1936-1937, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS



Name in gold letters on covers, 15c extra for each line.

For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

CASH WITH ORDER

ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Company

25 Opera Place, Cincinnati, O.

THE SPORTLANDS

« « « AMUSEMENT CENTER GIFT SHOPS » » »

Amusement Men's Association

By MURRAY GOLDSTEIN, Secy.
1607 Broadway, New York City

At a special meeting of the board of directors of the Amusement Men's Association held at headquarters of the AMA December 28 several matters were passed upon to help the smooth running of the ninth annual dinner-show of the organization. The chairman of the dinner committee, Mr. Goldstein, reported that one of the swankiest night clubs on Broadway, the French Casino, has already been retained for the function.

Reports on the legal situation by Counselor Galgano show that everything is under control by the organization's legal staff. With legal obstacles removed there is no reason why everything should not continue to run smoothly.

The Myrtle Sportland, 7 Myrtle avenue, Brooklyn, owned by Cutler & Marcus, unfortunately had its Christmas rush go up into smoke. A fire of no mean proportions almost demolished the playland one day last week. The fire was of unknown origin. It is sincerely hoped by other members

of the AMA that the owners will be able to rehabilitate their losses and soon be able to start over again with a still bigger and better sportland.

We are glad to announce that Brothers & Goldstein, owners of the large, conspicuous and showy playland on Flatbush Extension in the downtown section of Brooklyn, are again within the folds of the AMA, thanks to the efforts of Mr. Nagin.

These days most sportlands are profitably displaying Dan Goldstein's holiday confectionery fruit cake which is receiving so many orders. Many of these cakes have helped to sweeten the appetites of a large number of the patrons judging from the large reorders.

Pursuant to information handed down by Mr. Brown's downtown sportland on Ann street, the AMA has taken immediate action to discourage and do away with stationery stores in the neighborhood of said sportland illegally hanging out a sportland sign. It is the policy of the AMA to the utmost of its ability to protect the free enjoyment by its members of permit privileges.

It is reported that Mr. Axelrod, of 60 New street, has recently sold his sportland. The new owner has promised to join the organization at his earliest opportunity.

Markepp's Window Display Features Football Stars

CLEVELAND, Dec. 28.—The third of the series of window display signs distributed by the Markepp Company, Cleveland, to locations thru operators contains a reproduction of famous professional football stars, including "Red" Grange, playing pinball. The window card is now on display in location windows.

The first of the series featured Hollywood movie stars and the second famous baseball players. A short time after the second of the series was reproduced in *The Billboard* the Markepp Company received a request from Karach, India, to ship 25 posters C. O. D.

Counter Game to Robbins

BROOKLYN, Dec. 28.—D. Robbins & Company have been appointed distributors for the new counter game Catch 'n' Match for New Jersey, New York and Connecticut. Catch 'n' Match is a genuine game of skill. It requires only 12 inches of counter space.

The game can be played with pennies or nickels, the last coin being visible. It is a five-ball game, played with colored balls, and the object is to skillfully manipulate the front lever to catch the colored balls in similar colored pockets.

According to Robbins, Catch 'n' Match should be a marvelous money maker. Robbins says that a sample Catch 'n' Match grossed enough in three days to almost pay for itself.

Party for Earl Winters

NEW YORK, Dec. 28.—Earl Winters, sales promotion manager of the International Mutoscope Reel Company, Inc., was given a merry sendoff by his associates the other day previous to his departure for a trip down Florida way. An informal party held at A. A. Berger's suite in the Hotel Carteret was attended by Bill Rabkin, Grace Baron and the entire Mutoscope office staff.

Earl is very much encouraged by the many inquiries received by Mutoscope in past weeks, most of which specifically requested information about the de luxe model electric traveling crane, its companion, the Magic Finger, and the Photomatic.

Earl will contact personally as many of these leads as possible, renewing at the same time many acquaintances of the past, besides stirring up new friends for Mutoscope in preparation for the Chicago show.

The Magic Finger, in particular, has stirred up considerable interest among the big-time operators down south, and Earl is prepared to post them on the many fascinating advantages of the novel companion to the Mutoscope electric traveling crane. The Magic Finger, in fact, has already proved a sensation in the East and all signs point to a duplication of this success in the Southern States.

Lazar Gets Electropak

PITTSBURGH, Dec. 28.—B. D. Lazar Company has been appointed distributor for the Electropak unit in this territory. The firm reports that the demand for the Electropak has grown so heavy that it has been swamped with orders from customers thruout the wide territory that it covers for installation of the units in pin games.

