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The Billboard

The World's Foremost Amusement Weekly



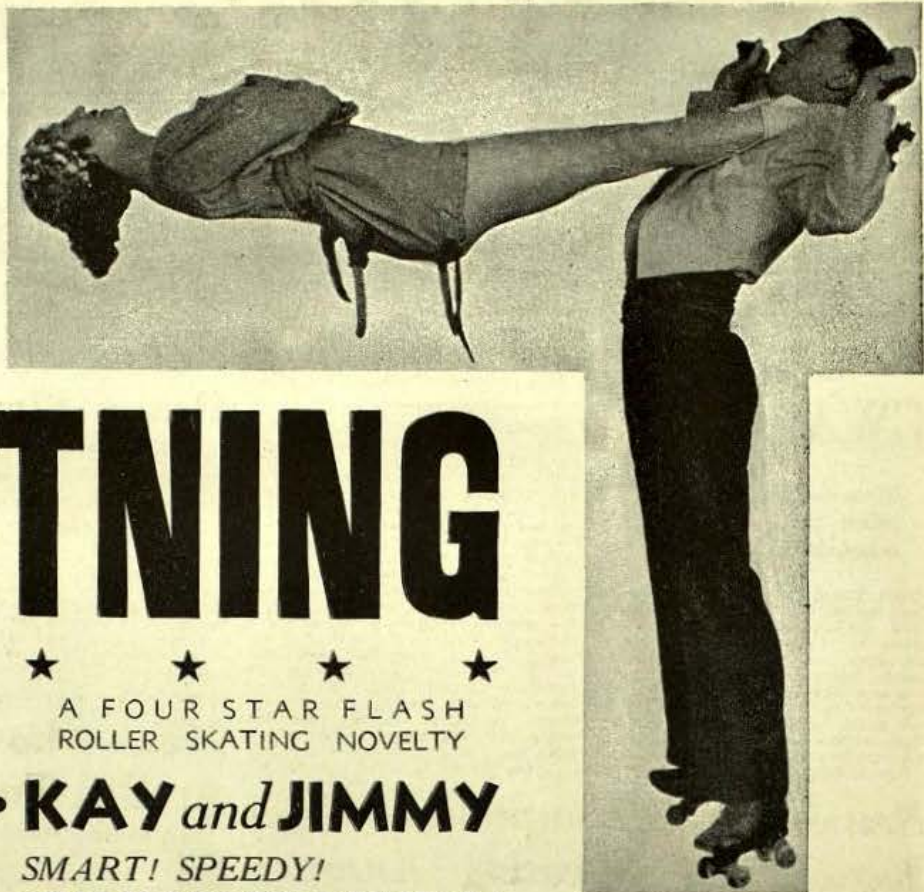
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NEW YORK, N. Y.



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The World's Foremost Amusement Weekly

February 9,
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SCREEN ACTORS STAND PAT

League Mulls CWA Circuit

Discusses Boothe plan for relief shows charging admission—more units set

NEW YORK, Feb. 2.—The proposal of Earle Boothe, director of the local drama relief project, that emergency relief shows be converted gradually into a low-priced self-sustaining commercial circuit was discussed heatedly by the League of New York Theaters this week. The meeting was attended by Boothe and Frank Gillmore, Equity president. They explained their plan and told of the promised support of the theatrical

(See LEAGUE MULLS on page 16)

Newsreels of Hauptmann Trial Burn Up Prosecuting Attorney

NEW YORK, Feb. 2.—The newsreel boys covering the Hauptmann case in Flemington, N. J., couldn't resist the temptation to shoot the scene of the cross-examination of Hauptmann by State Attorney-General Wilentz, in spite of the fact that orders were issued that no shots were to be taken during court sessions.

Wilentz is burned to a crisp and has threatened to cite all the newsreelers with contempt unless the pictures are withdrawn from the theaters. It is understood that the newsreel executives agreed to withdraw them, but they are still being shown.

It is the guess of the reporters that Wilentz is agitated because the shots show Bruno in a favorable light under the cross-examination, with Wilentz making an unsuccessful attempt to break him. It is the opinion that had Wilentz succeeded nothing would have been said about the scenes being shown.

Altho it is not definitely known how the cameramen made the shots, it is understood that a wire was run along the baseboard of the courtroom and attached to a small microphone held by

Tampa Fair's Gate Gain Is 6,824 Over First Week Total Last Year

TAMPA, Feb. 4.—The first week of Florida Fair, January 29-February 9, closed with attendance of 193,472, a gain of 6,824 over last year's first week record of 186,648, in spite of unusually cold nights during the entire week.

Florida's sun lived up to its reputation, daytime attendance being much greater than last year, but chill winds chased crowds from the grounds about 6 o'clock each evening. Warmer weather is forecast for the second week, and fair officials expect a new high mark for total fair attendance.

Grand-stand figures were low in comparison with last year, as people who braved the cold nights to enter the grounds stayed inside exhibit buildings. Revue numbers will be changed for the second week and good crowds are expected if the weather breaks.

Royal American Shows did nice business but also hope for better weather this week.

Attendance on Children's Day, Friday, usually record breaking, was 98,639, just 178 less than the all-time record of

Owens Wins Suit Against Hagenbeck-Wallace Circus

PROVIDENCE, Feb. 2.—Harry Buck Owens and his wife, Rita Ty-Bell Owens, are winners in a Superior Court case, which has occupied the attention of Rhode Island newspaper readers since January 23 by its unusual features and its inside glimpses into life and habits on circus and motion picture lots. The verdict was for \$4,500.

The suit for \$10,000 was based on alleged breach of contract with Hagenbeck-Wallace Circus, Owens claiming a loss of \$125 a week for 17 weeks, plus a week's pay withheld at the start of the season, loss of board for horses and groom, a "cut" from sale of lassos, pictures and cowboy hats on the lot and loss of publicity resulting from his dismissal. He and his wife had joined the circus early last year and were with it until the show reached Providence, July

(See OWENS WINS on page 65)

Producers' Compromise Action Draws Fire of Actors' Guild

Seen as attempt to whitewash industry before investigation—figured that grants would be rescinded little by little in Academy move—Guild players unmoved

HOLLYWOOD, Feb. 2.—Characterizing the new producer-player contract as a bad check, the Screen Actors' Guild will turn it down and continue to fight for their own contract and recognition of their organization. It is expected the producers will be forced to agree, fearing a strike on March 1. "This is not an Academy achievement. The concessions are the result of pressure from the Guild and will continue just so long as pressure is applied," said a spokesman for the Guild. "The new contract offered to free-lance players by the Academy of Motion Picture Arts and Sciences reminds us of the story of the man who gave a bad check. When faced with the fact that the check was bad he agreed to write another bad one."

Producers are now convinced that the players mean business and will not be satisfied with concessions. They want a standard contract and recognition, believing unless this comes about producers will soon start to waive certain clauses until the situation will be worse than at present. Guild leaders feel producers are getting panicky and will soon come thru with Guild demands or face a strike.

Producers feel the Guild is in earnest and is willing to call all players out of

(See GUILD SCARES on page 20)

Many Showfolk At Dill Funeral

LOS ANGELES, Feb. 4.—Throngs of showfolk yesterday paid their last respects to Sam B. Dill, noted showman, who died February 1. Funeral services were held at Pierce Bros. Funeral Home at 2:30 p.m. On hand were representatives of all shows wintering here, and there were floral tributes from S. L. Cronin, manager Al G. Barnes Circus;

(See MANY SHOWFOLK on page 65)

New York Tax Plans Hit Whole Amusement Industry

Both outdoor and indoor fields would be socked hard by schedules now up for aldermanic approval—committee making license survey offers drastic suggestion

NEW YORK, Feb. 4.—Theaters, sportlands, private entertainment managers and cabarets will find themselves paying more varieties of licenses if the city's license survey is accepted by the board of aldermen. The mayor's committee, appointed in April, made its report Thursday, embodying the new license schedules in 14 new aldermanic ordinances and three proposed local laws. The board of aldermen must pass these schedules before the plan goes into effect. Automatic vending machines are recommended for licensing, the fees being set at 365 times the amount of the coin inserted. This would take in candy machines in theater lobbies, etc., but would exclude automatic food service or telephone service. Amusement devices are classed separately. Penny machines pay a \$12 fee yearly. Amusement slot machines pay \$52 a year, this classification including machines

(See NEW YORK TAX on page 16)

Badgers Okeh Mutuels Bill

Harness field improvement stressed at Milwaukee fair meet—beer symposium

MILWAUKEE, Feb. 2.—Harness-horse racing held center of the stage during Wisconsin Association of Fairs' annual convention on January 30-February 1 here in the Schroeder Hotel. Members recognize that something is wrong with racing in Wisconsin and they devoted considerable time to discussing means of improving conditions in the harness-horse field. A racing bill, drawn by members, was presented to the body on Thursday and, while a few members objected to it on ground that any bill which might be passed by the Legislature would probably be so amended as to give the running-horse interests the upper hand, most members appeared to favor it.

Before the convention adjourned a resolution was adopted putting the association's okeh on the proposed pari-mutuel bill.

Attendance was very good. While about 30 fairs answered roll call at opening session, the number was largely increased the following day and about two-thirds of the fairs of the State were represented.

President George Fiedler, Seymour, welcomed delegates with a few suggestions as to how fairs might make better progress. Conflicting dates have been a factor in cutting down attendance, he said, and have made it difficult to secure best harness horses and other attractions. Two district meetings were held in 1934 in an effort to eliminate this trouble and some headway was made toward readjusting dates. He suggested there should be four circuits in the State so as to secure the best racing programs. President Fiedler expressed regret at being unable to con-

(See BADGERS OKEH on page 64)

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New Percents On Benefits

Theater Authority okehs new schedule—26 major benefits, Jan. 1 to Mar. 1

NEW YORK, Feb. 4.—The Theater Authority has revised its percentage arrangement with sponsors of benefit shows. Whereas under the old arrangement benefit shows had to contribute 15 per cent of their gross to the Theater Authority, the new arrangement decided upon Thursday asks for 15 per cent of the first \$5,000 gross, 10 per cent on the next \$5,000, 5 per cent on the third \$5,000 and 10 per cent straight on grosses exceeding \$15,000. Grosses are the actual receipts, without deductions of any kind.

The Theater Authority reports 26 major benefit shows are being or were held from January 1 to March 1. Three of these will be held in halls and the rest in theaters.

The Authority okehd the Zitman Talmud Torah Darchel Noam Synagogue at the Majestic Theater last night; the Friars' Club at the Majestic February 24; the Post-Depression Gayeties, sponsored by the Authors' League Fund and the Stage Relief Fund at the New Amsterdam Theater the same date; the Press Photographers' Ball at the Hotel Commodore February 8, and the Men's League for Aid of Crippled Children at the Majestic Theater March 3.

FTC Answers Free Air Plea

NEW YORK, Feb. 2.—Altho the question of free admission to broadcasts, which the pix and legit industry claim is unfair competition, may be outside the jurisdiction of the Federal Communications Commission, the Federal Trade Commission is ready and willing to take action, according to a letter received from that body this week by the legit code authority. Legit and pix have been trying for well over a year to get some satisfaction on what they claim is a major evil. It's their contention that people admitted free to broadcasts all over the street cut in on the cash trade done by pix and legitimate houses.

After appeals to the radio code authority had been allowed to fall dead by that body, the question was brought before the FCC. The latter, however, said that it had no jurisdiction in censoring material used over the air. It was carefully explained in a second letter that the matter had nothing to do with material used over the air, and the FCC sent a second answer, claiming that it had no jurisdiction in censoring material used over the air.

The legit CA then appealed to the FTC, and this week received a letter, saying that the FTC was referring the entire matter to the proper channels in Washington. Action is expected shortly.

Illinois Relief Units Increase

CHICAGO, Feb. 2.—Dr. Simeon Wall, head of the Illinois Emergency Relief theatrical projects, is gradually adding people to the rolls, which now number around 160 people, including musicians. This is an increase of over a hundred since two weeks ago, when only one unit was playing the different spots. There are now six units, each with a four or five-piece orchestra; two bands of 32 men each and a symphony orchestra of 35. Eleven spots are booked weekly at present.

Actor Lobby on Unemployment Insurance May Get Results

WASHINGTON, D. C., Feb. 2.—Energetic lobbying to amend current social security plans in order to include actors is being led by the American Federation of Actors. Ralph Whitehead, AFA secretary, has been in town the past week contacting congressmen and labor and Administration officials in an effort to have actor amendments to the pension and unemployment insurance bills accepted. Whitehead appeared before the Congressional Ways and Means Committee today and urged an amendment to social security bills so that the 50,000 professional actors in this country will be covered.

The AFA secretary conferred with Senator Robert H. Wagner, co-sponsor of the Wagner-Lewis Bill for unemployment insurance, this week and says the senator expressed amazement that no one had suggested protecting migratory employees before. The senator has promised his support, says Whitehead.

Whitehead is appearing Monday before the Senate Finance Committee,

which has been holding hearings the past two weeks on the social security program. The AFA secretary says he has secured the support of Congressman William P. Connery Jr., of Massachusetts, a former vaudevillian and now the chairman of the House Committee on Labor; John W. McCormack, of Massachusetts; Herman P. Koppelman, of Connecticut, and William T. Schulte, of New York.

The American Federation of Labor announced its views on social insurance this week, President William Green declaring the AFL was against employee contributions to unemployment insurance funds.

NEW YORK, Feb. 2.—Irving Schneider, theatrical attorney, says he is pitching into the fight to include traveling actors and musicians in the Administration's social security plans. He says he will circulate petitions urging the government to make special actor provisions.

Way for Radio Legislation Being Cleared in Congress

WASHINGTON, Feb. 2.—Emergency relief legislation along with consideration of appropriations for the payment of ordinary and usual expenses of the government, which have been occupying the attention of both branches of Congress up to this time, to the exclusion of many other matters, has tended to delay consideration except in a few cases even by committee of bills having to do with control of radio broadcasting in interstate commerce. However, the ways are being cleared and before long there will be plenty of activity in connection with these measures.

Attention has been attracted to amended bills for the revising of the Food and Drugs Act by Senators Royal S. Copeland and New York and Patrick McCarran of Nevada, under which advertising by radio would get attention along with advertising through other agencies. Representative Martin Dies of Texas has in the record a resolution which calls for a general investigation of the control of news by the administration. Representative Stephen A. Rudd of New York has reintroduced his bill of the last session, calling for a complete reallocation of all broadcast facilities and the setting aside also of 25

per cent of all such facilities for the use of non-profit organizations (on which a report has gone to Congress from the commission).

Representative Harry Sauthoff of Wisconsin has fathered a measure under which the radio advertising of loan organizations which charge more than 15 per cent annually would be forbidden. Senator Mansfield Neely of West Virginia, under his bill, Senate 820, provides that in hearings before the Communications Commission on applications which are subsequently denied, the applicants may be required to pay the reasonable costs incurred by the respondents. Representative John T. Buckbee, in H. R. 197, would make it a misdemeanor to broadcast any advertisement which is untrue, deceptive or misleading. Senator Arthur Capper of Kansas, under a bill by him which would prohibit all interstate advertising of intoxicating liquors, would in event of passage and approval of his measure prohibit all use of radio for such advertising.

There are others of like tenor, and with still others reputedly on the way, it promises a mighty lively session as to radio broadcasting.

DuRoy Socks a Second Suit On Equity; This Time Libel

NEW YORK, Feb. 2.—Now it's a libel count on which Robert DuRoy is suing the Actors' Equity Association. There have been people who sailed into the players' union in the past, but DuRoy if he keeps on will become the champion Equity baiter of all time.

Mr. DuRoy is the actor-playwright-producer who is getting much belated publicity on a play he wrote and produced, which closed after little more than a week's run four years ago. If the present amount of space-grabbing had gone on then it might have helped the play. The reviews, however, indicated that nothing could help it.

The piece in question was *Right of Happiness*, which DuRoy had written and presented at the Vanderbilt Theater with himself in the lead. It closed before a Saturday matinee when one actress, after conferring with Equity, refused to go on until she had been paid her salary for the previous (not the current) week. Other members of the

cast had agreed to waive salaries and gamble on percentage.

DuRoy instituted suit for damages against the actors' organization and was recently awarded \$40,000, which was later reduced to \$13,000. Equity, of course, has appealed the case.

Now the actor-playwright-producer has filed a second suit, asking for 100 grand, no less, as a result of what he sees as libel contained in an article in a recent issue of *Equity Magazine*, the article in question having reviewed the case of the first suit. The association is awaiting word of the definite charges before commenting.

British Stage Fund Gains

LONDON, Feb. 2.—The fund being collected by Lord Lytton in his efforts to establish a national theater in England has grown to about \$750,000, he announced this week, which leaves around \$1,750,000 to go. Several sites in the heart of London are under consideration, and as soon as the drive is over work on the first of the buildings will start.

"We want," said Lytton this week, "to remove the reproach which has hung over this country for so many years that it is almost the only civilized nation in the world without a national theater."

The United States also lacks a national theater.

British Equity War May End

Labor ministry acts to settle dispute over closed shop—plans being drawn

LONDON, Feb. 2.—Possibility of amicable solution of the closed-shop difficulties between British Equity and the West End managers came this week as a result of a conference between the opposing parties, called and presided over by F. W. Leggett, principal assistant secretary to the minister of labor. It is now thought that a general actors' strike, which has loomed over London for the last 10 days, will be averted.

The conference at the ministry was attended by representatives of managers and actors, and featured a suggestion by Leggett, outlining a broad plan for future settlement of difficulties. Godfrey Tearle, president of British Equity, and Walter Payne, president of the managers' society, both expressed approval of the scheme. A subcommittee was appointed to iron out the details and to prepare a draft for submission at a future meeting.

The subcommittee, under the chairmanship of Leggett, consists of Tearle, Felix Aylmer and A. M. Wall, representing Equity, and Payne, Sydney Carroll and R. H. Gillespie, representing the managers.

Previously, also acting on a suggestion from Leggett, Wall and Payne had met and decided to adopt a system whereby both the managers' organization and Equity would indorse all contracts, pending a final settlement.

Before Leggett's intervention and the start of negotiations the entire field of English theatricals was threatened with a tieup. Equity had received blanket support from the rank and file of the profession, and orders had gone out to sign no contracts unless they contained the disputed closed-shop clause. The managers refused to include the clause.

The dispute arose over the contemplated production of Ivor Novello's *Glamorous Nights* at the Drury Lane, which was regarded as a test case for the closed-shop policy. The production of a revival of *The Beggar's Opera* had also been held up, but meanwhile various other new productions went ahead, with the managers agreeing to a closed shop. Among them were *Between Us Two*, *Love on the Dole* and *Viceroy Sarah*.

"Small Miracle" Off

CHICAGO, Feb. 2.—Rehearsals were called off on *Small Miracle* here this week by Frank Dare, local Equity manager, when the company failed to post bond. The company was dismissed. People behind the production seemingly were unaware that such a thing as Equity existed and could not cope with the recognized professional rules of production, previously having been connected only with amateur undertakings.

EMIL VELAZCO

This Week's Cover Subject

COMING from a Spanish family that can trace its ancestry 'way back, Emil Velazco started studying the piano, with an eye to a concert future, when very young. Somehow, however, he became fonder of the organ than of the piano, and so he started concentrating his studies on the former. After he had mastered the organ he devoted his time to composition, teaching and recitals, later conceiving the idea of combining the organ with a modern dance orchestra, with the organ as the featured solo instrument. In connection with his dance band work he successfully constructed a portable full-tone pipe organ, equal in volume and effect to the larger instruments, and became the first leader to carry such an instrument on tour. And the only leader as well. He recently completed a tour thru Pennsylvania, and another trip, including return dates, is now being arranged.