J. D. Lazar reports that in his estimation the Electropak unit is one of the most progressive advances introduced to the coin-machine industry and that it will assure operators a better livelihood. He believes that operators are certain to show greater profit from their pin games than they have ever had before.

The Lazar firm employs experts in installing the units in all pin games it sells. Its branches at Reading and Scranton are also placing the units in the pin games on operator's demand. The firm feels that once the operator sees the difference in the operation of his game with the Electropak in it he will never want another game without this power unit.

Another great feature, Mr. Lazar reports, is the fact that the unit uses so little power and thereby pleases merchants tremendously, assuring operators of even better relationships with their locations.

150 PER DAY!

Due to IMMEDIATE ACCEPTANCE and TREMENDOUS POPULARITY of

PAMCO PARLAY

we have DOUBLED our forces to produce One Hundred and Fifty "PAMCO PARLAYS" per day. Yes—One Hundred and Fifty of these Mighty Money Makers now being delivered to Operators every twenty-four hours! In every territory, too!

These Operators KNOW "PAMCO PARLAY" is the CLEVEREST IDEA ever conceived.

You'll KNOW it, too—when you get your GUARANTEED SAMPLE—when you RE-ORDER MORE out of your EARNINGS! So, why not CAPITALIZE on this New ODDS-CHANGING WINNER? Wire NOW for IMMEDIATE DELIVERIES!

Order "PAMCO PARLAY" Senior at . . . **\$115.00**

Order "PAMCO PARLAY" Junior at **\$89.50**

SEE ANY PROGRESSIVE JOBBER TODAY!

Beautifully Illustrated Circular and Full Details Without Obligation—ACT—Write at Once!

PACIFIC AMUSEMENT MFG. CO.

4223 W. Lake St., CHICAGO, ILL. 1320 S. Hope St., LOS ANGELES, CAL.

NOT A PIN GAME "STICK-THE-HOUSE" NOT A SLOT MACHINE
A SENSATIONAL GAME OF SKILL — LEGAL EVERYWHERE
Will Sell on Sight

PAYS FOR ITSELF IN A FEW HOURS

Every Club, Tavern, Lunchroom, Drug, Cigar Store, etc., will want this fascinating trade builder.

DISTRIBUTORS AND AGENTS, WRITE TODAY.

Choice Territory Still Open for Live-Wire Hustlers.

Copyrighted and Registered — Sole Owners and Manufacturers.

DE LUXE SKILL GAMES, INC.
1902 NO. THIRD ST., MILWAUKEE, WIS.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

INVENTORY SALE
PAY TABLES SACRIFICED—JUMBOS, used three weeks, \$64.50; PROSPECTORS, used three weeks, \$48.50. Trade-ins accepted on Bally's DERBY, MAMMOTH and REPEATER. Instant Shipments.

AUTOMATIC AMUSEMENT COMPANY
683 Linden Avenue, MEMPHIS, TENN. 1304 Throckmorton Street, FT. WORTH, TEX.

500197 YOUR SKILL SCORE PRINTED ON REVERSE SIDE

TICKETS

FOR ALL MACHINES

ELLIOTT TICKET CO.

ALSO COUPONS and CERTIFICATES

409 Lafayette St., N. Y. C.
127 N. DEARBORN, CHICAGO
615 CHESTNUT ST., PHILA.

GET A LOAD OF THESE

WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.

This 1936 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO 5 R C A
With Dynamic Speaker. LIC. TUBES

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

PLAYLAND SUPPLY CO.
118 E. 28th St., NEW YORK CITY.



\$6.45

In Lots of 6

F. O. B. New York, 25% Deposit.

Order Now Before Prices Advance.

\$6.95

Sample

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

Buy the Game **TO-DAY** that will be the **BIG HIT OF THE Show!**

GOLD MEDAL

GENCO'S FIRST LITE RACK GAME AT THE LOW PRICE of

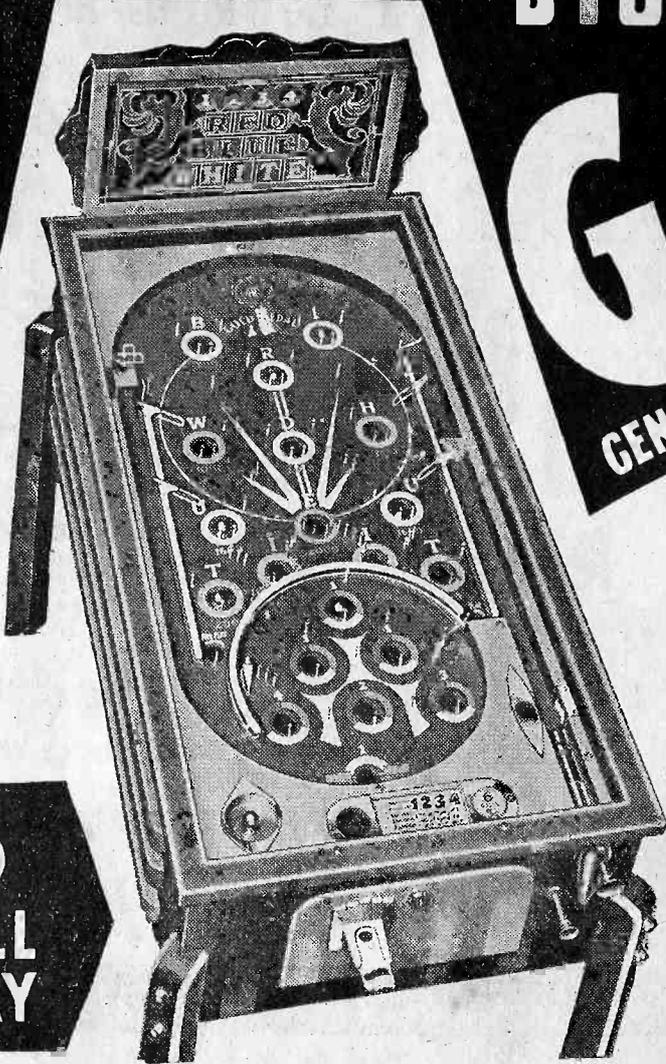
YOU DON'T HAVE TO WAIT! GOLD MEDAL WILL BE A SENSATION FOR A LONG TIME TO COME!

It's new, different! With 6 balls to play, the first automatically travels past the gate at the rebound spring to the lower playing field. Here there are holes that designate the reward for skillful play. The other 5 balls are used to spell out either of the words Red, Blue or White on the upper playing field. The teasing action of large holes and one inch steel balls gives GOLD MEDAL a powerful play-again appeal!

ORDER GOLD MEDAL FROM YOUR LOCAL JOBBER TODAY!

\$39.50

TAX PAID
F.O.B. CHICAGO



6 BALL PLAY

GENCO, Inc.

2625 N. ASHLAND AVE.
CHICAGO, ILL.

<p>ANY TWO GAMES LISTED ONLY \$7.80</p> <p>Full Cash With Order</p> <p>SUPER "8" BLUE STREAK SIGNAL FLEET SUBWAY ELECTRO LIGHTNING ACTION</p>	<p>ANY TWO GAMES LISTED HERE ONLY \$9.80</p> <p>Full Cash With Order</p> <p>BEAM LITE SCORE-A-LITE REBOUND SINK OR SWIM MAJOR LEAGUE KELLY POOL FLY'G TRAPEZE STAR LITE</p>
--	--

SUPREME VENDING COMPANY INC.
557 Rogers Ave., 1416 Webster Ave., 922 - 8th Avenue.
Brooklyn, N. Y. Bronx, New York. New York, N. Y.

SOME POLITICIANS WOULD INSIST ON A FIVE-CENT FARE TO PARIS, SO THE POOR MAN COULD ENJOY HIMSELF.

A Strong Offer Has Tempted Many a Weak Conscience. We Have No "Catch Penny Schemes." Following Prices on Machines That Look Like New and Operate Without a Headache in a Carload.

AMERICAN BEAUTY \$ 5.00	BIG BERTHA \$ 6.00	CHICAGO EXPRESS \$15.00
BEACON 7.00	CRISS-CROSS 6.00	DOMINOLITE 11.00
BARREL ROLL 20.00	CRISS-CROSS-A-LITE 10.00	GENCO BASEBALL 15.00
BASE HIT 12.00	RADIO STATION AND REBOUNDS 9.00	JOCKEY CLUB 13.00
BEAMLITE 12.00		JUNGLE HUNTS 13.00
BUILDER UPPER 14.00		OLYMPIC GAMES 18.00

This is only a partial list. Write today for Latest List of Used Games, together with Specials in Brand-New Machines at Close-Out Prices. EARLIEST WITH THE LATEST.

Phone **WABash 5464** **SOUTHERN AUTOMATIC SALES CO.** Est. 1923
540-542 S. 2nd Street, Louisville, Ky.
The House That Confidence Built.

HERE'S A "KNOCKOUT"

THE BIG FIGHT

600 Hole Form 3810
Takes in \$30.00
Pays out \$16.50
PRICE WITH EASEL \$1.14
PLUS 10% FEDERAL TAX.

CHAS. A. BREWER & SONS
LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320 Harvard Ave., Chicago, U. S. A.