Last year he appeared twice as soloist with the New York Philharmonic Symphony at Carnegie Hall, giving several recitals at the same place. His band, playing at the Taft Hotel, New York, for five months, broadcast steadily on Columbia Broadcasting Station.

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Calif. Gov. for Tax On All Amusements

SACRAMENTO, Calif., Feb. 4.—Governor Frank F. Merriam has proposed one of the most drastic amusement taxation programs ever placed before the California Legislature. He asked the Legislature last week to place a blanket 10 per cent tax on all admission tickets. The only exception would be on admissions of less than 20 cents.

While details of the governor's program have not been officially announced, it was unofficially disclosed that the proposal would embrace motion picture, legitimate, vaudeville and burlesque theaters, circuses, carnivals, rodeo and similar outdoor attractions and possibly include all amateur and professional sporting events.

Altho an even more extensive tax plan was proposed two years ago, the present plan is the first which has won administration support.

No action on the proposal will be taken until after March 4, when the two houses reconvene after the opening session recess now in effect.

Roche Benefit in Chicago

CHICAGO, Feb. 2.—A benefit performance will be given in the Erlanger Theater Sunday afternoon, February 17, for William Roche, well known on the Rialto as "Colonel" Roche, former manager of the Selwyn Theater. Roche, a veteran theater manager, has been unemployed for the last two years and is now an invalid. Principals of the Roberta Company at the Erlanger and talent drawn from other theaters will give the show, which is being managed by the executive staffs of the theater and the Roberta Company.

Detroit Opera Opposed By Theater Managers

DETROIT, Feb. 2.—The season of municipal opera at Navin Field ball park promised by the Shuberts to open this summer met with the open opposition of theater managers this week. George W. Trendle, president of United Detroit Theaters, operating the local Public houses, took the leadership in the move to stop the opera.

He cited experiences in St. Louis, which would be the model for the local opera project, quoting Charles E. Kurtzman, St. Louis circuit manager for Fanchon & Marco, to the effect that "regular taxpaying theaters automatically close their doors upon the approach of the opera season. The municipal opera has become an outright commercial enterprise, competing in every sense with the legitimate theater owner."

Trendle placed his protest before the city council with the statement:

"I believe the city will lose more thru sponsoring an idea of this kind than it will make. This organization, as well as all local theater organizations, greatly opposes it unless it pay the same taxes and comply with the same restrictions that we do. It is unfair from start to finish." The council placed the entire matter on the table, as only informal approval under parliamentary rules had been given to the original Shubert project, which has been announced as definitely scheduled.

Dress Rehearsal Is New Fly in Ointment

NEW YORK, Feb. 4.—It appears that the motion picture interests will amend their complaint against free radio shows, more or less embodied in the squawk made by legit theater managers and since referred to the Federal Trade Commission to be investigated as an unfair trade practice.

Newest fly in the ointment is not only the matter of free radio shows but dress rehearsals to which the public is invited, such as the Eddie Cantor show is now doing each Sunday afternoon at the Columbia Playhouse on West 44th street. As recently announced, Cantor and his new sponsor, Lehn & Fink, decided to hold dress rehearsals before an audience in order to find out what pieces of comedy registered well as compared to others. Yesterday afternoon the Cantor CBS show, with Rubino's orchestra and Ted Husing, plus Harry Einstein doing Greek comedy, did a rehearsal before a full house, seating about 1,200.

Cantor said after the show that he believed the practice would soon spread to many other radio shows because radio is the only form of entertainment that has no previews or out-of-town tryouts, etc., and he thought it absolutely proper even the Sam Goldwyn should be in the house listening. That radio performances be tried out first on the so-called "dogs" also.

At night, 8 to 8:30, the same show played to another crowded house, with one song eliminated, as well as an effeminate bit of comedy. Also a commercial talk by a dental authority was cut down considerably. These may or may not have been cut as a result of audience or official reaction. Rehearsal ran about eight minutes over. Otherwise the half-hour show was pretty much the usual Cantor show, and for studio laughs a mermaid outfit did the trick, while Ted Husing, announcer, handled the Jimmy Wallington role.

CBS Revenue Nearly 25% Over Jan., '34

NEW YORK, Feb. 4.—Columbia Broadcasting System's gross revenue for the month of January reveals an increase over the same month last year of 24.6 per cent. Gross billing for January, 1935, totals \$1,751,236. This compares to \$1,405,948 in January, 1934. In January, 1933, CBS did \$941,465.

National Broadcasting Company's statistics department is still working on its January figures and up to the time of going to press the approximate gain or loss over January, 1934, is unknown. It is presumed an increase will be shown, however.

BILLY ARMSTRONG has returned from London. Left New York immediately for Chicago, his home.

Philly Legit Biz Hits a Bonanza

PHILADELPHIA, Feb. 2.—In spite of last week's blizzard, which cut heavily into the theatrical business, costing, it is estimated, the downtown legit and movie houses at least \$150,000, Philadelphia's show trade has been brisker than any time in the last three years.

The D'Oyly Carte Opera Company enjoyed three big weeks at the Forrest, the last being capacity, which in a 2,000-seat house means a large gross. *Point Valaine*, the Noel Coward show, was absolutely capacity in its week at the Chestnut. *Dodsworth*, at the Forrest, dropped \$5,000 as a result of the storm but went away with two big weeks behind it. *Mary of Scotland*, which opens Monday night, has had an enormous advance sale and will probably go capacity during its stay, and encouraging sale is reported for *Rain*, the Bankhead revival which opened last night, and *Merrily We Roll Along*, due February 11.

As a result of the increase in trade no less than five new shows were added to the schedule yesterday. The Walnut will bring in Delos Chappell's production of *Cross Ruff* February 11. On February 18 the Louis Bromfield play, *Times Have Changed*, comes to the Garrick. On the same night Samuel F. Nixon-Nirdlinger will bring Edith Barrett to the Broad in Mrs. *Moonlight*, to be followed by *The Shining Hour*. Later the same house will have Guthrie McClintic's production of *Yellow Jack*, which has the local sponsorship of the Philadelphia Forum.

France Taxes Foreign Artists

PARIS, Jan. 28.—Foreign acts, theatrical artists and musicians are now subject to a tax on their salary. The tax is set at 6 per cent of the salary, but before figuring the tax a deduction of 20 per cent is allowed for traveling expenses. In other words, foreign artists are taxed 6 per cent on 80 per cent of their salary. No dodging the tax, as same is deducted by the management of the houses in which the artist is working. The new regulation is the result of out-of-work native acts squawking about the large number of foreign acts being employed in France.

There is also a tendency to tighten up the restrictions on the employment of foreign bands and musicians. The deluxe night spot La Belle Epoque was recently forced to close temporarily on account of using a marimba band composed of foreign musicians.

British Television Broadcasts Soon

LONDON, Feb. 2.—Following a favorable report by the government's television committee, actual television broadcasts are expected here in the immediate future. Sir Kingsley Wood, British postmaster general, announcing in the House of Commons that the government had approved the general recommendations of the committee and that he was planning to execute them.

Principal recommendation is that the Baird and Marconi systems be used alternately in operating from one station in London, to be controlled by the British Broadcasting Company. BBC is to pay these costs out of its license fees from radio-set owners. Experimental broadcasts are expected soon this year. Committee said that a large number of stations would be needed to cover the country, but that at the start 10 stations could provide 50 per cent of the population.

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PURSUANT TO AN ORDER OF COURT, notice is given that bids will be received for the purchase of the property known as the Tivoli Theatre, consisting of a modern theatre containing approximately 1,200 seats, together with six store rooms and sixteen apartments in the building located at the corner of First Avenue and Tyler Street, in Gary, Ind. The right is expressly reserved to reject any and all bids. Bids shall be filed in the Lake Superior County Court, Gary, Ind., in the case entitled *Rose Cohn v. Fiftzy Realty Company*, cause No. 18,573, at any time prior to February 14, 1935, and must be accompanied by cash or a certified check equal to at least five (5) percent of the bid to be deposited with the undersigned receiver and retained as liquidated damages in the event any bidder whose bid is accepted refuses to comply therewith.

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WANTED FOR STOCK

OPEN FEBRUARY 9.

CHORUS GIRLS. Youth and looks. INGENUE with good voice. SISTER ACT. FEATURE VAUDEVILLE ACTS. Week's work. When passing through Cincinnati.

CHAS. JOY GRAMLICH,
Empress Theatre, Cincinnati, O.

J. C. LINCOLN'S MIGHTY MINSTRELS
WANT Colored Performers that double Band, Musicians all instruments, Band Leader, strong Novelty Act, Chorus Girls. 40 weeks' work, low sure salary. Open middle of March. Also want White Boss Canvasman, Ticket Sellers, Man for Pit Show, Lithographer, Man with Calliope or Loud Speaker. This is a truck show, one-day stands. Write Box 98, Albany, Ga.

WANTED

Young, attractive Line Girls. Salary \$25.00. Also Girl Acrobatic Dancer doing fast finish. All state correct age, height and weight. Join on wire. MANAGER BROADWAY BALLYHOO, Strand Theatre, Crawfordsville, Ind.

WANTED

MEDICINE PEOPLE, Medicin that can change for 10 days. A Man with a Talking Outfit. State lowest salary. Join at once. KIWANA MED CO., Berlin, Wis.

CHROMINE

Colors your hair instantly, leaving a youthful, natural lustre. Send 25c to CHROMINE LABORATORIES, Box 412, New Hartford, N. Y.

THRU SUGAR'S DOMINO

NO DOUBT need exist any longer concerning the status of Alexander H. Basy, who has been operating on Broadway in recent months under the name of the AMSOV Agency and arranging for American acts to tour Russia. Because *The Billboard* was the first publication in this country to detail Basy's activities and reported plans in connection with an interchange of American and Russian acts, the conductor of this column felt the responsibility thus borrowed as personal and highly important. Letters of inquiry were sent to Moscow to ascertain Basy's status, because further comment on his activities could not be made, without reservations that would impair its value, unless verification were obtained from government sources in Moscow.

In our mail this past week came a brief but unequivocal statement from Dankman, Director General of GOMEZ, the amusement branch of the Soviet Government. Dankman indicated that Basy is the official agent for GOMEZ and is authorized to negotiate for Russian tours with "alien actors."

Russian Government officials, despite all that has been printed about their super-efficiency and severe punctuality, are poor correspondents when foreign individuals are concerned. It took fully three months to get a rise out of Dankman, but it has come at last, and in behalf of the footloose American performers who don't care much about cash but want to get a close look at the great Russian experiment, Danky, we dank you.

* * *

Basy is now in Russia, being due to arrive in Moscow to confer with Dankman and other GOMEZ officials on February 7. A probable result of these conferences will be the formulation of a plan that will make it possible for performers to work in Russia for money that they can bring back with them and change into negotiable American currency. As has been pointed out frequently in these columns the opening of the Russian market to American acts is an excellent idea; in fact, the opening of any new market to American acts is a step in the direction of American vaudeville staging a quicker comeback. Besides, work is work and if managers are sleeping at the switch American performers become less disheartened if they know that the rest of the world is not cuby open to them, but ready to welcome them with open arms.

Out of 60 acts submitted Basy had received favorable word on most of them before he sailed. The rest will be submitted by him personally. According to the present arrangement, acts contracted by Basy in behalf of GOMEZ receive free transportation to Russia and return. The return half of the round-trip ticket is good for two years, thus affording acts an ideal opportunity to pick up dates in other European countries. Acts booked are permitted to double into cafes while playing the Russian dates, and for the priorly contracted dates individual performers will receive for 30 performances on the average of 1,000 rubles a month. The money must be spent in Russia, but they may take out of the country whatever they purchase. To which some wag might suggest that he'd like to buy American dollars.

* * *

ONLY the wish-guided imagination of a fond mother can fathom the potentialities of a babe in a crib. By the same token only the determined spirit of an artist with latent talent can be kept alive thru the humdrum routine of a flash act opening and closing bills in vaudeville. Thus was it with Sybil Bowan, who is today one of the most promising mimics on any stage. About three and a half years ago Miss Bowan was a flash-act feature. Nice to look at, talented enough, it seemed from the front, to hold her own among the others, but not anything to write home to Aunt Tessie about. But Miss Bowan held tight to her—and perhaps suppressed at the suggestion of unimaginative bookers—a genius for mimicry. It finally came out just as

inevitably as the spring freckles on Little Johnny's cheeks. Miss Bowan makes of impersonating both an art and a high form of entertainment. She has, in addition to an unmatched gift of delineation, a goodly share of personality and pulchritude.

That Miss Bowan is not ensconced this very minute in a production or signed to an iron-clad contract by a film company is a source of surprise to us and a convincing indication that everything isn't as it should be among the talent sleuths. Vaudeville can well employ Miss Bowan's talents. Just as George Jessel could stop any amateur show. But in this age of revue, radio and film bigness her talents are wasted on so-called de luxe houses that are budgeted not very much different from Tink Humphries' fifth-floor houses in the good old days when the Palace Building elevators carried the booking biggies of America.

* * *

TOO often, indeed, do daily papers unmeaningly besmirch the reputation of our profession and injure the pride of individuals that belong to it by associating with the stage or "show business" a thousand and one con men, prostitutes, just plain crooks and drunken louts who for want of a better mantle to cover their real callings describe themselves as "showgirls" and "showmen" when caught in the police net. But the papers are not wholly to blame. They report the news, and when a pickpocket calls himself an actor the fact is reported just as unemotionally as the designation of a waitress of Lizzie Glutz, who shot her paramour. Besides, the theater still possesses a goodly degree of glamour despite the nefarious activities of the gossiping hacks who'll take the kick out of an innocent and somnolent mule for a stipend.

Papers designed for the layman believe they are doing their duty by the heart-hungry shopgirl and the stage-struck soda jerker by playing up everything of a scandalous character that concerns the theater and its people. Perhaps all of this does serve a real purpose. The mounting circulation of dailies that are notorious offenders proves at least that it pays, and after all there are few papers left that are published solely and exclusively to cater to the altruistic impulses of their owners.

* * *

Yet out of the show business and its people there comes to light on rare occasions a striking example of a reaction quite different from that already discussed. We point to the praiseworthy manner in which Cleveland's papers handled the beautiful deed performed by that city's Variety Club. On the night of January 13 the matron at Keith's Palace Theater found a prematurely born babe in the washroom wastebasket. Its leg was broken, it was suffering from exposure and had been born several minutes before its discovery. It was rushed to the City Hospital, where it was placed in an incubator. The directors of the Variety Club met the next day and took steps to adopt the boy and bring him up and give him a proper education. The babe died that night and the Variety Club arranged for the funeral. Its board of trustees served as honorary pallbearers and burial was in Crown Hill Cemetery. The club's chaplain, the Rev. George L. Foster, conducted the services.

* * *

The Cleveland Plain Dealer and *The Press* carried intelligently written and intensely interesting stories. The affair was treated with dignity all around. It was definitely understood that the Variety Club did not succor the abandoned babe in order to get publicity. We know definitely it didn't. But if many thousands of dollars were spent show business couldn't get better publicity of the right kind than did the Variety Club in papers of its own town.

In an editorial in *The Press* appeared the following:

As a general rule, people in the theater are a pretty generous lot of folks. Why that should be is hard for a layman to tell. Maybe it is because they are a highly imaginative group of human beings, and, therefore, sympathetic and understanding, as most imaginative-minded people are. And again it may be that the tragedy and romance with which they are continually surrounded has something to do with it.

Whatever it is, the act yesterday of the Variety Club . . . first in adopting Baby Boy Doe and then later, after the little fellow . . . had died, to provide a funeral for

(See SUGAR'S DOMINO on page 16)

The Broadway Beat

By GEORGE SPELVIN

ZERO weather (and not somebody's clock-stopping pan) stopped the big beer clock on the corner of Broadway and 46th. . . . The whole thing was finally removed early last week. . . . The cops have clamped down on night spots using femme impersonators. . . . As a result, the Club Richman closed a week ago Saturday night. . . . The Press Photographers will hold their sixth annual ball and entertainment this Friday night at the Commodore. . . . Tickets go for \$2.50 apiece. . . . The Dionne quintuplets are easily the youngest film stars in the world. . . . They are starring in a one-reeler called *Ten Minutes of the Life of the Dionne Quintuplets*, now showing at the Palace. . . . Manager Cruester of the Belasco Theater is sporting a nice new black eye. . . . During the Group Theater benefit there a week ago Sunday, Cruester attempted to induce left-wing customers to form a line at the box office. . . . One of the customers refused to line up, demanding to know who the blankety-blank Cruester was. . . . When Cruester said, "I'm the manager," the patron remarked, "Well, I don't like managers," and poked him one in the eye. . . . Just a radical. . . . The DA's office is holding a man who passed a \$400 rubber check, claiming he was Bert Gordon. . . . When pinched, the guy yelled, "I'm Bert Gordon and I'm playing the State next week for \$750." . . . He was indicted Wednesday for grand larceny. . . . (It wasn't Bert Gordon.) . . . The Palais Royale is scheduled to reopen February 21. . . . And the Manhattan Music Hall may not reopen at all, competition being so keen. . . . A guitarist and a singer, making the rounds of the small restaurants in the Times Square side streets, dropping in for a couple of numbers and then passing the hat around, have managed to inject a bit of variety into their act. . . . They play their tiny circuit first as a team and then as singles. . . . Times Square sportlands are doing a grand business and so are the newsreel theaters. . . . It seems that more and more people want their entertainment in small and cheap doses. . . . The top misprint of the year came when a columnist recently set out to eulogize a mentalist. . . . His effusion appeared: "Adrienne, the international psychic." . . . The gambling instinct: an actor who's been safe on the CWA acting pay rolls for months, getting his \$24 a week, took a chance in a Broadway show which may or may not give him more than the minimum two weeks' salary. . . . And it's hard to get back on relief, once you're off.

Jack Curtis panicked them at the Friars' Lubin dinner. . . . If he ever quits agenting he can always do after-dinner speaking for a living. . . . The Dows move into the Bond Building April 1. . . . No April foolin', either. . . . 42d street movie grinds are rivaling the burlesque houses with their sexy lobby displays. . . . Georgie Price is wintering in Florida. . . . Fredric Watson composed the music for *The Triumph of Joseph*, a religious oratorio, proving that at least one Broadway manager can do something worth while. . . . Eddie Peabody has been booked by RKO for the week of March 8 at the Palace. . . . Paul Whiteman starts March 1 on a tour of one-nighters thru the South, returning to play Washington and other dates for Loew. . . . Doc Irving Arenz, of Chi, foot specialist who stooged in Tommy Mack's act for a week, has opened an office in North Clark street there. . . . Make a Million, latest card-game craze, which combines the arguments of bridge and the playing of Wall Street and pinochle, was invented by George S. Parker, 60-year-old Boston Back Bayite, famous in the game biz. . . . Marty White tells of the lady who rushed over to an actor in a hideaway night club and told him he was so good he ought to be on Broadway. . . . So the actor said: "Lady, I've just come from Broadway—looking for a job." . . . Mr. Spelvin learns that both he (Mr. Spelvin) and his English cousin, Mr. Walter Plinge, disbanded with the Fritz Leibler touring company in Tucson last week.