Texas Ops Plan Gay Trip to Chicago

DALLAS, Dec. 28.—Harry Drollinger entertained a large group of his friends at his beautiful country estate just north of Dallas December 20. Harry displayed to his guests just what real Southern hospitality consists of. His home is one of the most attractive in Texas. Large crackling logs burn in large open fireplaces and everything modern is in evidence in this home beautiful that nickels-thru-the-chute built. In fact, Harry has named the estate "Nickel-Built." Harry says that guests are welcome at all hours of the day or night. Saddle horses are at their command, as are many other recreation activities.

Helen Savage, pretty girl manager of the Automatic Amusement Company, Ft. Worth, is spending the holidays with relatives in Memphis, Tenn. Helen will return to Ft. Worth in ample time to join the big Texas delegation as it departs from Ft. Worth for Chicago.

All of the Texas boys are thankful to Frank Joerling, St. Louis manager of *The Billboard* office, for assisting in arranging for the St. Louis delegation to join the Texas group at St. Louis. Texas ops are enthused about the prospects of associating with the St. Louis boys and enjoying the trip together from St. Louis to Chicago. Frank says they will all be on hand at 8:30 Sunday morning, January 12, to join the Texas band. Whoo-oopee!!

Roy Jones, manager of the Operators' Amusement Company, Dallas, held his annual Christmas party on December 21. It was a grand affair, with 100 guests present. Roy presented every one of his 36 employees with a suit of clothes, and gave his colored caretaker and wife a suit of clothes, a dress and a check for \$50. Then Roy's employees presented him with a fine Gladstone bag. The guests were introduced over a loud-speaker and each one present received a gift. Drinks of every description were in evidence and tables groaned with loads

of food. Vaudeville stunts were presented, one of which was called the "March of the Marble Table." Everyone left wishing Roy many more years of success in the coin-machine business.

Joe Akers, Denton operator, is taking on music like nobody's business. Joe has bought a lot of phonographs lately and says he likes them fine.

C. W. Percy, Dallas manager for the Buckley Manufacturing Company, reports a good business on all the Buckley products. C. W. is a live-wire coin-machine man and knows the business from every angle. As usual C. W. will be at the big show.

Another peanut-machine baron who is entering the music-operating business is Pete Keer, of Ft. Worth. Pete is busy night and day keeping his ever-growing string of machines going.

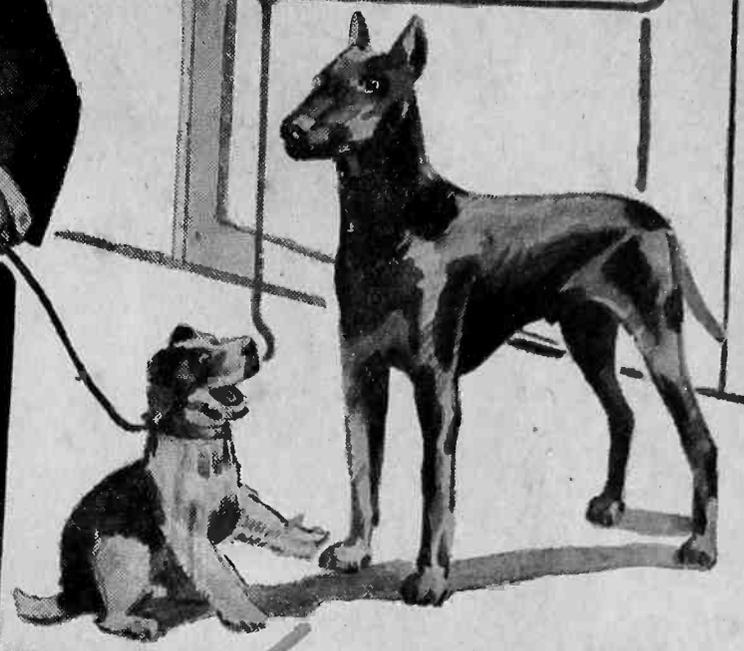
C. A. Kettering, manager of the Novelty Sales Company, Oklahoma City, and who spends much time in Texas, reports that he has already secured 25 reservations for the Chicago show special. The Oklahoma delegation will travel to Chicago over the Santa Fe and Mr. Kettering wants all ops who plan on going to the show to contact him and make reservations and all go together. Oklahoma is expected to send a large delegation to the coming show. Mr. Kettering can be reached at P. O. Box 957, Oklahoma City, Okla.

Top Hat by the Carload

BROOKLYN, Dec. 28.—D. Robbins & Company, Eastern distributors for Stoner Corporation, are reporting big sales of Stoner's new game, Top Hat. The new game is not only well constructed according to the usual Stoner standard, but it is also a marvelous money maker, Dave Robbins said. Robbins sold his first carload of Top Hat within 24 hours and another carload is on the way to Brooklyn to take care of the many repeat orders from jobbers and operators. Top Hat has a back light-up board, plus progressive scoring kickers on the playing field. It is a 10-ball game and suitable for weekly high-score prizes.



"It's no use pal, he's playing STONERS TOP HAT"



STONER Corporation

328 GALE STREET • AURORA, ILLINOIS

Linick Reported Back in Detroit as a Distributor

DETROIT, Dec. 28.—Manfred M. Linick, former head of the Casino Amusement Company and the Detroit Automatic Exhibit Corporation, has returned to the local coin-machine field as a direct factory representative. Linick retired from the industry about three years ago to operate restaurants in Detroit and Chicago but found the lure of the coin-machine field too strong to resist any longer.

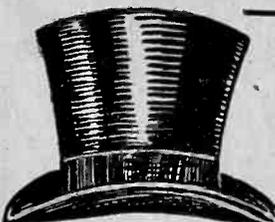
He signed up with International Mutoscope Reel Company, Inc., last week as factory representative. In this capacity Linick will cover the States of Michigan, Ohio and Illinois for the Mutoscope Company. He has no other connections in the industry at present, he stated.

Linick is highly enthusiastic about the new Photomatic machine released

by the Mutoscope Company. The new machine is completely automatic in its operation, turning out pictures of the customer at a price of 10 cents within one minute. No operation other than the deposit of the coin and pulling the lever is required. Linick considers this the greatest dime-play machine ever put on the market.

Linick signed up the well-known firm of Gerber & Glass as district distributor for Chicago recently. A display location has already been set up in the Sherman House, Chicago, and Linick states that this machine has been drawing a steady lineup of patrons waiting to have their pictures taken by it.

In the Detroit territory itself sample machines have been so well received that the orders are way ahead of factory capacity to supply to date. The especially attractive feature of the machine is that it delivers the pictures already framed in this minimum time.



READY FOR DELIVERY!
STONER'S NEW PIN GAME
TOP HAT
 "ANOTHER LONG-TIME MONEY MAKER."
 OPERATOR'S PRICE, \$44.50
D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

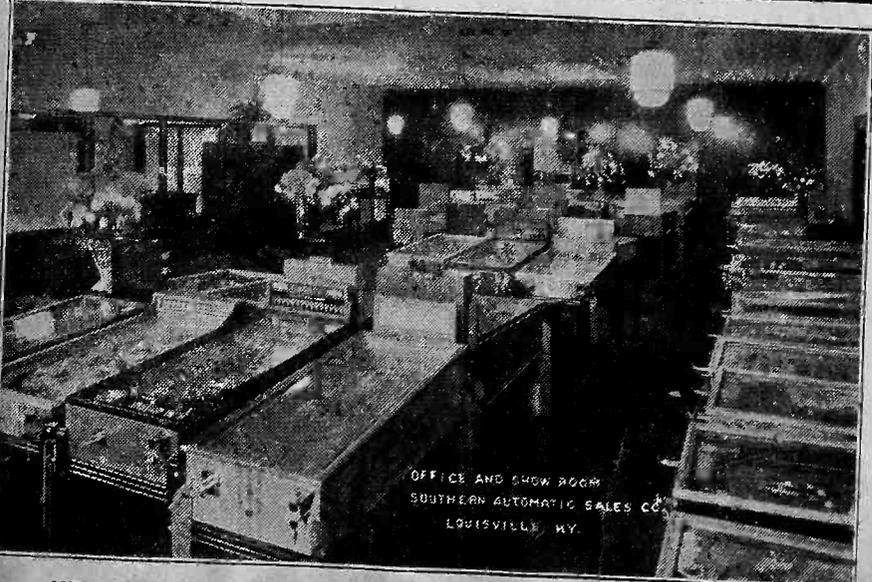
RECONDITIONED MACHINES

QUICK SILVER (Practically New)	\$19.90
Drop Kick, Signal, Jr.; Electro, Golden Gate, Contact, Master, Oriss Cross	\$4.90
Castle Lite, Flying Trapeze, Sr.; I. O. U., Rebound, Beacon, Major League, Sr.; Signal, Sr.; Kelly Pool, Cannon Fire, Jr.	\$8.90

WRITE FOR BABE'S BARGAIN BUYS.