Chicago Chat

By NAT GREEN

WONDER why someone doesn't grab off the cozy little Cort Theater in the heart of the local riot and make himself plenty of bucks. . . . The house, which Sport Herrmann gave up some time ago, has housed a lot of winners, and a good show of the "family" type would undoubtedly click. . . . It was the announced intention to convert the house into a theater-restaurant or a garage, but those plans were abandoned. . . . It's a good bet for somebody with vision!

Ray Flanagan doing publicity for *Sixteen*, in which Shandell Kalish will be starred. . . . U. G. (Sport) Herrmann, one of the town's vet theater men, sportsman and traveler, leaving shortly for Tahiti. . . . Here's good news for the myriad friends of Ted Fio-Rito, band leader. Ted will open at the Edgewater Beach Hotel June 8 for an all-summer run. . . . Nell Williams, cashier of the Castle Theater on State street, just a step from the "busiest corner in the world," was held up by three youths at 6 o'clock the other afternoon and robbed of \$200. . . . On January 27 Tony Wons had Alexander McQueen, the "Nothing But the Truth" man, on his House by the Side of the Road air program. . . . On February 3 he went to the other extreme and presented as guest star O. C. Hulet, who might be billed as "Anything But the Truth," as he is president of the Burlington Liars' Club and recently won the title of champion liar. . . . R. F. Clark, widely known in magic circles, here ahead of Joseph Santley and his Soldiers of Fortune. . . . Swell offices T. B. Harms & Company, music pubs, have opened in the Woods Building. . . . Swank furniture and everything. . . . And a swell hit tune they have released—*Isle of Capri*. . . . Frances Abrams, Milt Schuster's sec., making a more rapid recovery from her auto accident injuries than had been expected. . . . *Clive of India* packing 'em in like nobody's business. . . . Trial of Ralph J. O'Hara, m. p. union organizer, on perjury charge set for February 15. . . . Wonder if it's true that Babe Ruth has been offered a \$70,000 contract to join a circus this spring!

Notes from our West Coast stooge about people you know: . . . Clarence Wheeler, who used to be in the production department of B. & K. and later musical director of WBBM, has definitely caught on as an arranger and is working on assignments from Paramount and RKO studios. . . . Learned why so many Hollywood shirts wear mufflers natively tied in four-in-hand fashion—they lost their shirts waiting for a movie break. . . . Frank Masters is about the busiest lad in Hollywood and the way he has moved in on cinema-land has left regular Hollywoodites gasping. . . . Aside from directing his orchestra at the Club Continental, Frankie is appearing in the Universal production *The Great Ziegfeld*, and now Universal wants to give him a long-term. . . . Ben Bernie is playing a great many benefits between scenes at the Paramount lot and his radio work. . . . Discovered Miss Lewis, who used to be Joe Bren's sec at MCA in Chi, holding down a responsible steno job at Paramount. . . . Spike Hamilton, former Chi maestro, slated to follow Harry Sosnik into Cosmopolitan Hotel, Denver. . . . Our old friend Phil Levant, who never had a chance in Chi, clicking in a big way with his band in Houston. . . . Chicago Bears and Cardinals are electrifying the natives with their finished brand of football. . . . Rain, rain and more rain. . . . snow falling on the mountains and people scurrying about in mutt. . . . sunny California!

WMCA's Rate Card; 4 Salesmen Added

NEW YORK, Feb. 2.—WMCA has issued a new rate card, effective February 15, the second card the station has put out this year. Previous one, starting January 1, was put out when the station was still the New York outlet for the American Broadcasting System, since reverting back to operation by its owner, Donald Flamm.

New card leaves the basic rates for one-hour time in the three time classifications, these being Class A, \$450; B, \$225, and C, \$180. However, the card makes reductions in the pro rata smaller time blocks. Half-hour Class A is now \$250, down \$30; a quarter hour is down \$25 to \$150 and five minutes is down to \$60, a drop of \$27.50. Similar drops are made in the two other time brackets.

Important change has been effected in the frequency discounts, standardized on the old card. Now the card is back to the net on less than 26 times; 26 to 51, 5 per cent; 52 to 103, 10 per cent, and above 104, 15 per cent. Old card (January 1) went up to 25 per cent having divisions for 100 to 299 broadcasts and the last at 300 or more.

Likewise a complete new schedule has been worked out for 100, 50 and 25-word announcements and one-minute electrical transcriptions.

Sales department of the station, under Bert Leibar, has added four new men. They are Ira Herbert, Allan Wood, Paul F. Adler and Walter McDonough.

WNEW Full Time; Takes WHBI Studio

NEW YORK, Feb. 2.—WNEW, local key outlet for the American Broadcasting Company, has taken over WHBI studios, low New Jersey water which shared one-seventh of the WNEW hours. WHBI plays the same kilocycles Sunday afternoon and Monday afternoon as well as a few hours of evening time. This move gives the ABC outlet full time in the New York area.

Hoyt brothers, owners of WHBI and also of a medicine establishment, are said to have held out for \$50,000 for their small station. Understood that the Hoyt brothers stipulated that the WHBI identification continues for a certain length of time and that its staff is to be taken care of if a deal went thru. WNEW officials deny having bought the station, but state that they are using the New Jersey studios for lack of space of their own and are stating over the air that WNEW is broadcasting from WHBI studios during such time when WHBI is entitled to the wavelength.

N. Y. Movie Theater Buys Time on Air

NEW YORK, Feb. 2.—First of the New York or major Eastern picture theaters to buy time on the air is the Strand Theater, which, after testing a few spot broadcasts on WNEW, Newark, this week signed a contract calling for 26 weeks of three 100-word announcements daily. It isn't exactly the first time any Eastern house has been on the air, since the old Roxy and the Capitol are radio veterans, but they are in the sustaining group. When the New York Paramount was a presentation house, it had a weekly spot on WOR, as the Fox, Brooklyn, still running flesh shows, had until a few months back.

On the West Coast, indie film houses are fairly important time buyers, with the press departments of the film producers co-operating in material. World Broadcasting also records on the Hollywood production lots, which some stations have been highly successful in selling.

Strand, owned by Warner Brothers, has taken time which carries on until July 20, 1935.

Amos 'n' Andy on Tour

CHICAGO, Feb. 2.—Amos 'n' Andy left Chicago yesterday to open a two-week theatrical tour of 11 Eastern and Southern cities. They open in Nashville today. During their tour their Pepsodent Company broadcasts will originate in the cities in which they are appearing. Announcer Bill Hay will not accompany them but will introduce them from Chicago before each broadcast.

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.

"One Man's Family" Gets Tea Account

NEW YORK, Feb. 2.—One Man's Family, dropped by the Penn Tobacco Company, makers of Kentucky Winners, cigarettes, will be taken under the wing of Chase & Sanborn beginning April 3. Popular series of sketches of typical American family life originating on the Coast will be continued as a sustaining act by NBC, of course, and will be heard after February 10 on Sunday night, 10:30-11 p.m. For Chase & Sanborn Tender Leaf brand tea the show will switch to 8-8:30 p.m. EST on Wednesday evenings. Tea account is handled by J. Walter Thompson Company for Standard Brands, Inc.

Program, by losing the cigaret account, proved itself a strong feature with its audience. Rated high in the Crossley Reports, One Man's Family looked like a sure thing for most any product—most any product except cigarettes or anything to which its great following objected. When the cigaret sponsorship took place murmurs of resentment were heard and gradually it swelled to alarming proportions, at least to the extent of scaring off the tobacco company.

CBS Again Shifts Offices

NEW YORK, Feb. 4.—Still another shifting of offices takes place this week for various Columbia Broadcasting System departments, and on Wednesday the CBS Artists' Bureau will transfer its quarters on the 18th floor to the 17th, where it will occupy the complete floor and obtain more elbow room. Jules Seebach, however, will take the office space vacated by Ralph Wonders on the 15th floor, and Paul White, in charge of news and special events, will move across the floor to the rest of the quarters until then used by the artists bureau.

\$31,000,000 Year Is NBC Goal; Salesmen No Savvy Program Men

NEW YORK, Feb. 2.—National Broadcasting Company's sales department does not believe it impossible for NBC to make 1935 a \$31,000,000 year in the way of gross revenue for sale of facilities. Edgar Kobak, vice-president in charge of sales, informing his staff about the new compensation plan for members of the sales department, pointed out the fact that the new plan would give each member of the national and local sales department as well as sales promotion a 20 per cent bonus if the network grossed \$28,000,000 net. Allowing for the 15 per cent in discounts, the gross would be over \$31,000,000.

Setting \$24,000,000 net as a peg, Mr. Kobak stated that the 92 people eligible to share in the bonus would have set aside for them two per cent of all billings (after discounts) above this figure, which will be distributed at the end of the year. If the net hits \$26,000,000 those eligible will receive an approximate bonus of 10 per cent. If the net should go to \$28,000,000, and Mr. Kobak believed it "no idle dream," then the sales force would be in line for a 20 per cent bonus. Details being worked out on this plan will supersede the commission basis of 1934 of course. Mr. Kobak also informed his staff that the new plan was designed to create more

ANPA Makes Demands Upon CBS In Pittsburgh Press Battle

Wants WJAS to live up to its Press-Radio agreement—station is now using Transradio news which is sold as a commercial to local department store

PITTSBURGH, Feb. 2.—American Newspaper Publishers' Association has made a demand on the Columbia Broadcasting System that the network, thru its Pittsburgh station, WJAS, live up to its word in the Press-Radio agreement, according to T. R. Williams, of The Pittsburgh Sun-Telegraph. Williams gave this information in answer to a query from The Billboard. A week or so ago, WJAS started broadcasting Trans-Radio's news bulletins under the sponsorship of Kaufman's department store, one of the largest local advertisers. Both the other local stations and daily papers objected considerably, naturally, since the other stations had been using Press-Radio Bureau news and both sides had adhered to the Press-Radio agreement formulated by the publishers and networks.

Moore Clarifies Havas Situation

NEW YORK, Feb. 2.—Herbert Moore, head of Transradio Press Service, Inc., informs The Billboard that certain statements and implications contained in a general press-radio story in its issue of December 15 were erroneous in regard to the Transradio tieup with the Havas news association, particularly the assumption that Transradio was lending itself to propaganda of the French government. Moore states that this assumption was not founded on fact.

Moore denied the implication that Transradio was being financed by Havas at the time, or supplied with "slush funds" by Havas for ulterior purposes. The fact is, according to Moore, that Transradio formerly purchased from Havas only that amount of news service which it required to supplement its own European organization of American trained newsmen, and having no further need for that type of service because of an expanded foreign service of its own, discontinued its relations with Havas on Transradio's initiative.

Also, Moore emphatically states that Havas did not help to pay for recent advertisements bought by Transradio.

About three weeks ago Transradio subscribed to Reuters service upon severing its connection with Havas.

Farm and Home Hour Moves to WCFL

CHICAGO, Feb. 2.—Station WCFL became the Chicago outlet yesterday for the National Farm and Home Hour, heard daily over an NBC-WJZ network. Formerly heard over KYW, the popular noon hour sustaining program has had no Chicago outlet since the station was transferred to Philadelphia December 1. The program is under the direction of William E. Drips, NBC director of agriculture.

Goodrich Account Remains With NBC

NEW YORK, Feb. 2.—The labyrinthic saga of the Goodrich Tire radio show continued this week when, after having been supposedly all set to start on Columbia Broadcasting System this month, the show moved back to the National Broadcasting Company, where it was first headed. Goodrich has had every sort of difficulty imaginable, the latest development, following the CBS change, being that the show is to go on NBC's blue (WJZ) network Friday nights, 10-10:45 p.m., with a repeat broadcast later for the Coast due to a time block.

Goodrich show has been in the works since last November, when Ted Lewis and his orchestra, Doc Rockwell, Tim and Irene, Peg La Centra, Lucille Manners and Phil Ducey were set as the talent. Then NBC couldn't clear satisfactory time, the account finally shifting to CBS and off there this week when a renewal came thru for Wayne King's Sunday night spot. Account is NBC's second oldest client.

Principal difficulty now is said to be with the talent from the standpoint of signing them for the repeat show. Agency is Ruthrauff & Ryan.

5 Whiteman Dates; RKO Vaude Also In

NEW YORK, Feb. 2.—Paul Whiteman and his orchestra opened last night at Richmond, Va., a series of five one-night stands which will net the band \$10,000 for the tour, but carries with it some stiff jumps. Following Richmond is Jacksonville, Fla., with Orlando, St. Petersburg and Tampa on the dance dates. Band jumps back to this city for its Thursday night broadcast for Kraft-Phenix.

After next Thursday's broadcast the organization will go to Cleveland for six days at the RKO Palace and split the next booking for RKO between Rochester and Albany. Vaude dates are reported as being at \$8,500 minimum for six days. Vaude bookings were handled by Jack Lavin, Whiteman's manager, and Arthur Will.

Clark-Hooper Survey Shows Higher "Circulation" Cost

Comparatively higher than radio concedes for cost per "1,000 sets identifying sponsor"—audience divides its time among 94 network commercials between 7-10 p.m.

NEW YORK, Feb. 2.—Having completed tabulation of approximately 115,000 coincidental telephone calls as a result of a survey undertaken on behalf of a group of clients, Clark-Hooper, Inc., research bureau, in its same findings reveals among other items the fact that the radio audience is dividing its time among 94 sponsored programs on the networks between the hours of 7 to 10 p.m. EST each week. Study is being made for 25 clients, including magazine publishers, ad agencies and advertisers. Calls were confined to the hours mentioned above, were conducted nationally by interviewers using the telephone exclusively in 21 cities selected to approximate a cross-section of the major broadcasting areas of the country. For purposes of the study, a radio home was one which owned a radio and was a telephone subscriber. No information is revealed on the 6,000 out of 8,000,000 families owning radios but who have no phone. Sample findings are based on the study of the first five weeks of interviewing.

Four basic questions were asked:
 1. "Were you listening to the radio just now?"
 2. "To what program were you listening?"
 3. "What advertiser puts on that program?"
 4. "What product is advertised?"

These questions were asked to determine the percentage of radio-owning telephone subscribers who have sets in operation during each 15-minute period of each evening; the manner in which the listening audience divides its time between available programs; to produce information showing the relation between the people who can identify the programs (or talent) and those who are conscious of the advertiser's name in the program. The last question listed above (4) is asked in cases where question (3) fails to elicit a complete answer.

Percentage of subscribers who were not at home during the hours of 7 to 10 p.m. varied from hour to hour and from evening to evening, but within the limits of 13 to 28 per cent. The period with the largest percentage of sets in operation shows 45 per cent and the lowest 18.5 per cent (when averaged for percentage of total sets in each time zone). The average of all was 36.5 per cent.

Of the "sets in areas" the largest average percentage found listening to any one program was 29.4 per cent. The smallest 1 per cent. The average of all was 7.3 per cent. Of the "sets in operation" found to be listening the largest was 66 per cent and the smallest was less than 1 per cent. The average of all was 20 per cent.

Of the "sets in areas" identifying the sponsor of the broadcast, the largest average percentage was 23.6 per cent, the smallest was less than 1 per cent and the average of all was 5.2 per cent. Of the

"sets in operation" the largest was 53 per cent. The smallest was less than 1 per cent. The average of all was 14.4 per cent.

The average talent cost per program is figured at approximately 31 per cent of the total cost.

When the time and talent costs were combined by Clark-Hooper and the "cost per 1,000 sets identifying the sponsor" was computed the lowest cost shown was \$1.36, and the highest, \$62.67. The average was \$16.22.

Sponsor Costs Per 1,000

Clark-Hooper, thru its coincidental radio advertisement reports, believes it is possible to study trends and changes in public's listening habits in addition to general observation. An example is as follows:

During one period the first two weeks of interviewing showed the per cent of persons listening divided between three major chains as follows:

Chain (A) (with a popular comedian) 66 per cent, Chain (B) 7 per cent, Chain (C) 5½ per cent. Coincident with the third week of interviewing the advertiser on Chain (A) changed the character of his program completely, eliminating the popular comedian. On Chain (B) appeared a popular guest star, but no material change was made on the program appearing on Chain (C). That week the percentage of listening audience was:

(See CLARK HOOPER on page 12)

CBS Drops a Few Bands; Mindling Joins Bureau

NEW YORK, Feb. 2. — Columbia Broadcasting System's band-booking department of its artists bureau has dropped about a dozen bands from its list and taken on several new ones. The latter include Bert Lown, Bob McClister, Barney Rapp and Julian Woodward, Arthur Warren and Mitchell Shuster.

Lew Mindling has joined the CBS band department under Al Zugsmith as one of its orchestra representatives. Mindling has had wide experience in the field and has also been connected with phonograph concerns.

ABC Chain Sets Program Policy; Sustainers Now Getting Salary

NEW YORK, Feb. 2.—American Broadcasting Company after three weeks' experimenting with WNEW as its program outlet, sets up somewhat of a definite program policy beginning tomorrow (Sunday), having lined up a small staff of artists and writers. Until this week none of the acts going on WNEW for the network had been receiving any pay, this situation being stated as ending this week. On its local non-commercial shows, the Newark station is adhering to that policy, as usual. WMCA also reverted to the no sustaining pay policy for a short time at least, until the station is set up better after the excitement of having suddenly been dumped back to Donald Flamm.

ABC, however, has one barrier to overcome. It is stated, the question of back pay due musicians when ABS was tied up with WMCA.

Officials of Local 802, American Federation of Musicians, stated they would make every effort possible to collect the \$8,000 due them. It was stated at the local's offices that they have already written the management of WNEW concerning the situation, giving 30 days to pay the amount. Two weeks have

passed, said one Local 802 executive, and the question is to be settled at the meeting of the governing board of the local next week. If need be, it was said, the union will call out its men. Also to be discussed is the question of jumping the wages at WNEW thru its network tieup, whereby the house men will draw \$100 weekly.

ABC's staff includes Morton Bellin, the *Three J's*; Jane Reddington, graphologist; *Uncle Peter and Louise*, Faith Fortune, Lawrence Gould, Terry O'Shea, *Big Brother Bob Emery*; Brook and Stapleton, piano duo. Network is also to dramatize the news events daily and select a title by means of a contest. Edward Smith is writing the program and doing several other dramatic shows.

Walton Butterfield is handling program direction for both WNEW and the network. Tom Probert, announcer, was shifted to be in charge of the station's Newark studios this week, the outlet using more programs from there because of increased show demand. Greater part of the week the station is piping shows to the network because of commercial commitments.

Continental Orchestra Corporation
 PRINCIPAL OFFICE,
 HOTEL UTICA, - - - UTICA; N. Y.
 BRANCH OFFICE,
 640 MAIN ST. - - - BUFFALO, N. Y.
 DIRECTING
JACK ALBIN AND HIS ORCHESTRA,
 SAVARIN RESTAURANT, BUFFALO.
 Heard Nightly Over WGR-WKBW
 Available February 11 for College or Private Parties, Clubs or Hotels.

TEDDY BREWER AND HIS TWELVE
RADIO STARS
 NOW ON TOUR.

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

CLIVE SHERMAN
 AND HIS RIVIERA ORCHESTRA
 — FIRST AMERICAN TOUR —

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

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

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

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

ANNE BOLAND
 "Songs of Love"
NOW ON TOUR

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

AL GOODMAN
 Musical Director, Windsor Garden, New York.

BROMO SELTZER HOUR
 INTIMATE REVUE, 8:30 P.M.
 WJZ, Friday

COLGATE HOUR
 WITH OTTO HARSHAG, 9:30 P.M.
 WFAP, Monday

PALMOLIVE HOUR
 BEAUTY BOX THEATRE,
 WEAF, Tuesday, 10 P.M.

LIFE BEGINS AT 8:40

SMASH when **GO ALL RECORDS!**
EDDIE PEABODY
 Comes to Town
 Week of Feb. 8,
ORIENTAL THEATRE,
 Chicago, Ill.
 Exclusive Direction
SIMON AGENCY, RKO Bldg.,
 Radio City, N. Y.

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

ANGELO FERDINANDO
 AND HIS ORCHESTRA,
 NBC NETWORK,
 HOTEL GREAT NORTHERN,
 118 W. 57th St., N. Y. City.
 Dir.: CONSOLIDATED RADIO ARTISTS,
 1619 Broadway, New York, N. Y.

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

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

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

EMIL VELAZCO and his ORCHESTRA Dir. CBS
 Now Playing Waldorf-Astoria, New York City.
 The World's Only Dance Orchestra Using a Full-Toned \$15,000 Portable Pipe Organ.
 Personal Management CHARLES E. GREEN, 1619 Broadway, New York, N. Y.

HOWARD WOODS and his Royal Crest Orchestra
 Now Playing GIBSON HOTEL, Cincinnati, O.
 Broadcasting Nightly, WLW.
 Direction CHARLES E. GREEN, 1619 Broadway, New York City.

ERNIE AND HIS ORCHESTRA
 Broadcasting Via WTIC-NBC.
 14th Week THE PATIO, Hartford, Conn.
 Dir. CONSOLIDATED RADIO ARTISTS, 1619 Broadway, New York, N. Y.

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

McKINNEY'S COTTON PICKERS
 Personal Direction WILLIAM McKINNEY,
 COTTON CLUB, Cleveland, Ohio.
 Direction: CONSOLIDATED RADIO ARTISTS, INC., 1619 Broadway, New York City.

"BUDDY WELCOME AND ORCHESTRA" Featuring **EDDIE RYAN**.
 Dir. M. FARDOLL, Mgr. HIS Coast to Coast, WABC.
 DIRECTION ORCHESTRA CORP. OF AMERICA, 1619 Broadway, New York, N. Y.

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

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

PROGRAM REVIEWS

Colgate (Harbach) Show

Reviewed Monday, 9:30-10 p.m. Style—Musical and dramatic. Sponsor—Colgate—Palmolive-Peet Co. Station—WEAF (NBC network).

For more than a quarter century Otto Harbach has been writing hit shows. That he could kick in a good radio libretto was proven beyond any doubt whatsoever, judging by the first half hour of his efforts in behalf of the other audience and Colgate's dental cream. As a matter of fact there should never have been any doubt—and perhaps there wasn't. Veteran librettist demonstrated that it was possible to inject more story and action, and establish a group of characters in a half hour in a manner that some shows fail to do in twice that much time. Which once more resolves the cry about the paucity of authors to do original stuff for radio to be a simple matter of asking the successful writer for the stage to cast his eye toward radio.

Harbach heads the show himself, in and out of the dramatized portions. After telling about the genesis of the plot he goes into the dramatization of accidentally meeting a former musical director of one of his shows of 20 years back. This is Joseph Haydn, in modest circumstances. His wife is the former prima donna of the show and they have twin daughters aspiring to stage careers. There is the unknown violinist across the court who does accompaniments and obligatos when the girls sing or play. When the window is open there floats in the jazz music from a near-by dance spot and the other window when open brings occasional organ and choir from the church near-by. Thus there is ample room for variety. Before Harbach leaves the house it appears that he and Haydn will get together on writing a musical show.

Haydn has one tune which he calls *The Forbidden Melody* and Harbach tells him it is a swell title. Action that took place in the Haydn home had about everything and that even better half hours are on tap is a foregone conclusion. As per announcement at the close indicates, it is planned to take the listeners thru the trials and tribulations of writing and having a show produced. Harbach has such a vast store of tricks upon which he can draw as well as ringing in songs of his shows, also personalities of note about whom he can talk with ease.

Francis White and Eunice Howard are the feminine solcists. The former does the singing for the twin daughter Barbara, while Miss Howard takes both the singing and speaking role of Betty, the other twin. Peggy Alenby, Florence Malone and Jerry Macy complete the cast. On the first show Theodore Webb did a song from Harbach's *The Vagabond King*. Al Goodman and his orchestra leave nothing to be desired as to the musical end, Goodman, with his long experience as a musical comedy conductor, being perfectly at home on shows such as this.

Colgate bolsters its Monday night spot following the letdown since Joe Cook left the *House Party* show. Contest for a suitable title for the new show carries with it a first prize of \$500, second of \$250 and 25 additional prizes of \$10 each. Copy stressed the double cleansing and polishing qualities of the toothpaste, but contestants were not asked to buy a tube and use carton, etc., in connection with entering the race. All friends of the cream and powder both are welcome. Tipoff of course is the Haydn song title, *The Forbidden Melody*, for the average contestant, but probably there is a better one up somebody's sleeve. Harbach has set up a fine little situation and can't possibly miss. M. H. S.

Borrah Minnevitich

Reviewed Tuesday, 8-8:30 p.m. Style—Harmonica band with comedian and trio. Sponsor—Reid Ice Cream Company. Station—WOR.

Minnevitich and his crew of harmonica massagers come back to the air for the same account they were on last year and continue to present one of the best acts in show business, either on a stage or in vaude. It was proven last year that visibility did not affect the entertainment quota of the Minnevitich act and it was again brought home in the first show. Only difference is that this

year the harmonica tooters are up against some stiff local competition in the popular WHN amateur session.

Minnevitich act remains a distinct offering. The effects achieved by the group of youngsters blowing the mouth organs is just as startling and interesting as ever. It's one of the too few air shows that warrant real enthusiasm.

Different supporting talent on this year, replacing the n. s. h. dramatic interpolations used last winter. This year finds Henry Burbig, dialect comic, and The Sizzlers, male trio, with the band. Burbig is still a very funny chap, his first burlesque of the Red Riding Hood fable being an indicator of what's to come. It was productive of some good laughs, and equally true that there were some spots that went wide of the mark.

Clyde North, former playwright, is the announcer. J. F.

New Biz, Renewals

NEW YORK, Feb. 2.—Columbia Broadcasting System's new biz includes:

GENERAL HOUSEHOLD UTILITIES CO. (Grunow Refrigerators), thru Hays MacFarland & Co., Inc., starting February 23, Saturday, 10-10:30 p.m., on WABC and 42 stations, Coast to Coast. Program is Minneapolis Symphony Orchestra and Mrs. Anne Campbell, poetess.

OAKITE PRODUCTS, INC., thru Calkins & Holden, Inc., starting February 13, on WABC only; Wednesdays and Fridays, 11:15-11:30 a.m. Program is Don Alvarez, guitar, and Elaine Ivans.

WLS, Sundays, 11:45-12 noon. Program is *Words to the Wise*.

BABBITT CO. (Babbo), thru the Peck Advertising Agency; RENEWS effective February 17, for 13 weeks, on WEAF and 19 stations. Program is Mary Small, Bill Wirges Orchestra and guest stars.

Chicago

CHICAGO, Feb. 2.—Art Jarrett, tenor, will be featured with Billy Mills' Orchestra, and Witmer and Blue, duo piano team, on a new WBBM series, starting February 3, sponsored by French Lick Springs Hotel. Agency, H. W. Kastor.

Jack Brooks, tenor, and Norm Sherr, pianist, will be heard on WBBM on Tuesdays and Thursdays, beginning March 5, under sponsorship of Lane Bryant, Inc. Agency, Crittenden & Eger.

GENERAL MILLS, Inc., will sponsor the 1935 baseball broadcasts over WBBM, with Pat Flanagan as announcer. THE WADHAMS OIL CO., Milwaukee, which has broadcast a daily five-minute sport flash over WTMJ for the last four years, has signed for a more extensive service during 1935, which will include interviews with Milwaukee sportsmen and visiting celebrities.

Contracts reported by Station WLS this week include the following:

THE KALAMAZOO STOVE CO., Kalamazoo, Mich., thru Palmer & Co., Chicago, a four-week series of quarter-hour programs featuring the Cornhuskers and the Choro Boy, on Monday, Wednesday and Friday.

PARKEP LABORATORIES (sea salt), Chicago, thru Rogers & Smith, a four-week series of 25-word announcements on Monday, Tuesday, Wednesday and Saturday.

CRAZY WATER CRYSTALS CO., Chicago, thru the Goodman Adv. Co., Pa-

Murphy, Inc.; starting February 4, Mondays, Wednesdays, Fridays, 2:30-3 p.m. Program is participations announcements in the Martha Deane program.

JOHN MORRELL & CO. (Red Heart dog food), thru Henri, Hurst & McDonald; starting February 7, Thursday, 9:15-9:30 a.m. Program is Home Town Boys.

WNEW's customers include: STRAND THEATER (WARNER BROS., INC.), started January 18, for 26 weeks, thru Blaine-Thompson Co., Inc. Three 100-word announcements every day between 6 and 10 p.m.

CRAZY WATER CRYSTAL CO., booked direct, started January 28, Mondays thru Saturdays, 10:30-11 a.m.; Mondays thru Saturdays, 12:30-1 p.m.; Mondays thru Saturdays, 3:30-4 p.m. Tuesdays, Thursdays, Saturdays, Sundays, 6:45-7:15 p.m. Program is hillbilly music.

Cincinnati

AUDREY PRODUCTS CO. started a twice weekly quarter-hour morning program on WCKY January 29. Virginia Lee, graphologist, is the program. Account is handled directly by George H. Moore, commercial manager of WCKY.

West Coast

LOS ANGELES, Feb. 2.—New accounts on KNX include:

CRITERION THEATER, thru Hillman, Shane Advertising Agency, using night and day spot announcements.

BEKINS VAN & STORAGE CO., thru Roy Alden & Associates, participating in Bill Sharples' daily 7-8 a.m. program.

FORD MOTOR CO., thru McCann-Erickson, Inc., Los Angeles, using evening announcements.

PTM PRODUCTS, INC., thru Volney James & Associates, Friday, 9:30-9:45 p.m. Program uses World Broadcasting transcriptions.

CRAZY WATER CRYSTAL CO., thru Tom Wallace Agency, sponsoring the 6:15-6:30 p.m. news broadcasts.

West Coast Notes; Hearst-KNX Denial

LOS ANGELES, Feb. 2.—That William Randolph Hearst has bought KNX, Hollywood, is strenuously denied in the local offices of the station, altho reports reaching the Coast from the East say that Guy Earl, owner, has sold the station. Earl states KNX is for sale, but that Hearst has not purchased it. Naylor Rogers, general manager of the station, is now in the East working on advertising contracts and there is a possibility that Earl has empowered Rogers to feel out Eastern capital for a likely purchaser for the station. Meanwhile Hearst is confining his local radio activities to the operation of KELW and KTM, sister stations, and news tie-ins on his two local sheets with KFAC and KPWB.

San Francisco

SAN FRANCISCO, Feb. 2.—Local Junior Chamber of Commerce last Wednesday staged its first Salute to Radio with a mammoth luncheon in the Palace Hotel. Honored guests were Harrison Holloway, manager, KFRC; Edward McCallum, manager, KYA; W. I. Dumm, president, KTAB; W. N. McGill, manager, KGGC; Ralph Brunton, president, Northern California Broadcasting System (KJBS and KQW); Don Gilman, NBC vice-president in charge of the Western Division, and Lew Frost, program manager for the network.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from January 25 to January 31, both dates inclusive.

Blue Moon	43	You're the Top	17
I Believe in Miracles	30	Throwing Stones at the Sun	16
Dancing With My Shadow	23	After All	15
It's June in January	23	Object of My Affection	15
Believe It, Beloved	21	Sweet Music	14
Isle of Capri	20	Tiny Little Fingerprints	14
On the Good Ship Lollipop	20	Winter Wonderland	14
Love Is Just Around the Corner	19	All Thru the Night	13
Because of Once Upon a Time	18	Home on the Range	13
Fare Thee Well, Annabelle	17	I Got a Kick Out of You	13
Hands Across the Table	17	Haunting Me	11
With Every Breath I Take	17	In a Blue and Pensive Mood	8
Where There's Smoke There's Fire	17		

SELBY SHOE CO., thru Henri, Hurst & McDonald, Inc., starting February 15, Friday, 8-8:15 p.m., on WABC and 62 stations, Coast to Coast. Program is talks by Mrs. Franklin D. Roosevelt.

STERLING PRODUCTS, INC. (California Syrup of Figs), starting February 4, Mondays thru Thursdays, 5:45-6 p.m., on 22 stations. Program is a script act, Dick Tracy.

TENNESSEE CORP. (Loma plant food), thru Samuel C. Croft, Inc.; starting March 3, Sunday, 12:15-12:30 p.m., on WABC and 14 stations, originating in the Little House, New York. Program is *The Garden of Tomorrow*.

WYETH CHEMICAL CO. (Jad salts), thru Blackett-Sample-Hummert, Inc., on WABC and six stations, Mondays thru Fridays, 10:45-11 a.m. Program is script act—Mrs. Wiggs of the Cabbage Patch.

National Broadcasting Company's accounts include:

KELLOGG CO. (Cereals), thru N. W. Ayer & Son, Inc.; starting February 4, Mondays to Fridays, inclusive, on WJZ and 20 stations, 5:30-5:45 p.m. Rebroadcast for 6 stations of the total at 6:30-6:45 p.m. Program is *The Singing Lady* (Irene Wicker).

AMERICAN HOME PRODUCTS (Anacin), thru Blackett-Sample-Hummert, Inc., starting February 4, Mondays, Tuesdays, Wednesdays, 7:30-7:45 p.m., on WEAF and 21 stations. Program is *Easy Aces*.

RALPH HANCOCK (Gardens of the Nations), booked direct, starting February 16, on WJZ only, Saturday, 5:30-6 p.m. Program will be a musical, details not set.

BETTER SPEECH INSTITUTE OF AMERICA, thru Auspitz & Lee; started January 27, on WJZ, WBAL, WMAL and

duch, Ky., six quarter-hour programs weekly for 52 weeks. Programs to be heard at 1 p.m. Monday thru Friday and at 8:45 a.m. Sundays.

DELTA COAL MINING CO., thru Murrel Crump Adv. Co., Kansas City, a four-week series of 50-word announcements on Monday, Wednesday and Friday.

Newark

WOR's two new accounts this week are:

PURE MILK DAIRY PRODUCTS CO. (Golden rich cheese), thru Carroll Dean

A NEW PERSONALITY!
DORMA LEE
Contralto Extraordinary
FOX THEATER, BROOKLYN, N. Y.
Week February 1 to 7, Inclusive—NOW!

JACK RICHMOND

IS NOW ASSOCIATED WITH THE
ROBBINS MUSIC CORPORATION

799 Seventh Avenue, New York

WHERE HE WOULD LIKE TO SEE AND HEAR FROM HIS FRIENDS

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

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

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

PAUL REMAINE AND HIS BAND FROM LONELY ACRES
Personal Direction BERT MEYERSON. Suite 1003, 545 Fifth Avenue, New York, N. Y.

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

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

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

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

AIR BRIEFS
By JERRY FRANKEN

NATIONAL Broadcasting Company has started a check-up system, which somewhat resembles a time clock's use, on practically everybody in the network's New York studios and studio floors. Musicians have to tell what show or shows they are on, when they checked in and the like. Actors, ditto. Besides, musicians must now get temporary passes, until the regular artists' passes are issued, which must be countersigned by the production men on the various jobs, apparently to show adherence to duty. Two of the reasons are that the studios were cluttered up with all sorts of strange would-be deliriums and there have been some mysterious disappearances of instruments and the like lately. But it's funny to see the page boys go 'round and make their inquiries. Every fourth chap claims to be either M. H. Aylesworth or William Paley or both. And still another reason, almost overlooked, is that NBC is continuing to clamp down on song pluggers.

Mutual Broadcasting System has postponed its directors' meeting, scheduled for February 2 in Chicago, until the week of February 4, when it will be held in New York. . . . Giveaway of Tastyeast, consisting of a souvenir book of the Hauptmann trial, has evoked considerably adverse comment. NBC turned it down. But the other side is that the public is going for it big. . . . The Three Scamps do a guest shot for Bond Bread February 17. Another of the NBC acts to show on CBS. . . . Carl Schulte Orchestra will accompany Mario Chamlee on his Vigora commercial. . . . And American Tobacco Company, for *Half and Half* brand tobacco, is supposed to start with its adventure series written around Canadian Mounties soon. . . . Josef Pasternack's Friday night show on WOR is a probable future MBS sustainer. . . . Lewis Reid is WMCA's new program director.

THE tendency towards shorter and fewer commercials is slowly increasing. Forhan's toothpaste, at its own re-

quest, eliminated the opening commercial on its Black Chamber show, written by Tom Curtin, author of the Lucky Strike and war thriller series, leaving just the closing spiel. Montgomery Ward's credits on its Sunday Bible shows are brevity exemplified, consisting merely of presentation phrases, minus all sales chatter. And, of course, the various Ford shows use very brief mentions.

Verna Burke starts a new morning NBC series on Wednesdays soon. . . . Fred Waring leaves for Detroit next week to confab with Henry and Edsel Ford and the head of the dealers' association. Attempts to broadcast the Waring show from Mecca Temple didn't click and the show goes back to the CBS 44th Street Playhouse February 7. . . . Amelia Earhart is another of the well-known names to be written into the *Red Davis* scripts. . . . Uncle Don to make Fox shorts. . . . Projected March 4 program to be done by CBS reviewing the Roosevelt administration sounds like something to listen to. . . . Dr. F. Ernest Johnson, of the Federal Council of Churches, states that the study he is directing for the Research and Education department of that organization will not touch the morality phases of radio programs. He says the study will go into the questions of broadcasting from the standpoint of control here and abroad; the part played by advertising and relative to educational, religious and other cultural interests and the question of the freedom of the air. However, the question is that if morality doesn't enter into it, then why would a religious organization make the study. In other words, would the groups that forced film censorship in study picture morality or picture business methods?

Gypsy Nina has been booked by CBS for another engagement at the Roxy, New York. Accordion-playing soprano, who has played the house several times the past two seasons, opens there February 8.

CHI AIR NOTES
By NAT GREEN

Mario Chamlee, concert star and operatic tenor, is to appear weekly as soloist with Karl Schulte's Orchestra on the Swift Garden Program, which will return to the National Broadcasting Company networks for its fifth consecutive year, starting February 10. . . . Chamlee will come to Chicago for the broadcasts, which will originate in the Merchandise Mart studios.

Mae Tinee, movie critic on *The Chicago Tribune* since 1913, makes her bow on a two-a-week series of commercially sponsored programs on WGN February 5. . . . Jean Paul King will be announcer and interrogator. . . . Isabel Baring, former leading woman with George M. Cohan, has joined the cast of *The Puzzler* on WBBM. . . . Kenneth Arrington, continuity writer, is leaving WTMJ, Milwaukee, to join the National Baking Company at Omaha as advertising manager. . . . Charles Correll (Andy) celebrated a birthday February 3—his 45. . . . WIND will be the Chicago outlet for the new series of True Detective Stories, sponsored by the McFadden publications, to start on the American Broadcasting Company net February 11. . . . Station WLS and its artists received 1,051,041 letters in 1934. This does not include the thousands of letters received directly by the advertisers. . . . Mme. Madya Olyanova, graphologist and psychologist, is being heard on a new series of programs over WGN and the Mutual network. . . . Lillian Gordoni's Ranch Girls, Molly and Dolly, are making personal appearances with Gene Autry. . . . Reports are current that Joe Sanders will be the maestro to succeed George Olsen at College Inn. . . . Olsen leaves the Inn February 22. . . . *Tired Eyes*, an original lullaby written by Hunter Reynolds, of the NBC engineering staff, was featured by the Lullaby Lady on the Caranation program January 28. . . . Irene Beasley probably will leave the

road about February 15 to join a new air show. . . . Cleo Brown, pianist and vocalist, is leaving WJJD to open in New York February 11 on a CBS sustaining program.