EASTERN DISTRIBUTORS
J. H. KEENEY'S MAMMOTH
 NEW YORK STATE DISTRIBUTOR
 ★ PACE'S RACES ★
 Eastern States Representative: **SUPERIOR SALESBOARDS**

BABE KRAUTMAN 455 West 42nd St. N.Y.C. Tel. ME dillion 3-0468



OFFICE AND SHOW ROOM
 SOUTHERN AUTOMATIC SALES CO.
 LOUISVILLE, KY.

NEW OFFICE AND SHOWROOM recently opened with a gala party by the Southern Automatic Sales Company, Louisville, Ky. The Weinberg brothers—Joe, Leo and Sam—and S. L. Steibel, direct the distributing firm.

SAVE MONEY—BUY FROM "GENERAL"

TICKETTES \$8.00 EACH

(LATEST MODEL)

Showboat	\$ 7.00	Live Power	\$ 6.00
Flying Colors	21.00	Natural (New Model)	6.00
Home Stretch	30.00	Penny Pack (With Meter)	18.00
Horseshoes (Counter)	7.00	Rebound	6.00
I. O. U. (Counter)	7.00	Rapid Transit	30.00

1/3 Certified Deposit With Order, Balance C. O. D.

GENERAL AMUSEMENT GAME CO., 837 Albany Avenue, HARTFORD, CONN.

SACRIFICES PRICED FOR IMMEDIATE SALE

6-1c JENNINGS DUTCHESS DOUBLE JACK VENDORS, Each	\$24.50
4-1c JENNINGS LITTLE DUKE VENDORS, Each	18.50
1-1c WATLING DOUBLE JACK GOLD AWARD VENDOR	34.50
1-5c JENNINGS VENDOR PACE DOUBLE JACK FRONT	24.50
1-5c CAILLE SILENT SPHINX DOUBLE JACK	28.50
1-10c CAILLE SILENT SPHINX DOUBLE JACK	27.50
1-10c PACE BANTAM DOUBLE JACK	22.50
2-5c MILLS DEWEY COLOR MACHINES (8 Coin Play), Each	80.00

COUNTER GAMES - LIKE NEW

1-LITTLE MERCHANT	\$14.50	1-LITTLE MYSTERY ROULETTE VENDOR	\$8.50
1-DICE-O-MATIC VENDOR	4.50	1-POKER GAME (5 Dice) VENDOR	6.50
1-SPARK PLUG (Automatic Pay-out)	14.50	1-BABY SHOES (Dice)	4.00
1-TURF FLASH (used 3 days)	19.50	1-BOSCO (Dice)	4.00
1-JENNINGS BLACK JACK (Per-foot)	17.50	2-GRIP TESTERS (New), Each	5.50
1-ARROW VENDOR	6.50	2-SKEE-BAL-ETTE, Each	3.50

1/3 Deposit With Order, Balance C. O. D. Reference First National Bank.

R. E. SCHOTT, 737 PEARL STREET, MIAMISBURG, OHIO

1932 BALLYHOO • 1933 AIRWAY • 1934 ROCKET • 1935 JUMBO & BALLY DERBY

1932 BALLYHOO

1935 JUMBO & BALLY DERBY

1932 BALLYHOO • 1933 AIRWAY • 1934 ROCKET

And in wishing our many friends a very

Happy New Year

we promise you greater games than ever in 1936

Bally Manufacturing Company

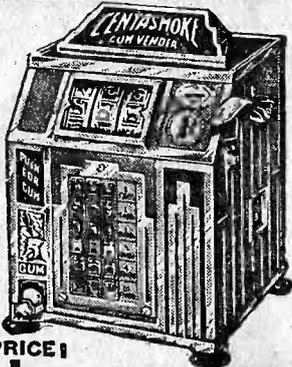
1935 JUMBO & BALLY DERBY • 1932 BALLYHOO • 1933 AIRWAY • 1934 ROCKET

CENTA-SMOKE

The greatest BUY in the industry! A sensationally priced cigarette reel counter game! Here's a chance for every operator to clean up with CENTA-SMOKE. At this Low Price —YOU CAN'T LOSE!! Every feature for bigger profits is built into CENTA-SMOKE!

ONLY...
\$12.50
EACH

One-third with order
Balance C. O. D.



ALL THESE NEW FEATURES

Double Back door with Special Take-In Register built visible from outside, at only \$2.00 extra. Separate cash box so that key can be left with store-keeper. This key does not allow entrance to Register or mechanism.
BALL GUM 15c a Box (100 Pieces); Case Lots, 100 Boxes, \$12.00

JOBBER-SWRITE FOR SPECIAL PRICE!
SICKING MFG. CO., Inc. 1922 Freeman Ave., Cincinnati, O.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.

ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

SALESBOARD OPERATORS

Takes in \$24.00
Costs You \$2.90

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.05. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

One-Third Cash with Order, Balance C. O. D.