One Man's Family, now heard as a sustaining program on NBC, will be sponsored by Chase & Sanborn, starting April 8. . . . It will continue to originate on the Pacific Coast. . . . Anne Seymour is said to be in great demand as a toastmistress at banquets since a recent knockout job in that capacity. . . . The Ranch Boys, whose vocal harmonies and *Desert Kid* sketch are heard over NBC from Chicago, have had to refuse offers from England, Russia and China for personal-appearance tours. . . . Singin' Sam is now doing a Sunday afternoon program from WBBY, Oshkosh, Wis., for an Oshkosh lumber firm. . . . Eddie and Fannie Cavanaugh are finding plenty of celebs to interview these days on their gossip program, and are doing some mighty interesting work. . . . Irene Wicker, the Singing Lady, will not only be given a new contract but will have a considerable number of stations added to her NBC network beginning February 18. . . . Ethelyn Claire, film actress, former Wampas beauty and a sister of Malcolm Claire, the Spareribs of the NBC National Barn Dance program, has advised the black-face comedian that he is the uncle of a girl born in Hollywood last week. . . . Ethelyn's husband is Ern Westmore, Hollywood make-up artist.

FRANK FISHMAN Presents NBC and ABS Networks.
ARCHIE BLEYER And His Orchestra

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

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

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

JOHN F. MURRAY Presents **LARRI WMCA**
GYPSY LEE, Accordion. And His VIOLA BURT, Harp.
HOTEL PICCADILLY ORCHESTRA, N. Y. C.
Personal Management FRANCIS GORDON.

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

LEO KAHN
WNEW, ABC NETWORK.
MUSICAL DIRECTOR
Studio Party Daily, 5 P. M. Dance Parade Daily, 10:30 P. M.

RUDY VALLEE Says **"RUDY BUNDY"**
Has a "Fine Orchestra"
Personal Management E. D. PERKINS, 7418 Dellenbaugh Ave., Cleveland, O.
RUDY BUNDY and His Sizzling Clarinet.

FREDDY MACK AND HIS ORCHESTRA
Master of Ceremonies at the ROXY THEATRE, New York. Indefinite Run.

PAUL MARTELL AND HIS ORCHESTRA.
Featuring The Ross Sisters. Still the Dance Favorite at **ARCADIA BALLROOM**
New York's Million-Dollar Dance Palace.
60th Week WMCA.

BANDS and ORCHESTRAS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

DON ALBERT and his Music began a tour of the East February 1 after closing an engagement at the Cotton Club, Austin, Tex.

DOLPH DUERR and his orchestra are playing nightly in the dining room of the Lyndhurst Country Club, Cleveland. Sally Hurst, singer, is featured.

JIMMY WILKINS is tooting first sax and handling the vocals with Hubert Pless' 11-piece orchestra at the Hotel Patten, Chattanooga, Tenn. Combo is set until April 1.

HOWARD PYLES has completed a 10-week engagement at the Sarasota Terrace Hotel, Sarasota, Fla., and is current at the New Celestial Restaurant, Baltimore. Sam Allen, pianist, and Happy Kersey, vocalist, handle the specialties.

HERB JONES emphatically denies the rumors to the effect that he is planning to direct an orchestra of his own.

MIRZL, Bavarian yodeler, who has worked extensively in Europe, is a recent addition to Otto Thurn's Bavarians.

JAN CAMPBELL and his Virginians played for the President's birthday ball at the old Black Night Country Club, Beckley, W. Va.

MAL HALLETT and his band from New England are playing Southern college dates.

LEN CATLAN, after a 26-week stay at the Gorge View Chateau, Niagara Falls, N. Y., opened at Lang's North Tavern, Buffalo. With Len's Ork are Bert Mabley and Louie Freds, dancers, and Ralph Gusty and Ronney Thomas, singers.

DICK JURGENS and his orchestra, who recently closed at the Hotel St. Francis, San Francisco, opened January 31 at the Palomar Ballroom, Los Angeles, replacing Nick Stewart and his boys.

FRANKIE MASTERS and his orchestra, who have been filling an engagement at the Club Continental, Los Angeles, opened January 26 at the Clover Club in Hollywood.

RAY NOBLE has signed with NBC to present a series of 28 Coast-to-Coast broadcasts, beginning early in March.

CHARLIE BARNETT and his orchestra have had their engagement at the Hotel Roosevelt, New Orleans, extended

BALLROOMS

By ROGER S. LITTLEFORD JR. (Cincinnati Office)

SOUTH BEND, Ind.—Ace Brigade and his orchestra furnished music for a one-night stand at the Jefferson Plaza Ballroom on January 26, and Anson Weeks, featuring Kay St. Germaine, played at the Plaza on February 2. Other entertainers who appeared at the Plaza recently were Ely Culbertson, famous bridge expert, and the Humphrey Boys, novelty act.

RICHMOND HILL, N. Y.—Edward Fuchs, manager of the Triangle Ballroom, has been elected president of the newly organized Long Island Restaurant Owners' Association. The group has a membership of more than 200.

STEWART MANOR, N. Y.—The ballroom of the Stewart Manor Country Club here is now open for public functions. It is one of Long Island's prettiest spots and is under the management of Joseph Daschbach, who is mapping some clever stunts for spring and summer patronage.

PITTSBURGH.—The Grotto Ballroom here swung into action again January 30. The management for that date arranged three orchestras to furnish the dance music. They were Ken Ruddick's Band, Joe Pape and His Canadian Capers and the Mill Chums Country Club Ork. It is planned to hold dance dates three times weekly during the remainder of the winter season.

another four weeks. Vibrant voiced Marion Nichols is vocalist. Combo is broadcasting over local station nightly.

ART GLEASON and his music inaugurated a return tour of the Wilbur Cushman West Coast Circuit January 26. Personnel remains the same with Art Weaver, Burt Bates, Jack Cook, Casey Gorman, Paul Petris, Don Van Velzer, Al Majes and Bill Roamer.

DRENNEN SMOOT has a band in rehearsal in Birmingham, Ala., in preparation for a two-month road trip thru the South. He opens at the Jefferson-Davis Hotel, Montgomery, shortly and will work toward Louisiana for the Mardi Gras season. "Skinny" Boyette, former walkathon and club emcee, is handling the dates.

JIMMY LIVINGSTON and his orchestra are playing a return engagement in the Hotel Dempsey, Macon, Ga. Combo recently left the Club Riviera, Daytona Beach, Fla. Roster includes Dad Gaffney, Jamie O'Neill, Bill Lamb, Harry Gonzales, Bill Jones, Fowler Hays, Kearney Floyd, Dick Dixon, Ken Putnam, Nolan Canora and Baby Cleo, 11-year-old torch singer. Band has a daily wire over WMAZ.

COLUMBIA BROADCASTING SYSTEM orchestra bookings the past week include a switch between Joe Haymes and Frank Dalley. The former closed at the Marine Grill of the Hotel McAlpin, New York, and was followed by Dalley, who came from the Meadowbrook Club, Cedar Grove, N. J. Dalley opened on Monday of this week. Haymes plays a

week at the Roseland Ballroom, New York, before opening at the Meadowbrook, where Ted Black and orchestra fill in the current week. Al Kavelin closes February 8 at the Lexington Hotel, New York, and opens February 15 at the Detroit Athletic Club (Detroit) for an indefinite run. Mitchell Shuster and orchestra follow Kavelin into the Lexington.

RUDY BUNDY and his orchestra closed at the Marigold Restaurant, Rochester, N. Y., January 29, and two days later opened a 30-day engagement at the Casa Madrid Club, Louisville, Ky. The unit, handled by E. D. Perkins, will have a WHAS wire nightly.

TED PIO-RITO will close his engagement at the Coconut Grove, Los Angeles, February 14 and will open in Chicago about the middle of June.

GUY LOMBARDO goes into the Coconut Grove, Los Angeles, shortly for a month's engagement and will be followed there by Henry Busse. W. H. Stein, of Music Corporation of America, is due in Los Angeles this week with the Lombardos.

DON PEDRO and his orchestra will return to the Oriental Gardens, Chicago, February 9.

AL MEO and his orchestra are at the Rittenhouse Hotel, Philadelphia.

HELEN CURRAN, singer, who comes from society ranks, joins Emil Coleman's Band as vocalist at the Hotel Plaza, New York, February 11.

BOBBY MEEKER, direct from a six weeks' engagement at the Hotel Chase, St. Louis, brought his 12-piece orchestra and a new blues singer to the Claridge in Memphis, Tenn., February 1 for his third engagement there within a year.

STATION NOTES

Address All Communications to the New York Office

WBY, Green Bay, Wis., is featuring three weekly programs supplied by the faculty of the St. Norbert College. One of the school's programs consists of Shakespearean drama.

ONE OF THE FIRST, if not the first, radio programs to be built for the air by a financial publication has been inaugurated on WHO, Des Moines, series being titled *Financial News and Views*. Producers are the DePuy Publications, publishers of three financial magazines, purpose being to promote good will between the public and bankers. Programs are divided into halves, first a talk on some general banking problem and then an informal interview between Clifford DePuy, publishing head, and Francis Robinson, WHO public relations boss.

CALIFORNIA school teachers have a new program on KNX, Los Angeles, with a weekly dramatic show presented under the auspices of the Affiliated Teachers' Organizations. Series dramatizes American historical events, but besides entertainment, wants to acquaint listeners with conditions in the public schools.

WSM has made a tieup with MGM, whereby the station presents a half-hour weekly program based on Hollywood material, including Coast gossip and material from MGM productions.

Deal was arranged by E. M. Kirby, from WSM, and Howard Dietz, of MGM. J. O. Riehl will handle production on the show. Alvin Masten in charge of music and Rufus Phillips in charge of dramatics. Vocal people will include John Lewis, baritone; Joseph MacPherson, bass-baritone, and Emmaline Boyer Kinnebrew, soprano. Show will be presented in WSM's auditorium-studio seating 500.

ARCHIE GRINALDS, recently coming to WBT, Charlotte, has resigned to become radio director for Crazy Water Crystal Company but continues to announce that company's programs on the station. Grinalds is in charge now of all Crazy programs in the two Carolinas and Georgia.

TEXAS QUALITY GROUP has added several new shows in the past few days, including the Greyhound Travelers, 15-minute program with orchestra, quartet and dramatic group; Waltz Time, quarter hour with orchestra and black-face team, and the Employers' Casualty show, orchestra and guest artists. Dallas Gas Company has also taken a 15-minute weekly spot on WFAA, Dallas, with Frank Monroe and Jack Prigmore, singers, being the talent.

WHE, Cleveland, has signed the Creoleans, colored quartet, for a weekly series.

MUSIC NEWS

Preparations are under way for a new location for the Crawford Music Corporation. The firm has rented quarters in the penthouse atop the Brill Building, New York, with the removal scheduled for April 1. The entire floor will be occupied. Bobby Crawford, its president, will return east from Hollywood, following a brief stopover at Miami, in about three weeks to supervise things. He has been away from his desk for almost four months.

That trio of successful writers, Maurice Sigler, Al Goodhardt and Al Hoffman, is slated to make a return trip to England. They have been assigned to furnish another batch of songs for a flicker sponsored by the Gaumont-British company.

Another twin of prolific songsmiths is hobnobbing with the rank and file of competing writers in Tin Pan Alley. They are Irving Kahal and Sammy Pain. Announcement is made that the two are no longer with Paramount Pictures. Their last joint effort was the words and music for the latest Mae West melodrama.

Edgar Leslie and Joe Burke, whose effusions past and present have gained widespread popularity, are responsible for a new number which from last advices has not been placed. It bears the rather singular title of *There's a Little Picture House in My Heart*. It is said to contain a revolutionary idea, quite apart from the commonplace despite its lengthy caption.

Walter Douglas, of Donaldson, Douglas & Gumble, is en route to California. Harry Link, president of the firm, says that his colleague's mission westward is for the purpose of exploiting several late songs and not to tie up with the Fox Film people in any manner as reported.

Felix Bernard, composer, and Wolfe Gilbert, lyricist, have contracted to devote their talents to writing songs exclusively for Universal films during the ensuing year. Bernard recently returned to the limelight with a hit product now enjoying considerable vogue, *Winter Wonderland*.

In addition to other features already arranged for the benefit show of the Professional Music Men, Inc., at the Majestic Theater, New York, February 17, there will be a novelty finale in which a number of prominent band and orchestra leaders will take part. According to present arrangements those who are to participate will be Rudy Vallee, Paul Whiteman, Ozzie Nelson, Rubinooff, Abe Lyman, Eddie Duchin, Joe Venuti and George Hall. It is planned to have them figure in a group band, playing the same instruments thru which they first came into conspicuous notice. The violins will be handled by Rubinooff, Hall and Venuti; drums, Nelson and Lyman; Duchin and Denny, piano, and Vallee, sax. The mooted question and no easy problem by those who are sponsoring the idea is who will lead them. Joe Penner has been mentioned.

Mort Dixon, who wrote the music for *Flirtation Walk*, motion picture, is back in New York from the Pacific Coast. Dixon is now negotiating for another assignment which will probably keep him hereabouts for a limited spell at least.

Jerry Vogel, head of the music concern that bears his name, has again been upheld by the courts in his fight to collect his share of the royalties on *Marcheta*. Latest decision is a \$25,000 judgment in Vogel's favor upheld by the State District Court of Appeal, of California. An award was won against John F. Sheridan; his wife, Edna, and the John Franklin Music Company in the Monterey County Superior Court in California some time ago, and Sheridan et al. appealed. Battle to collect on the hit of a decade ago has been costly to Vogel, who avers he was instrumental in putting the tune over.

HAVLIN HOTEL

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MODERN ROOMS.
Special Rates for Professionals.

Sheet-Music Leaders

(Week Ending February 2)

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

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

1. Blue Moon.
2. Isle of Capri.
3. Good Ship Lollipop.
4. I Believe in Miracles.
5. June in January.
6. Dancing With My Shadow.
7. Ole Faithful.
8. Believe It, Beloved.
9. Tiny Little Fingerprints.
10. With Every Breath I Take.
11. Hands Across the Table.
12. Winter Wonderland.

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

Miami Clubs Still in Red

Increases noted, but are not enough to permit operators to break even

MIAMI, Feb. 2.—Steady increases in receipts of the night clubs have heartened backers, but they are still far from sufficient to permit their operators to break even. Vincent Lopez and Emric Madrigrera, playing respectively at the Deauville and Embassy clubs, have been taken off Radio Station WIOD in order to conserve overhead. Maurice Spitalny, it is predicted, will be out of the Coral Gables Club in the very near future if patronage doesn't increase.

Observers of night life here are of the opinion that heroic measures will be necessary to revive the Embassy if it is to continue, declaring that its backing is less—much less—than that of the Deauville and Palm Island clubs. So far as the Coral Gables Country Club is concerned and possibly the others, less expensive orchestras are likely to be installed and the saving put into floor shows. Plans are being formulated to install an imposing bar at the Gables Country Club to sell drinks for 35 cents. This follows the policy of Minsky's Burlesque at South Miami Beach, which time has shown to be profitable. Not much, but still making money.

The radio stations here have been very lenient with the clubs charging little or nothing at all for time and only the actual cost of the remote lines necessary for pickup, with perhaps a \$5 bill for the expenses of an announcer and engineer. This in contrast to New York stations now charging a sub-card rate but still profitable remotes. This was inaugurated by Nat Abramson at WOR. There is every likelihood that this policy will not obtain next year, however.

Motion pictures here are repeating a harvest, particularly with such pictures as *Broadway Bill* and *Will Rogers'* latest release. The Sparks chain is taking heart and from now on the mediocre releases which have made money for no one will be fewer and farther between. At least we are told that.

The entrepreneurs of gambling have given up so far as this season is concerned and are now engaged in preparations for a year hence. Rents have taken a downward tumble as a consequence of the poor outlook and folks of medium means will reap the benefits, so will the quiet little dance places that find big profits in large gates and which take but little from each individual.



'ROUND THE TABLES

PAT VERNON is appearing this week at the Alvin Theater, Pittsburgh. Pat is also a nightly feature at the Nixon Cafe, Pittsburgh, where he is to be retained indefinitely.

THE THREE RADIO ROGUES opened recently at the Club Continental in Los Angeles.

CATO'S VAGABONDS, combo under the direction of Cato F. Mann, opened January 19 at the popular Riviera Club, Daytona Beach, Fla. Rube Carlsen emceed the floor show that consists of Ann Lee, novelty dancer; Cal Callaway, vocalist; Nedra Gordinier, vocalist; Janis French, violinist, and a singing trio. The spot is under the personal management of Gordon A. Flood.

GILBERT RAY and Vicky Kale, youthful dancers, are playing club dates in and around Cleveland and plan to go into Detroit in the near future.

THE RODIONS: Three Randall Sisters, singers; Hillis and Flint, dance team; Ruth Craven, singer, and Tommy Wonder, specialty dancer, are on the current bill at the Biltmore Bowl, Los Angeles.

JIMMIE GIVENS and Ann Karol, musical comedy team heading the current show at the Coconut Grove, Philadelphia, sail February 9 for engagements in Nassau and Jamaica.

HIGGINS AND CHRISTINI, dance team, headed the floor show last week at the Peacock Club, Lima, O. Al McCarty and his band furnished the dance music and Dewey Martin handled the emcee spot. Kenny and Judy, another dance team, and Erma Leonard, songstress, filled out the bill.

BEA SARCHÉ doubled last week between the Penthouse, Detroit, and the Fox Theater. The Three Radio Ramblers, who were at the Fox last week, are also on the Penthouse bill.

CLUB PLANTATION, downtown Detroit spot, presented a new floor show this week, starring Auzie Dial, singer. Others include Alice Harris, Hank Gilliam, Ted Lewis, and Miller Worthington, speed dancer. George McClennon is producing this show with Earl Walton, orchestra conductor and master of ceremonies.

BERNHARDT'S BLUE LANTERN, one of the newer downtown Detroit places, is featuring Les Backer, radio vocalist, leading a miniature musical revue. Steve, violinist; Willie Stewart, singer; Skippy Rupp, tap dancer; Patsy Malone, toe dancer, and George Malsack's Orchestra are also on the bill.

BALLYHOO CLUB, one of the newest downtown Detroit spots, is specializing in an all-sepia revue. Auzie Dial, Bernard Boatner, Libo Yuen, Ralph Delaney and Ted Lewis are featured in the show, with the Six Plantation Darlings. Earl Walton's Band is playing at the Ballyhoo.

BILL CHURCH, whom Harry Richman titled "Broadway's Own Emcee," worked for four months in Pennsylvania, with Nick Nichols and his Arcadians; four months in Syracuse, at the Mickey Mouse and Em Lodge, and is current at the Little Casino, Binghamton, N. Y.

THE DRAKE HOTEL, Chicago, show which opened January 22, has besides the newly organized Gold Coasters Orchestra under the direction of Noble and Donnelly, Dorothy Page, vocal soloist; Karre LeBaron Trio, dancers, and the Four McNalle Sisters, harmony quartet.

ORIOLE TERRACE, premier uptown night spot in Detroit, is showing Ernie Young's 30-person revue, which is now being booked by Lew Kane, of Detroit Artists' Bureau. Del Debridge's Orchestra is playing at the Oriole. The current show headlines Duval and Tredd, apache dancers; Lillian Pullan, singer; Rider Sisters and Earl Petroni.

LA MAE AND ALICE LOUISE, society dance team, after an engagement at the Foreign Club, Mexico City, are cur-

rently doubling between the Floridan and Fleetwood Hotels, Miami Beach. The Three Ritz Brothers, the Pearl Twins, Lois Revel and Hal Smith and his orchestra round out the bill.

ROMO VINCENT has been held over at the Bal Tabarin, San Francisco, until February 28.

THE CARS, Indianapolis night spot, is presenting Collier and King, dance team; King and a Half, adagio; Doc Collier, novelty dancer; Helen King, songstress, and Bill Moon and his Ambassadors.

BARBARA McDONALD, who finishes at the Webster Hall Hotel, Detroit, opens at the Fox Theater, Detroit, on February 8.

LINA BASQUETTE, former motion picture star, makes her cafe debut when she opens at the Continental Room, Stevens Hotel, Chicago, February 8. Eddie Elkort arranged the booking.

DENNIS-LEIGH, late of the 4444 Club, Cincinnati, played the National Theater, Louisville, last week.

President's Ball Ups Pitt Club Biz

PITTSBURGH, Feb. 2.—A new holiday which is proving to be a real boon for night club biz is the President's Birthday Ball, rapidly becoming a national celebration day. Night spots here prospered January 30, the night of the ball, when rich and poor in their best attire stepped out to celebrate. By midnight the crowds resembled New Year's Eve celebrators. Most of the spots enlarged the floor shows for that night and increased their seating and dancing capacity.

The biggest birthday party was held in the Chatterbox of the William Penn Hotel, where Paul Pendarvis and his boys furnished the dance music. The entertainment bill was the largest ever presented in this spot, and for good measure Polly Moran and Mitzel Green, of the screen; Ed Lowry, well-known emcee, and the stars from *As Thousands Cheer*, including Ethel Waters and Dorothy Stone, offered a number of specialties.

Of the other spots enjoying capacity trade were the Plaza Cafe, Joe Hiller's Music Box, the Italian Gardens and the Show Boat.

NCOA Wins First Bout

MILWAUKEE, Wis., Feb. 2.—The Night Club Owners' Association won the first round of its fight to liberalize the curfew from roadhouses outside the city of Milwaukee when the county board's judiciary committee voted January 30 a recommendation to the board that the present 1 a.m. closing on week days and 1:30 a.m. on Saturday nights be abandoned in favor of 2 and 2:30 a.m., respectively. The association originally asked for a two-hour extension.

CLARK-HOOPER

(Continued from page 8)
dience reflected the following facts: Chain (A) 33 per cent, Chain (B) 22 per cent, Chain (C) 9 per cent.

The cost per 1,000 sets identifying the sponsor of early programs, described above, were: Chain (A) \$5.58, Chain (B) \$28.26, Chain (C) \$34.36. After the programs were changed the cost per 1,000 sets identifying the sponsor were computed as: Chain (A) \$12.34, Chain (B) \$13.43, Chain (C) \$24.01.

Clark-Hooper organization along with its 25 clients which are studying the results of the survey hope "that the facts will assist the study of radio advertising problems to the end that radio, already a deservedly popular advertising medium, may be used even more effectively."

Survey is being noted with particular interest in the trade, radio men being especially concerned with the cost per 1,000 sets identifying the sponsor. Allowing for talent costs and divided audiences there appears to be a wide discrepancy not easy to explain away. (The Columbia Broadcasting System's rate card, for instance, has a chart showing that there are available 20,000,000 radio homes at a cost of 51 cents per 1,000, based on one half hour of its night rates.)

"Flyers" and Empire Room Shows Click

CHICAGO, Feb. 2.—The Midnight Flyers program at the Blackhawk Cafe and the new Empire Room show at the Palmer House were highlights of local night life this week. At the Blackhawk Art Jarrett and his orchestra played for their first Midnight Flyers program and covered themselves with glory, going over big with a capacity crowd. In addition to Jarrett's outfit there are in the regular show Alexander and Swanson, a ballroom dance team of grace and talent; Beverly Kirk, an excellent vocalist, and Frances Willer, acrobatic dancer, all offering first-rate entertainment. Scores of prominent stage, screen and radio personalities on hand to greet Jarrett augmented the show with their varied talents. Lina Basquette and her husband, Teddy Hayes; Ken Murray, Helen Charleston, Leah Ray; Eleanor Holm (Mrs. Art Jarrett), swimming star; Monte Vay, of *Roberta*; George Givot, Arthur Gibbs, Chaz Chase and many others were introduced by Pierre Andre, who had his vocabulary of superlatives working overtime. Ted Weems, Clyde McCoy, Herbie Kay, Phil Harris, Jan Garber and half a dozen other prominent orchestra leaders were on hand to pay tribute to Jarrett, and the result was one of the finest "Flyers" programs in weeks.

The new show at the Palmer House opened Thursday night to a capacity crowd and was well received. Jay Sella with his "old rocking chair's got me" ski act headlines the *Winter Revue*, and his eccentric dance on the rolling skis took the audience by storm. Stanley Morner, popular tenor, is back and put over several ballads to heavy applause. Stuart and Lea, clever ballroom dance team, almost stopped the show with *La Cucaracha* and *You, the Night and the Music*. The Condos Brothers put over a snappy tap routine. The Abbott Dancers in entirely new routines do three colorful, fast and graceful numbers that put them over big.

Ted Weems and his Music continue to be a highlight of the show. Ted showed his versatility when he played the Chinese national anthem for a special dinner party. The new quartet, replacing the Four Californians, did nice work.

Night Club Review

Will Oakland's Round Table

Will Oakland, veteran night club entrepreneur, is making his first venture in Greenwich Village with his cozy spot on Eighth street. Place is intimate and pleasing, with food and service appointments up to the mark. Naturally, it would be, since Oakland is a first-class host.

Round Table presents a show of the type best suited for an intimate rendezvous of this type. The talent is pleasing and in some cases very good. Honors of the show go to a youngster, seemingly about 17 or 18, named Jackie Holst, who does two dance numbers, a okeh tap and a pip of a drunk number, including some falls and excellent neck-and-back contortion whirrs. Harry Hatts is m. c. and does a good job with his imitations of Amos 'n' Andy, Charlie Chaplin, a Scotchman and an imitation of Eddie Jackson that includes a sweet soft-shoe dance.

Molly O'Daugherty and Frances McCoy are the two girl singers. Miss O'Daugherty has considerable personality and charm which helps her get over nicely. Miss McCoy is of the sophisticated rhythmic singing type favored in night clubs, doing several well received songs. A good brand of dandapanism is handed out by Eddie Worth's Orchestra. A singing duo, at the guitar and accordion, serenade the customers during the off times, with the accordion player a crack-jack.

Oakland, as usual, closes the show, his pipes being as strong and sellable as always. Franken.

EDDIE ELKORT, of MCA, Chicago, reports the following bookings: Rose and Raye Lyte, Bal Tabarin, San Francisco; Nan Blackstone, Yvonne Club, Fort Worth, Tex.; Lorraine and Carlos, Chase Hotel, St. Louis; Ted and Mary Taft, Webster Hall Hotel, Detroit; Ruth Petty, Greyhound, Louisville, and Martha Raye, with the show *Calling All Stars*, New York.

NIGHT CLUBS



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SEE US FOR HIGH-CLASS ENTERTAINERS.
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Futterer Building, ST. LOUIS, MO.

Code Changes Near Adoption

NRA returns them to Code Authority for once over—official okeh is due soon

NEW YORK, Feb. 2.—The proposed amendments to the vaude section of the motion picture code were returned to the Code Authority Thursday by Deputy Administrator William P. Farnsworth. One amendment was omitted, that of placing responsibility on exhibitors for seeing that independent contractors comply with the code's labor provisions. While the amendments as they now stand are as good as okeh'd by Washington, Farnsworth suggested that the Code Authority give them an informal once over before the final official okeh is given.

The amendment was omitted after the circuits filed a brief in objection. It was pointed out that there was no need for such a clause inasmuch as a current clause in the code covered the matter. The clause they have reference to is Article IV, Section 10, reading, "The Code Authority may receive complaints with respect to alleged violations by an independent contractor of any of the foregoing Sections of this Part 2 and may after notice and hearing with the approval of the Administrator prescribe rules and regulations governing the relations between exhibitors and independent contractors guilty of any such violations."

John C. Flinn, executive secretary of the Code Authority, turned the amendments over to the vaude committee of the board for the informal review. The committee comprises Major L. E. Thompson, C. C. Moskowitz and Walter Vincent. The matter of these amendments is expected to be gone into at the next meeting of the Code Authority, scheduled for this Thursday.

After the official okeh from Washington is received, the Authority group intends appointing the vaude complaints committee which it has had in mind for some time.

In Jail After Stranding Unit

BOSTON, Feb. 2.—G. Finklestein, husband of Mildred Harris Chaplin, was found guilty of fraud Wednesday in City Court here and sentenced to 20 days in jail. The charge was pressed by Tom Senna, local representative of the American Federation of Actors, thru the AFA attorney, Edwin Consolmagno.

Senna accused Finklestein of hiring the Dilly Sisters, a dance team, and a male single for the Chaplin unit, and then walking out of a Portland, Me., theater after the first half, although the unit was booked for a full week. Miss Chaplin has left town and is reported on her way to the Coast.

Finklestein is trying to raise enough dough to pay off the acts and get out of jail. He was pinched while playing the Globe Theater last week. Claiming he was broke, he spent five days in the city jail before his trial.

Draper's Success Story Lands Picture Contract

NEW YORK, Feb. 4.—Paul Draper, 25-year-old tap dancer with *Thumbs Up*, has signed a seven-year picture contract with MGM. Contract, negotiated by Jack Davies, of the Al Grossman office, is one of the oddest on record.

Under the contract Draper will also direct dances. If MGM can cure him of a speech defect he will be given talking roles. Salary is on a sliding scale, reaching \$3,000 a week.

Fifteen months ago Draper's vaude salary was \$150. One reason for his rise is his practicing six hours a day every day in the week.

Diamond Ends Vacation

CHICAGO, Feb. 2.—Billy Diamond, head of the agency bearing his name, is back at his desk, having returned yesterday from his vacation spent on a West Indies cruise.

Who's Your Cousin?

NEW YORK, Feb. 4.—Lyda Roberti has a famous "cousin in Milwaukee," but Phil Baker has a cousin in Coney Island who doesn't hesitate to tell the world about the relationship.

Barney Gilbert hands out a calling card reading "Barney Gilbert. Cousin of Phil Baker. Dialect Comedian. Entertainer for Night Clubs, Cabarets and House Parties."

Irwin Quits as Comerford Booker

NEW YORK, Feb. 4.—Bud Irwin is no longer assisting the Dows in the booking of the Comerford houses. Irwin left the Dow office last week to take the assistant manager'ship of Fay's Theater, Philadelphia.

Irwin had been booking the Comerford houses for years, and at times under various arrangements with outside offices. When M. E. Comerford gave the Dows his houses for booking, Irwin went over to the Dow office, getting his salary from the Dows under an arrangement with Comerford. Lately, Irwin had not been doing any actual booking, Mrs. Belle Dow, in co-operation with Dave Cohen, vaude director for Comerford, handling the detail.

Only three Comerford spots are using vaude regularly now: Wilkes-Barre and Scranton, booked by the Dows, and Fay's, Philadelphia, booked by Eddie Sherman. Binghamton, N. Y., has gone back to straight pictures pending settlement of a dispute with the musicians' union. Other Comerford spots pick up occasional attractions.

Missouri, St. Louis, to Pix; F&M Gets Philly House

NEW YORK, Feb. 2.—The Missouri, St. Louis, will go into a double-feature pix policy this Friday after several weeks of a vaudefilm policy. F. & M. Stage-shows had been sending the show there and the change of policy is reported to be due to trouble with the musicians' union. F. & M. continues, however, to send shows to the Ambassador in that city.

The F. & M. office has landed the Oxford, Philadelphia, for just one week's booking. It will be for a split-week, starting February 12.

New Chicago Office

CHICAGO, Feb. 2.—Bobby Earle, formerly with Tommy Burchill, and Jack Block have established offices in the Woods Building and will specialize in artist representation. They also plan to produce some acts.

Suing Meyer Weisgal

NEW YORK, Feb. 2.—Chorus Equity is filing suit against Meyer Weisgal, producer of *Romance of the People*, claiming he violated the vaude code when the show played the Roxy Theater in September. The NRA compliance board has had the case under investigation and advised Chorus Equity to sue.

Australia Conditions Better; Again Open to American Acts

SYDNEY, Australia, Jan. 19.—With economic conditions much better, this country is once more in the market for American acts. The biggest stage-show circuit, Tivoli Theater Circuit Prop., Ltd., is sending its managing director, Frank Neil, to the United States via England in April on a hunt for talent. There have been no Australian bookers stationed in the U. S. the last four years. The Tivoli Circuit will probably continue with Jack Curtis as American representative, vaude conditions not having improved sufficiently to warrant sending an Australian booker to the U. S.

The Tivoli Circuit can offer American acts 10 weeks in this city, 10 weeks in Melbourne and a tour covering Brisbane, Adelaide, Western Australia, New Zealand and Tasmania. Some of these smaller spots can offer long engagements, too. Only acts that have plenty of material can be used. Acts with only

Influx of Vaude Execs to Movies Is Break for Acts

Almost every studio has former vaude agent or booker on talent end—pix agents formerly from vaude also—results seen as vaude gets more than passing glance

NEW YORK, Feb. 2.—Now, more than ever, the movie industry is jammed with former vaude people who are actively engaged in procuring talent. This angle assures a better chance for a heavier flow of performers from the vaude to pix field. Besides, the grabbing of vaude talent is further assured due to the success of the Fred Astaire films. Evidence of this more widespread draw upon vaude for talent is already seen in the great number of performers lined up for film work. Then, too, there are negotiations on for many others. As for the picture studios,

Dionne Parents Signed for Stage

DETROIT, Feb. 2.—The parents of the Dionne quintuplets were signed today by David M. Idzal, managing director of the Fox Theater, to open a personal appearance in the theater here on February 15. This will be their first professional appearance since the now famous birth of their five children.

The arrangement was made thru Max Halperin, Chicago booking agent, who is acting without commission in the matter. They will open next Friday at the Balaban & Katz Chicago Theater for one week before coming to the Fox, but no other theater arrangements are planned.

The famous quintuplets will also appear at the Fox here next summer, when they are about 14 months old, Fred Schader, director of publicity, said. The first of what will probably be a long series of theatrical and show-world engagements will be made at the same two houses now presenting the parents.

The present engagement, it was pointed out by the Fox management, is strictly noncommercial. The parents are appearing in an endeavor to give some of the many thousands who have helped them to care for the children a partial repayment in this personal appearance. Type of routine of the act was not disclosed. The parents will devote the entire proceeds of their engagement, reported to be in excess of \$2,500 a week, to charities.

The Fox played the films of the Dionne quintuplets last week to an exceptionally large house, grossing about 25 per cent above normal, and the personal appearance is expected to break house records. The scoop of the Fox in getting this appearance is considered one of the most enterprising feats of showmanship ever staged in this city.

White Seeks Bankruptcy

NEW YORK, Feb. 2.—Sammy White, now appearing at the Hollywood Restaurant here, filed a voluntary petition in bankruptcy yesterday under his stage name and real name, Sam H. White. He listed liabilities in the amount of \$46,342, and his assets as none but clothing.

practically every one has a former vaude agent or booker. Ben Piazza, now here, is with Paramount; Bill Perlberg, formerly with the William Morris Agency, is Columbia's casting director; Rufus LeMaire, Billy Grady, Benny Thau and Harry Rapp are with MGM; Ben Kahane, former RKO legal head, is with Radio Pictures, as is A. J. Balaban; Max Hart recently signed with Universal to handle talent and stories in the East; Mildred Webber, former sec. to Macklin Megley and Harold Kemp, handles talent for Warner in the East, and Max Winslow, former song plugger, is with Columbia. Besides, there are such big shots as Jesse Lasky, Joe Schenck and Sam Katz, who originally hail from the vaude field.

The Coast's pix agency field is crowded with former vaude agents. The Morris Agency leads the list with Abe Lastfogel, Jack Wiener and Murray Fell. In addition, there are Leo Morrison, Harry Weber, Frank Vincent, Tink Humphries, Lew Cantor and Phil Morris.

Among vaude performers recently signed for pix work are Bill Robinson, Eleanor Powell, Jimmy Savo, Ted Lewis, James Barton, Paul Draper and Paul Gerrite. Other vaudevillians now in films include Burns and Allen, Jack Benny, Eddie Cantor, Joe Penner, Block and Sully, Roger Imhoff and Bing Crosby. Furthermore, there are many negotiations now on for other vaude performers, taking in Ray Bolger and others.

Besides all this, countless vaude artists are drafted for picture shorts, tho that work is not so plentiful as it was in past years.

Royal Command Show for May 14

LONDON, Jan. 26.—In view of the celebrations attending the 25th year of King George's reign, the next Royal Command Variety Performance will be the biggest and most elaborate. The date tentatively chosen for the performance is May 14 and will once again be held at the Palladium, where the last five Royal performances have been held.

Two American acts, Will Mahoney and George Prentice, are practically certain to be included in the show, while other American acts favorably looked upon for the show are Frank and Milt Britton, Mae Wynn Foursome, Hazel Mangan Girls, Betty Jane Cooper and Lathrop Brothers, Gomez and Winona, Larry Adler and the Arnaut Brothers.

American acts who have been honored by Royal Command performances include Fanny Fields and Charles T. Aldrich (1912); Sam Barton (1919); Kharum and the Tris Sisters (1922); Sessue Hayakawa (1923); Julian Rose, Chilton and Thomas, and Howell, Hargar and Naldi, and Odall, Careno and Toto (1930); Teddy Brown, Moore and Revel, Myron Pearl, Al Trahan and Yukona Cameron and Carr Brothers and Betty (1931); Omar, Cardini, Willie and Joe Mandell, Ganjou Brothers and Juanita, and Wilson, Keppel and Betty and Roy Fox (1933), and Kafka, Stanley and Mae, and Three Sailors, Sophie Tucker, Mills Brothers and Holland and Hart (1934).

Ez Keough's 'French Revue'

CHICAGO, Feb. 2.—Ez Keough and Andre Lasky have a unit known as *The French Revue* in rehearsal. Cast has Kendall Capps and Junior, John McDowell and Mlle. Corinne, Robison and Louene, Travers Sisters, Chauncey Parsons and a chorus of 16. A couple of comedy acts will be added before the show goes on the road. It is expected to open February 15, Andre Lasky is directing the show.

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**R K O
THEATRES**
1270 Sixth Ave. Radio City, New York

Palace, New York

(Reviewed Friday Afternoon, Feb. 1)
(First Show)

Current Palace bill is an old-time variety layout—from the opening dog act to the closing flash. Runs well at that, the acts blending effectively for a smooth and entertaining 60 minutes. Only "name" on the bill is J. Harold Murray. Show builds up as it goes along, altho there are a couple of weak spots in the deuce and closing positions. Biz was fair at this show, the film portion of which is Francis Lederer and Ginger Rogers in *Romance in Manhattan*.