THE MAGIC CLOCK

A 1,000-Hole Thick, Large Ticket Board, a 5-color production. Fast player and money-maker. Takes in \$50.00. Average Payout \$9.37. ORDER NOW.

\$25.00
To Shoot For.
GLOBE PRINTING CO.
MAIN OFFICE AND FACTORY
1023 25th RACE ST. PHILA., PENN.
16-18 WEST 22ND STREET, NEW YORK, N.Y.

PRICE, **\$3.56**
Plus 10% Tax.
418 SOUTH WELLS STREET CHICAGO, ILLINOIS. 272-274 MARIETTA STREET ATLANTA, GEORGIA.
3502 1/2 McKinley St. Tacoma, Wash. 477 Third Street, San Francisco, Calif.
1352 N. E. 1st Ave. Miami, Fla. 227 So. Presa Street, San Antonio, Tex.



BUY YOUR EXHIBIT'S LATEST COUNTER CREATION

"BEAT IT" DICE MACHINE

KENTUCKY'S OLDEST DISTRIBUTOR, EST. 1915.

IMMEDIATE DELIVERY \$17.50

ONE-THIRD WITH ORDER, BALANCE ON DELIVERY.

KENTUCKY SPRINGLESS SCALE CO., INC.
514-516-518 SOUTH 2ND STREET (P. O. Box 938). LOUISVILLE, KY.

JOBBER—OPERATORS—READY FOR DELIVERY

GENCO'S GOLD MEDAL - \$39.50 **STONER'S TOP HAT - \$44.50**

Englose 1/3 Deposit, Balance C. O. D. Rush Your Order TODAY! Also State Used Machines You Want! We Have Most Complete Stock in East!
GEORGE PONSER CO., 11-15 East Runyon St., Newark, N. J.

BEST BUYS ON USED GAMES

- | TICKET GAMES. | PIN GAMES. | PIN GAMES. |
|------------------------|--------------------------|-----------------------------|
| Play Ball... \$43.00 | Flying Colors... \$17.00 | Kings of Turf... \$19.00 |
| Rodeo... 38.00 | Five & Ten... 17.00 | Cross Cross-A-Lite... 12.00 |
| Whirlpool... 35.00 | Big Game... 15.00 | Score-A-Lite... 9.00 |
| 1-BALL PAYOUTS. | Ball Fan... 16.00 | Beacon... 8.00 |
| Rodeo... \$35.00 | Split Second... 10.00 | Rebound... 8.00 |
| Gold Rush... 35.00 | Frisky... 17.50 | Fly Tr'p'ze, Jr... 7.00 |
| Plus & Minus... 25.00 | Rockola's 21... 14.00 | Kelly Pool... 5.00 |
| Put 'N' Take... 24.00 | Action, Sr... 14.00 | Lightning... 5.00 |
| Rapid Fire... 17.50 | Action, Jr... 8.50 | Drop Kick... 5.00 |
| PIN GAMES. | Kings... 15.00 | Subway... 5.00 |
| High Hand... \$24.00 | Cyclone... 15.00 | COUNTER GAMES. |
| Flash... 27.50 | Chicago Expr... 9.00 | Horseshoe... \$ 5.50 |
| Split Fire... 20.00 | Dealer... 9.00 | Select 'Em... 5.50 |
| Times Square... 18.00 | Signal, Sr... 10.00 | Penny Smoke... 8.50 |
| Rapid Transit... 18.00 | Rockalite... 10.00 | |

1/3 Deposit, Balance C. O. D., F. O. B. Chicago

FIRST WITH LATEST NEW GAMES. GET YOUR NAME ON OUR MAILING LIST.
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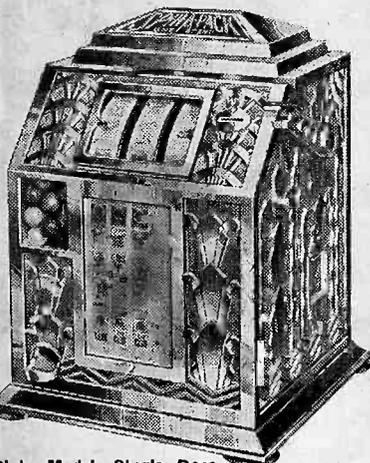
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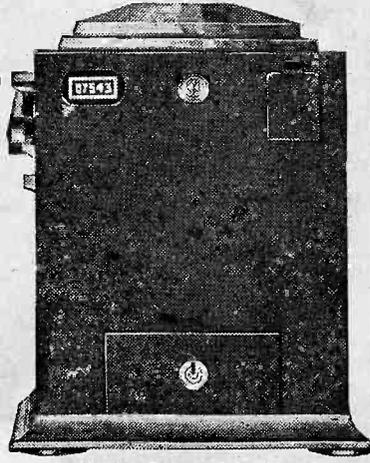
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Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, \$12.00
With Register and Double Door, \$1.50 Extra



BALL GUM 15c a box (100 pieces) CASE LOTS, 100 Boxes, \$12.00. 1/3 Deposit With Order.