Loyalta's Stallions, paced by Alf W. Loyal, opens nicely with his circus dog act. First uses a group of dogs as Liberty horses and then goes in for tricks with his leaping pooches. Stidelines with a lot of amusing bits with the animals. Act had no trouble in registering.

Nash and Fately, mixed team, follow and they go over okeh also. Would do a whole lot better if they'd shelve those old and awful gags and employ some newer and better ones. They're a whole lot better off at their cute dancing and the boy's roping.

J. Harold Murray went over very well. He's class and what's more a corking singer. A puzzle, tho, why a singer with his volume has to resort to a mike, especially when playing a house of this size. He makes a grand appearance and handles a well-chosen cycle of songs. Joe Daly assists with piano accompaniment.

Frank Gaby, aided by Kay Stuart and Jerry Hausner, does a grand job in the next-to-closing spot. Here's a dyed-in-the-wool vaude act surefire for most audiences. Provides a load of laughs, singing, dancing and ventriloquy. Gaby is a master showman, a clever comedian and nifty at voice throwing. Gets excellent assist from the deb-looking Stuart girl and Hausner, a wide-awake stooge.

Dance Moods, comprising the Bebe Barri Dancers (11 girls), Petch and Deauville and a boy singer, closes. Unusually heavy on tasteful costumes and scenery, and as a whole an enjoyable flash. Still there's no talent sock, altho Petch and Deauville seem to have the goods but don't apply them right. Their forte appears to be acrobatics, but instead they go in for a lot of meaningless tapping. The 11 girls are a swell troupe—nice looking kids and grand workers, as seen in such difficult routines as that fast *Carioca* number. Boy singer does all right at the mike in the production numbers.

SIDNEY HARRIS.

Loew's State, New York

(Reviewed Friday Evening, February 1)

With George Jessel headlining and working at top speed, any vaude show is pretty certain to pack considerable entertainment, and this lineup is no exception. To make things better, there is a good supporting bill, altho one act, Stone and Lee, a comedy turn, following Jessel's opening eight minutes as warmer-upper, were put in somewhat of a spot. Came thru okeh, tho.

Maximo's tight-wire gymnastics, taking seven minutes, a mite too much, was a good opener, his balancing, dancing and drunk getting over nicely. Jessel on next, first alone and then with "uncle" working nicely for laughs. Stone and Lee next, the girl doing a dumb Campfire girl interview and some of the patter quite bright. Act then goes into a musical phase, the man at the trombone, with some funny business by the girl at the piano.

Lita Grey Chaplin, doubling from night-club work and singing into the

mike, was another satisfactory spot, drawing a good reception. She is an effective songstress who knows how to sell her material. Accompanied by two male pianists.

Jessel's solo spot was productive of howls, especially when he shot some barbs at the radio networks and advertisers. Another barb aimed at the Broadway columnists when, after introducing Johnny Dundee, ex-champ fighter, Jessel said that he wasn't pulling a columnist guest-star gag—Dundee really paid his way in. And a final shot at microphone singers when, after opening his song number, Jessel said he really couldn't sing as well as it sounded, it was the mike.

Adair and Richards, in *Living Jewels*, a so-so dance flash, closes. One really effective number is the adagio turn by the dance team, who open with a ball-room number. A mixed singing team is only fair, having more strength than vocal quality, it seemed. Both pair work against the drops on which the living statutes pose.

Business was good. Picture *The Mighty Barnum*. JERRY FRANKEN.

Academy, New York

(Reviewed Friday Evening, February 1)
(CHAMPAGNE COCKTAIL UNIT)

Macklin Megley's *Champagne Cocktail* unit is here this half and it is a pleasant affair, altho it certainly could stand more comedy. It is a conventional unit without an emcee and with only two sets of scenery. The dearth of strong talk comedy is noticeable, Bob Hall's act being more novel than funny.

With the pit band on the stage and a modest set backing it, the unit opens with the 16 Bebe Barri Darlings doing a few steps. The girls are youthful and easy to look at and perform snappy and interesting routines. Costumes are nice, too.

Duke McHale, young hooper, is on several times for hard tap and eccentric routines and is an easy applause getter. A young brunet croons a couple of pop numbers and shows real possibilities of development. Has a fine personality but could improve her delivery. One of the line girls steps out for a brief song and dance with McHale and she also is okeh.

Sammy Lewis and Patti Moore provide quite a bit of comedy with their gagging, singing and eccentric comedy dancing. Their talk comedy is not so hot, but their dancing makes up for this. Miss Moore in particular is a sprightly comedienne.

Paul Sydell trots out two acrobatic dogs and performs unusual stunts with them, bringing on an even smaller dog for a brief encore. A real novelty and always a strong applause getter.

Bob Hall comes on toward the close and entertains with his extemporaneous rhyming. He is often too personal with the customers in his singing remarks, but he seemed to get by without offense.

Nan Wynn and Merial Brian are billed but difficult to identify. *Romance in Manhattan* (Radio) was the picture, and business was fair.

PAUL DENIS.

Chicago, Chicago

(Reviewed Friday Afternoon, Feb. 1)

John Boles in person is heading the bill this week, and from the looks of the waiting lines today it should be a healthy week at the box office. The usual overture and news weekly are dispensed with to make room for the first issue of *The March of Time*.

The show opened in a conservatory set, with the Evans Ballet doing a neat routine. Francis Pallester, costumer, has done himself proud with the attractive red dresses and gold jackets used in this number, and they make a beautiful appearance from the front. Harris, Claire and Shannon, two women and a man, an unusual combination considering the type dance numbers they do, followed with a graceful and smooth ballroom routine. The women, one blonde and one brunet, are both stately in appearance and work as one with Harris. The other number of this classy trio was a double tango that sent them off to a big hand. Sylvia Froos, petite radio songstress, was next with a flock of tunes done over the p-a system. Opening with *Don't Let It Bother You*, she then did *Hands Across the Table*, *Object of My Affection*, *Stay as Sweet as You Are* and closed with her impression of a Mexican cafe singer doing *La Cucaracha*. Had to beg off.

Bob Ripa, whose marvelous balancing

tricks with the balls and sticks have been reviewed innumerable times in these columns, went thru his routine of juggling and was a hit. Sylvia Froos returned and sang *I Believe in Miracles* as the 16 Evans Girls, attired in gowns of pastel hues, did another number. John Boles closed. He walked on to an ovation and without a lot of Hollywood hokey immediately got down to singing. He presented *The Desert Song*, *Sylvia* and *The Song Is You* in brilliant voice and charming manner, and then injected a little comedy in the proceedings by adorning himself with an old brown derby and coat to sing *Waiting at the Gate for Katy*, with the Evans Girls, in old-fashioned costumes, following him around the orchestra runway for the final chorus. Boles was a solid hit.

F. LANGDON MORGAN.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Jan. 31)

The house that Rockefeller's dough built is very arty this week—too much so. Stage show is all classical; in other words extremely beautiful yet very dull. Again there's that crying need for some sock vaude specialties, and not just the glee club, the Rockettes, etc. Runs 46 minutes and there's no overture ahead of it. The current film dish is Margaret Sullivan and Herbert Marshall in *The Good Fairy*.

Contrast is the title of the stage show, with the house's symphony crew providing excellent accompaniment, and Alpha, the mechanical man, working as m. c. He's a new threat to the emsees so they'd better behave. It's a fantastic idea, and old Alpha does a good job of taking the place of announcators.

The first contrast is *Sacred and Profane*. Amid much soft lighting and a



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beautiful set the glee club handles a religious melody in fine style. Then there's the switch to *Profane*, with Robert Weede soloing with his warbling and the glee club on again to help him out. It's the old man debbil theme.

Next is *Blonde and Brunet*, and the feature of this item is the novel drop. It's made up of squares which move into position to show either a brunet or a blonde. The Rockettes work this number and as usual they click with their precision.

Another contrast is *Sublime and Ridiculous*, and there's too much of the sublime. In this latter portion Almee Deloro leads off with outstanding soprano singing, hitting unusually high notes with much ease. Nicholas Daks shapes up as a grand skipper-about, and Hilda Eckler does some nice ballet work. They pair off also. The corps de ballet round out this scene with too slow a routine, but gracefully executed. Ridiculous scene is that of a sextet of hobos, billed Alex Rothov and Prima Ballerina K-9, who go aesthetic in the hoke manner. Very funny when stacked up against all the classical stuff ahead of it, but otherwise not so amusing. It has been seen before in vaude.

Closing number is *Night and Day*, with Jan Pearce doing an excellent singing job of the song of that title. He's got a wonderful voice. The glee club works with him, and then there's the Rockettes and the ballet kids to round out the scene. Finishes in a blaze of color when a rising stage in back of them comes up loaded with people, all representing the sun.

SIDNEY HARRIS.

Roxy, New York

(Reviewed Friday Evening, Feb. 1)

A pleasant stage show, in support of Barbara Stanwyck and Warren William in *The Secret Bride* (Warner) on the screen. Buck and Bubbles headline and sock over for all they're worth. The act, of course, is tops, packing more entertainment value than half a dozen ordinary turns, and the customers were quick to catch on to that. They gave the two lads a sendoff that was plenty, forcing them into a thank-you spiel.

The singing assignment is taken care of by David Lawrence, whose pleasant, rich voice accounts for *Blue Moon*, *Old Man River* and the musical background for a production number. John Lutz, a colored chap, who won the last Town Hall Night amateur radio contest, gives a series of barnyard imitations, with Buck and Bubbles staying on the stage and helping him out considerably with their side comedy. Walter Nilsson does some excellent trick cycling, with his work on the wheels far better than his patter and attempted comedy, and Peggy Taylor and the Kitchen Pirates do their amazing and world-beating adagio, which packs a tremendous wallop no matter how often you see it.

Miss Taylor and the lads are introduced by a routine from the Gae Foster Girls, dressed as cooks. The kids also come thru with two other numbers, both wows. In one, five of the gals are on high stilts, surrounded by tremendous hoopskirts, doing a routine in those contraptions, while the rest of the troupe, divided into ballet and hotcha sections, appear from beneath the voluminous skirts. It's a clever and novel number, and rated the huge hand it got. The other routine features the kids in tight black military costumes, carrying white batons. They whirl the sticks, going thru an extremely difficult routine, ending in the dark, with the sticks Stroblited. Give them a hand; they rate one every week. Half the entertainment value of the Roxy shows would go if the troupe were pulled out. The personnel has changed a lot of late, but the fine work goes on just the same. House was well filled at the supper show opening day.

EUGENE BURR.

Capitol, Chicago

(Reviewed Friday Evening, February 1)

Having heard so many words of praise from theater managers in this territory who had played the show regarding the relative merits of the *Get Hot* unit, the writer was prompted by curiosity to make the sleeper jump out to this theater to catch the show. The trip was worth it. The unit makes no claims to pretentiousness but is just what the doctor ordered for entertainment. And it is fresh, sparkling and speedy.

The Casanova Revelers, a band of 10 men, directed by Buddy Marteen, opened with a tune and were followed by the

Di Gaetano Dancers (six) in a Spanish number. The Dean Sisters were next with acrobatic specialties. A neat toe number by Josephine Day, and then Betty Reed, comedienne in a "Sis Hopkins" makeup, did a couple of numbers on the xylophone with comedy antics that pleased the customers. Jack Lane, a clever youngster, did a drunk bit and then two impressions, Rudy Vallee and a very good Joe Penner. He gathered a nice hand. Helen Risley contributed some clever tap work and Earl Shoel was a pleasing tenor with two songs, *Out in the Cold Again* and *June in January*. An acrobatic dance by Madeleine Dressler led up to the highlight and feature of the unit, Forsythe, Seamon and Farrell, with their comedy par excellence. The comedy talk, singing of Charley Forsythe, the antics of Eleanor Farrell and fine tap work of Addie Seamon are all blended into one of the best acts of its kind on the boards. They easily stopped the show. Entire company was on for the finale. The unit carries one set, a Spanish patio, and the Di Gaetano Dancers are on for several group numbers. It is clean, satisfying entertainment.

Ted and Al Waldman, standard black-face team, were spotted early in the unit at this stand but are not a regular part of the unit. Their uke, comedy talk, harmonica and Jew's harp stuff was well liked by this audience.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, February 1)

A jammed house again turned out for the Earle this afternoon. During the past week the reduced admission policy has been attracting not only larger crowds, but the difference in price has been made up with increased grosses.

Opening act on the bill is Duval the magician, who offers a "Rhapsody in Silk." Using multicolored silken handkerchiefs and ribbons, he presents several dexterous and pleasing tricks. Two attractive girls help him in his act.

The Rhythm Red Heads, two attractive misses, follow with some harmony singing, using a mike. They warble *I've Got Rhythm, I'll String Along With You* and a new version of *Old Man River*. Pleasing personalities are possessed by both girls.

The Three Slate Brothers hold the third spot and won much applause yesterday with their mixture of good tap dancing and their clowning antics. They present some knockabout slapstick and a screaming burlesque on the adagio dance, in which a girl stooge cleverly helps.

Joe Laurie Jr., always a popular feature in Philadelphia, returns with his cap, his cigar and his invitation to the audience to have supper at his house. In amusing fashion he discusses his family and topics of the day and wins a big hand.

The colorful band and dance act of the Rimacs closes the show with an outburst of tropical music. The 12-piece orchestra, featuring many native South American and Cuban instruments, tears loose on the *Caricoa*, *The Continental* and *La Cucaracha* while two girls offer dances, one giving a particularly torrid version of the rumba, the other an acrobatic dance. The dance leader and one of the musicians also offer speedy stepping.

The film is *Red Hot Tires*.

H. MURDOCK.

Boulevard, New York

(Reviewed Friday Evening, February 1)

A strong vaude bill this half. Plenty of good singing and enough of flash and comedy to round it out. Manager Ollie Bernstein gives vaude a nice presentation here, in addition to plenty of exploitation.

The Dobos Four got the show off to a great start. There are a man and three women. One of the women is a husky Amazon that is the understander for all of the perch stunts. She holds up the man and one of the girls on a ladder perch and then lifts all three singly on the ordinary perch. A sock perch novelty.

Gene Marvey, billed as a romantic tenor, displays a sweet voice and a good delivery. He sang three pops and a medley of Victor Herbert melodies, and the customers went for him in a big way. Works without a mike, but there are times when his voice did not quite carry thru the house.

Harry Holmes got quite a load of laughs with his hoke act. He planks



NEW ACTS

Don Costello

And LITTLE MEN AND WOMEN

Reviewed at Loew's Boulevard, Bronx. Style—Singing, dancing and comedy. Setting—Full stage (special). Time—Fifteen minutes.

Costello is heading a pleasant little flash consisting of five midgets and himself. He accompanies at the piano, introduces the little performers and does an acrobatic tap solo in addition to teaming with one of the midget girls for a song and dance.

There are five midgets. One of the three female midgets handles a few gags with Costello and the other four do singing and dancing specialties. They do a trio waltz, quartet singing, and then pair off to dance *The Continental*. The shortest of the girls contributes pop singing, and she's really cute.

As a novelty flash this act should click in any theater. It closed the show here and drew quite a bit of applause.

F. D.

Gene Marvey

Reviewed at Loew's Boulevard, Bronx. Style—Singing. Setting—In one. Time—Twelve minutes.

Billed as "the romantic tenor," Marvey manages to live up to the ambitious billing. In street clothes and working a mike, he sings pop numbers in a pleasant and informal manner. With a bit more polish he should have no trouble getting ahead.

Opens with *Stay as Sweet as You Are*, following it with an imitation of Vallee doing *The Man on the Flying Trapeze*. Then comes a medley of Victor Herbert tunes, with *Two Cigarettes in the Dark* serving as a nice getaway. Routine is sufficiently varied to hold interest at all times.

Drew a big hand here. Only trouble was occasional inaudibility of his singing, due either to lack of a mike or bad acoustics in this theater.

P. D.

FRANCES WILLS and Joe Rio are doing a new act.

VAUDEVILLE NOTES

J. H. LUBIN left last Wednesday for Miami, Fla., where he will spend a couple of weeks sunning himself. Louis K. Sidney left the following day for Jacksonville, where he is indulging in his hobby, deep-sea fishing.

JACKIE MERDEL, 10-year-old mentalist, plays Loew's, Newark, week of February 8 as an "extra added attraction." Kid is being given a big exploitation campaign.

LESTER RIZEK opened a string of Midwestern dates in Keokuk, Ia., recently booked thru Hal Lawrence of the Davis and Davis Agency of Chicago. Rizek is a ventriloquist.

GIL LAMB and Miriam Bellitt leave Europe for this country next month.

SAM SCHATZ, of the Loew publicity department, has been promoted to assistant to Eddie Dowden, Loew p. a. in Brooklyn. Schatz succeeds Carl Fishman, who has been given some Brooklyn spots to handle alone.

BENNY DAVIS, with a brand-new "gang" except for Shea and Raymond and Edith Mann, opens for Loew in Baltimore Friday. He is staging a local talent contest that week also.

JAMES KIRKWOOD, last seen on Broadway in a legit show, will try vaude again. Opens for Loew in Newark February 22.

BILLY KENT AND COMPANY, flash act working out of Chicago, has just completed a three-week swing around

himself at the piano for kidding, altho most of the comedy comes thru interruptions by plants and stooges. He also does enough straight piano playing to prove he can really play.

Joe Phillip's loud humor went over easily here. His comedy flirtations with Madelyn Killen and Margie Johnson are amusing. Phillips knows how to put over ordinary comedy lines and he has an especially fine straight in Miss Killen.

Don Costello emsees a flash of midgets. He is at the piano, but also steps out for an acrobatic tap in addition to teaming with one of the midgets for a song and dance. The midgets do entertaining singing and dancing. Costumes and the lone set are okeh. A thorough pleasing novelty flash.

Picture was *Flirtation Walk* (Warner) and business was SRO. The newsreel on the Hauptmann trial, incidentally, really stole the show.

PAUL DENIS.

London Bills

LONDON, Jan. 26.—Holborn Empire, still the only house playing straight vaude here, has a welcome headliner in Joe Termini, a regular visitor, who opened his third English tour at this theater. Termini slays them with his violin, guitar and banjo selections, all

Missouri and Southern Illinois and report that most of the small towns are starved for flesh shows. The act features Billy Kent and has Frankie Zermains, Ann Nielsen and Cortez and Diane.

TERRY LAWLOR, night club dancer, will be featured with the Danny Dare girl troupe when it plays a string of Loew dates. Opens at State, New York, February 15.

ADDISON CAREY and Charles Davis staged the dances for the new Jimmy Lunceford unit. Dave Franklin wrote the songs and Russel Wooding did the arrangements.

PERZADE AND JETAN are just rounding out a long run at the Chateau Lido, Daytona Beach, Fla. Playing vaude and clubs thru the South.

DE ROZA, the magician, goes into vaude, opening at Loew's Met, Brooklyn, February 22.

MITZI GREEN, while playing Pittsburgh, announced that at the end of her current vaude tour she intends to accept a part in a Metro-Goldwyn-Mayer picture.

JOHN MacLUSKEI, president of the musicians' local in Wilkes-Barre, Pa., almost continually since 1902, has retired at the age of 63. He was given a banquet last week, with Judge W. Alfred Valentine as toastmaster. Fred Birnback represented the American Federation of Musicians.

accompanied by droll pantomime that registers. Two good novelties from the Continent are Rudi Graal, a corking mimic, and Peppino's Miniature Circus. The Naitto Troupe, Chinese double wire act, is truly sensational.