Plain Model, Single Door SICKING MFG. CO., Inc. Double Door and Register 1922 Freeman Ave., Cincinnati, O.

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What everybody wants today! Sells out in one day in average spot. 250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for \$6.00. Special price, sample \$3.50, ten or more \$3.00 each.

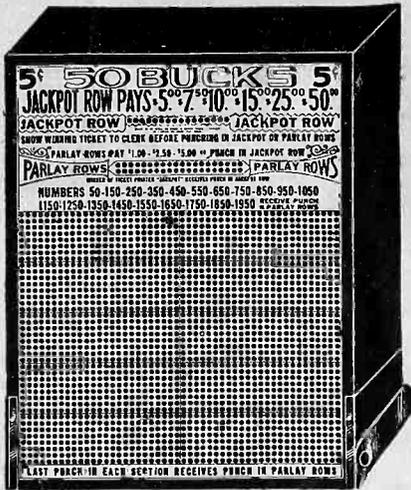
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FIRST CHOICE EVERYWHERE!



\$50 To Shoot For!

The possible \$50.00 winner makes this board tremendously popular. It's a big beauty, printed in 2 brilliant colors on a metallic front. Takes in \$100.00, average payout \$41.00—average gross profit, \$59.00. Jumbo board, extra thick, with large tickets—comes equipped with easels, and fraud-proof tickets for large winners.

No. 2006 Price Each \$6.08 Plus 10% Tax 2000 Holes

Positive Payout

including a \$10.00 and a \$5.00. The splendid flash and definite payout make this board sell at breakneck speed. Takes in \$50.00, pays out \$24.30—gross profit, \$25.70. Jumbo board—price includes easels and fraud-proof tickets for \$10.00 and \$5.00.

No. 1024 Price Each \$3.47 Plus 10% Tax 1000 Holes



Two \$5.00 Winners

Another attractive jackpot board with positive payout. Takes in \$30.00, pays out \$15.50—gross profit, \$13.50. Jumbo board, with easels.

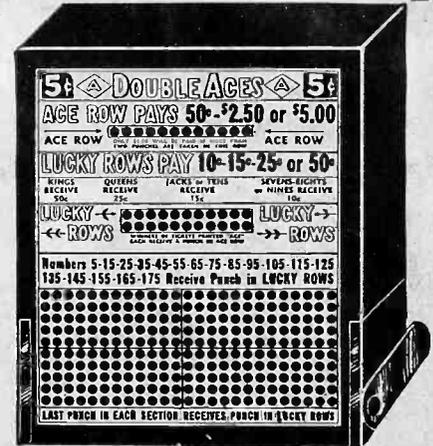
No. 630 Price Each \$2.10 Plus 10% Tax 600 Holes



Two Jackpot Winners

There are 2 shots into the \$5.00 Ace Row on this little board. It will sell out to the last punch—quickly. Takes in \$12.50, average payout \$5.38—average gross profit, \$7.12. Jumbo board, with easels.

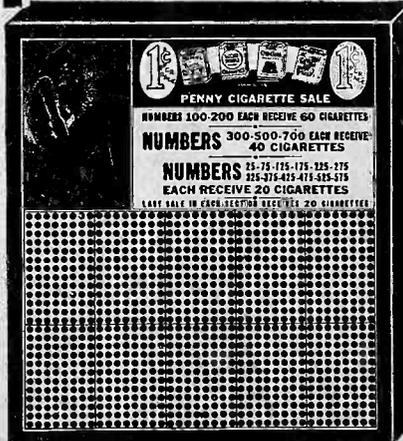
No. 252 Price Each \$1.19 Plus 10% Tax 250 Holes



NEW LARGE HOLE 1c CIGARETTE BOARD

The most beautiful cigarette board you have ever seen—flash and color that will catch the eye of every patron in your dealer's store. A big board with large holes—overall size 8 3/4" x 9 5/8". 1,000 holes—takes in \$10.00; can be had in 10 or 20 sections, to pay out 30, 34, 36, 38, 40, 44, 46, 48, or 50 packs. Specify payout when ordering, and mention "Girl Cigarette Board."

Price Each 96c Plus 10% Tax



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