Constance Evans, the Ripley girl and champion high-kicking dancer and contortionist, and Alberta Mansfield and George Lamar, ballroom dancers, are two American acts currently scoring at the Prince of Wales in the non-stop show.

Belle Baker headlines with solid success at the Hippodrome, Brighton, and Evie Hayes, cute American personality songstress, is a show-stop at the Carlton, Islington. Frank and Milt Britton, with Walter Powell and Tito, are held over at the Plaza, Piccadilly, where they are an enormous hit.

Billy Rolls and Dorothy, smart American acro-dance novelty, and Bebe and Renee, international dance attraction, are the outstanding features at the Metropolitan.

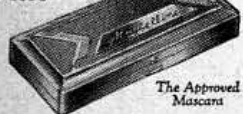
Devito and Denny, with Dorothy Stevens, American hoke act, head a strong nine-act layout at Finsbury Park Empire, where they chalk up a show-stop at every performance.

De Wolfe, Metcalf and Ford remain to score solidly at the Alhambra. The Kadex Four, aerial novelty, is a big feature of the vaude bill at Stratford Empire.

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State License Bill Goes Thru Without Theatrical Clauses

ALBANY, Feb. 2.—There was no attempt to amend the current bill for State regulation of employment agencies so that theatrical agencies would be included when the public hearing on the bill was held here Wednesday afternoon. Despite understandings that actor and agent groups might advocate eliminating the clauses excluding theatrical agencies, no theatrical interests were represented. Mayor F. H. LaGuardia wired that he was in favor of the bill if it permitted cities to retain jurisdiction over agencies in their territory.

In the past New York City has been opposed to similar bills, as revenue from licenses goes into the city treasury. LaGuardia's stand indicates New York City would not oppose control of agencies by the State department of labor provided the city could still collect its license fees. P. N. Coulcher, secretary of the Restaurant Employees and Bartenders' Industrial Union of New York, testified later that New York City has 746 licensed fee-charging agencies and that the cost of running the license department, including salaries for 12 inspectors, exceeds the revenue.

It was indicated after the hearing that the bill would be reported favorably by the committee. It is expected that Governor Lehman will be able to push the bill thru both houses. The

bill, as it stands now, still excludes agencies handling nurses, teachers and actors.

A delegation of 50 members of the Restaurant Employees' Union came from New York to urge passage of the bill. This union controls food workers in most of Broadway's leading cabarets.

The American Federation of Actors originally announced it might advocate an amendment to the bill to include bookers, but changed its mind.

Morris Office Has 1-Day "Name" Tour

NEW YORK, Feb. 2.—Joe Penner has been lined up for a series of one-day stands booked by the William Morris Agency similar to that set by the office for Amos 'n' Andy. Penner goes out on his one-day stands February 11, opening in Easton and following with Allentown, Harrisburg and Reading. The dates will be on percentage, with as many shows a day being played as is possible.

Amos 'n' Andy opened today in Nashville and will follow with stopoffs in Birmingham, Charlotte, Allentown, Reading, Altoona, Harrisburg, Winston-Salem, Greensboro, Richmond and Norfolk. In the latter town the act will stay for two days.

Warner Trying Flexible Policy

NEW YORK, Feb. 4.—Warner is trying a "flexible vaude booking policy" for its houses. It will pick up attractions and units whenever it can get a good buy and whenever its houses need vaude to bolster weak pictures or to compete with vaude competition.

In Pittsburgh it is shaping its policy in accordance with opposition from Loew's Penn Theater. Loew has invested around \$50,000 in talent for its first four weeks of vaude at the Penn. Warner has only two stage shows lined up for the Stanley and is watching Loew developments closely.

Warner's Earle in Atlantic City closed last week after four weeks of three-day vaude. The next-door competitor, the indie Hollywood Theaters, is continuing with last-half vaudefilms. The recent snowstorm ruined whatever business there was, Warner complains. It may reopen the Earle later.

Steve Trilling, Warner booker, says houses like the Stanley in Jersey City, which played the Jack Benny unit recently, are always open to vaude when and if a desirable attraction is available. This applies to all of the houses that have been fed occasional vaude this season.

"Get Hot" Breaking Records

CHICAGO, Feb. 2.—Get Hot, the Charles H. Forsythe and Don Daraus unit now playing this territory, has just returned from an extensive trip thru Wisconsin and is reported to have broken records in many of the houses in which it played. The show features Forsythe, Seamon and Farrell. Others in the cast are the DiGaetano Dancers, the Casanova Revelers, a nine-piece band directed by Buddy Marteen and featuring Betty Reed, Saul Brilliant, and Jack Lane, one of the State-Lake Theater's opportunity night discoveries. The show runs an hour and has been produced along stage-band presentation lines.

Pittsburgh's Amateur Nights

PITTSBURGH, Feb. 4.—Amateur nights are again invading local theaters. The Alvin, first-run combo house, has set aside Thursday nights, beginning this week, for amateurs. Among the other houses going in for amateur shows are the Variety, burly theater, and the Roosevelt, picture house.

AFA's Birthday Ball

NEW YORK, Feb. 2.—The American Federation of Actors will celebrate its first anniversary as an American Federation of Labor union March 30 with an entertainment and dance at Mecca Temple Casino.

Robinson With Morris, Chi

CHICAGO, Feb. 2.—The William Morris agency has centered its publicity and advertising service in a separate office located in the same building as the agency. This department, known as the Associated Theaters Publicity Service, started functioning this week under the direction of Harry Robinson.

schedule of fees based on 50 cents a square foot instead of 30 cents as at present.

Theaters, clubs and hotel dining rooms will have to pay license fees for wardrobe rooms. Concessioners would pay \$25 where there are less than four checkers employed; \$50 when four to six are employed; \$100 when seven to 12 are employed, and \$150 when more than 12 are employed. Where no fees or tips are exacted there will be no license fee.

Alderman Curley is introducing a bill to license private entertainment managers, who have been unlicensed because they book net and do not charge acts commission fees. The city expects to get \$25,000 from this source, figuring on a \$100 fee from 250 managers.

Theaters and other theatrical structures will also have to pay for city inspections of building plans, alterations and elevators, etc.

Outdoor angles to the license schedule are discussed in detail in stories in the various departments.

LEAGUE MULLS

(Continued from page 3)
unions. A committee consisting of Brock Pemberton, Herman Shumlin, George Haight, Dr. Henry Moskowitz and Milton Weinberger was appointed to investigate the plan and report within 10 days.

The local CWA drama department has put *The Taming of the Shrew* and a new play, *Mabel Looks Ahead*, into rehearsal. The units will be brought up to 20 soon. Only 16 are out now, including four vaudeville shows.

The extent of the government activities was emphasized again this week in a statement by Grace Gosselin, assistant director of the relief works division. She points out that 11,000 people are registered in the music classes thruout the city, and that bands and orchestras employing 540 musicians gave concerts heard by half a million people last summer.

BOSTON, Feb. 2.—The local emergency relief theatrical project is now the largest in the country. There are 17 vaudeville units, including two all-colored shows, touring New England. Tom Senna, local representative of the American Federation of Actors, stages the shows and supervises the project.

NEWSREELS OF

(Continued from page 3)
offices in New York and Hollywood and think that nothing is superior to the movies and the dollar. They gave their word of honor thru representatives and it was violated. The next move is up to them."

The newspaper men covering the trial believe the howling of Wilentz will react against him. They point out that the newsreels and reporters have built him up from an obscure attorney to a national figure, and this work can be easily undone should the prosecutor put on too much pressure.

SUGAR'S DOMINO

(Continued from page 6)
him, was typical of the people of the theater. We know many of these theater managers and actors and actresses who earn their living by mimicking and romanticizing life! We like them very much and we like them, among other reasons, for what they tried to do for Baby Boy Doe.

The writer of that editorial has made the show business his debtor for life. Cleveland's Variety Club made this splendid tribute possible, and to its members we say: May you gather strength to carry on such fine work and a plenitude of happiness along with it.

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THEATRICAL PHOTOS

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Sunday Show War to Equity

Code Authority carries battle to AEA council, asking general meet on question

NEW YORK, Feb. 2.—The legit Code Authority will carry the fight for Sunday shows direct to Equity council at the latter's meeting next Tuesday (5), it was decided at a regular fortnightly meeting of the Code Authority Wednesday. At that time a committee composed of representatives of all theatrical labor except the actors will appear before the council to ask it to call a special meeting of Equity's full membership, so that leaders of the other labor groups may present the arguments in favor of Sunday shows.

The committee to appear before the council will be composed of Fred Dempsey, of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the United States and Canada; Thomas Gamble, of the American Federation of Musicians; Fred Marshall, of the United Scenic Artists, and Theodore Mitchell, who represents those labor groups not otherwise represented on the Code Authority. Equity has as yet received no official word of the visit of the delegation.

The bills providing for Sunday shows which have been introduced in both houses of the State Legislature are still in committee, but are expected to be reported out shortly. They also provide for a guarantee of one day a week off, thus doing away with one of the major objections of opponents of Sunday performances.

Altho even the die-hard opponents of Sabbath shows in Equity have admitted that the bills will probably go thru, there is small likelihood that Equity council will agree to the general meeting, the organizations, as far as can be gathered, being inclined to fight it out along its old lines to the last ditch. Equity is at present the only force in the theater opposed to Sundays. Much weight was lent to hopes of Sunday passage two months ago when even the State Federation of Labor came out in favor of a change in the present rules.

If and when the laws pass, it is expected that Equity will yield to the inevitable and call a general meeting to amend its own rulings forbidding Sunday performances.

Helen Howe Appears

In Monolog Program

NEW YORK, Feb. 2.—Helen Howe, monologist, appeared Thursday evening at the Belasco in a presentation of a series of monologs written by herself. The performance was presented by William B. Feakins, Inc., before an enthusiastic and easily satisfied audience.

Miss Howe seems to have a better faculty of observation than for carrying out her ideas. In those sketches dealing with obviously funny subjects she spares nothing in ramming home her points, and at the same time it seemed very much as tho her observations occasionally fell short on the more subtle points involved in a characterization. There is a well-known phrase for comparisons, but it must be said that while Miss Howe can provide occasionally lively and bright entertainment, her work does not stack up against that of at least one other noted discuse, and there is far too much a strain of similarity running thru all her work.

One unusual fact about Miss Howe seems to be that she is more socially minded than other similar performers. Thus she studies the characters of four women living together, each fighting the dread, in her own way, of being alone in the city. This is her best contribution, an observant, keen, deft and probing study. To further demonstrate her eye on social factors is her study of a mill town affected by a strike, taking various women as they are affected thereby. Almost all the other sketches are humorous, more or less, including a somewhat overly burlesqued impression of a rarrulous beauty parlor hostess, an equally loquacious female college professor, and a hostess at a women's garden club meeting. FRANKEN.

Chorus Equity Notes

DOROTHY BRYANT, Executive Secretary

Come and visit the Chorus Equity's new headquarters at 117 West 48th street, New York. This is the fourth office that Chorus Equity has taken since its organization in August, 1919. Each office has been bigger and better—an improvement on its predecessor. That the Chorus Equity has been able to improve its position even in the face of the well-known depression is a record. We feel that it is an omen and that the association is traveling steadily on its way to bigger and better things.

On February 1, 1935, all mail that has been held in the Chorus Equity office prior to July 1, 1934, will be mailed to the last address on file for the member or, failing such address, returned to the Post Office.

One new member joined the Chorus Equity in the past week.

We are holding checks in settlement of claims for Joan Abbey, Nancy Lee Blaine, Adele Butler, Peggy Barrow, Janet Carver, Charlotte Davis, Betty Field, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Elizabeth Huylar, Fred Holmes, Edward Howell, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray, Myra Scott and Hazel St. Amant.

DOROTHY BRYANT,
Executive Secretary.

American Academy Students Offer Bennett-Knoblock Play

NEW YORK, Feb. 2.—The senior students of the American Academy offered *Milestones*, by Arnold Bennett and Edward Knoblock, yesterday afternoon at the Empire as the fifth in their current series of matinees. The play, covering as it does 52 years in the lives of certain of the characters, was a tough one for the youngsters. The performance—or the performers rather—seemed to mellow with age, getting better in each succeeding act.

But chiefly the afternoon was notable for a glowing, beautiful, altogether excellent performance by Ethel Korosy, who played Gertrude, one of the three characters appearing all thru the play. Except for first-act indulgence in a sharp, sweeping gesture which seemed to be habitual—but which didn't appear thereafter—it was a performance of depth and power and truly professional finish. As a matter of fact, an enthusiastic reporter will stack Miss Korosy's

Code Authority Winner In First Ticket Battle

Justice McGeehan dismisses brokers' application for injunction against code ticket rules—enforcement now expected to begin in earnest—brokers to appeal

NEW YORK, Feb. 2.—Round number one of the big ticket fight went decisively to the Code Authority this week when Supreme Court Justice John E. McGeehan dismissed the application of the five members of the Theater Ticket Brokers' Association who sought to get an injunction restraining the Code Authority from enforcing the ticket rules in the code. He granted Lee Shubert's motion, made as one of the 19 defendants, all members of the CA, to dismiss the complaint. Charles Abrams, attorney for the brokers, said that the case would immediately be appealed.

indicating that the fight would be continued until the question is settled once and for all. Justice McGeehan gave the customary 20 days to file an amended complaint. Abrams said after the decision that he did not expect to get a decision in the lower court at all, claiming that the Supreme Court has consistently upheld the constitutionality of the NRA, but that the Appellate Division had not yet been similarly tested.

The brokers, as everyone must know by now, objected to the provisions that forbid sale of tickets to brokers who have not been licensed and who have not put up the required \$500 bond. In their claims the brokers alleged that the managers had refused to consider fair allocations of brokerage seats, that certain favored brokers were getting the allotments, and that the others, with the 75-cent maximum overcharge set in the code, could not carry on their business, since they had to buy their tickets from the favored brokers. They wanted allocation rulings and a provision for additional overcharge on a resale.

'Pagan Lady' Pulls in Cincy

CINCINNATI, Feb. 2.—*Pagan Lady*, starring Lenore Ulric, played the Shubert here this week, and with the two-for-one ticket idea in effect pulled full houses. The Sunday night opening was the biggest the house has had with a legit attraction in several years. *Pagan Lady* is in its eighth week of its present touring season, with business good all along the line. Appearing in support of Miss Ulric are Richard S. Bishop, Gerald Kent, Robert Lowes, John Morrissey, Charles Harrison, Louise Kirkland, Jane Farrell and Walter DeLuna. J. J. White is company manager.

"It appears," Justice McGeehan wrote in his opinion, "that certain theatrical proprietors have signed a contract regulating the terms under which they will sell tickets to brokers and those who have not signed are satisfied to adopt those terms. One of these terms is that they will not sell to brokers who do not conform to certain rules.

"The theater manager can sell his tickets to whom he pleases, provided only that he does not refuse on the ground of race, creed or color. These plaintiffs seek to enjoin the body which the managers have agreed shall make the rules. I fail to see how the plaintiffs have any standing.

"As I see this case, I think the plaintiffs have failed to recognize what the code of fair competition really is. It is not a fiat of the Legislature. It is not an executive decree. It is not a judgment of the courts. It is a contract drawn up by members of a business, under the supervision of the executive agencies. Unless the members specifically relinquish rights they still have them."

Enforcement of the ticket provisions of the code, which went into effect late in December, has been admittedly lax and, in fact, practically non-existent. This, however, has been explained by the Code Authority as due to the brokers' pending suit and the desire of the authority to see if the provisions were legal before enforcement. Now, however, it is expected that an attempt at rigid enforcement will begin. How successful it will be remains to be seen.

The brokers hurled charges that managers broke ticket provisions as much as, if not more than, the brokers did. It is expected, however, that the Treasury Department will be called in to the aid of the authority in enforcing the ducat clauses. The National Recovery Administration in Washington has also promised full and complete aid in enforcing them.

Ticket provisions in the old code reached a sorry state during the winter of 1933-34 when the Code Authority found three violations and the NRA refused to enforce the penalties inflicted.

Meanwhile, the report of the committee that was appointed to observe their workings when the ticket rules went into effect has been postponed as a result of the brokers' suit. The report was originally set for January 21, but it has now been postponed until Tuesday (5), with the possibility of a further postponement. The committee wants to see how the rules work out with full enforcement, and full enforcement is only beginning now.

FROM OUT FRONT

By Eugene Burr

Great actresses come and go, but the memory of their performances remains. Thus, when a new star flashes in the theatrical sky, her work is compared with that of all those others who have gone before. If she is fortunate enough to play repertoire, her Juliet, her Lady Macbeth, her Lady Teazle, her Cleopatra, her Eaglet, her Millament—even her Lady Babbie—are all compared with other Juliets, other Lady Teazles, other Millaments that have preceded them. If she appears in new plays only, then her work is compared with what ancient admirers imagine would be the work of former players in the same parts.

All this, of course, is highly unfair. If repertory were still alive, living actresses might be compared in their various roles, and one given the palm for this interpretation, another for the reading of that line. But when actresses, no matter how great, are dead and gone, only memories of their beauty and their glamour and their great art remain. It is a comparison of the quick with the dead, the comparison of a living being with a ghost.

For memory plays strange tricks; as great performances recede pathetically in the past the shimmering veils of distance give them beauty and importance and stature that was not, perhaps, their own. Memories are distorted by relentless time; even more distorted must be an imagining of what this or that great one of the past might have done in a part she never played. Who can say what Bernhard's interpretation of Mary of Scotland might have been? Who can say how Duse might have played Elizabeth Barrett?

And this goes even further. When memory dies—when those who saw and cherished the performances of the former great have passed—tradition lingers on. The great ones of the distant past are less than ghosts; they are ghosts of ghosts, their beauty and talent handed down by stale opinions of former ages, warmed over and given spurious life in the hearts and minds of students of the stage. It is pathetic that so much beauty should die so completely, that it should return, if at all, only in such thin and book-thumbed form. Yet that is all now left of names that once were great—and to compare the wraiths of the performances of those with the work of women now alive is folly thrice confounded.

Yet such comparisons, at some time or other, must be endured by all who aspire to the transitory glory of the stage. Bernhard and Duse, Rejane and Terry are invoked, and there are implicit comparisons in the commentator's mind with those that have gone before—Barrie and Braecriddle, who shone soon after women in England first played women's parts; Woffington, Siddons, Davenport and all the rest. Ghosts innumerable come to mind.

Worse still are implied comparisons with great stage ladies who were no actresses at all. Their glamorous, teeming personalities have spanned the gulfs of time, sometimes more successfully than the talent of the others. Nell Gwynn for instance, or Moll Davis, who captured the heart of a king by singing a new song, *My Cot Is On the Gold, Cold Ground*. Her cot shortly shifted its position, but her song went on, with new words, as *Believe Me If All Those Endearing Young Charms*. Later, yet other words were added, and the song with which a little bawd won the

(See FROM OUT FRONT on page 18)

THE NEW PLAYS ON BROADWAY

RITZ

Beginning Monday Evening, January 28, 1935

PRISONERS OF WAR

A play by J. R. Ackerley. Staged by Frank Merlin. Setting designed and executed by Cleon Throckmorton. Presented by Frank Merlin.

Second Lieutenant Grayle, R.A.F. Ben Starke
 Lieutenant Telford, R.A.F. Lowell Gilmore
 Captain Rickman, 2d C.M.R.'s Francis Compton
 Marie Dorothee Nolan
 Lieutenant Adelby, R.A.F. Francis Compton
 Captain Conrad, R.A.F. Barton Hepburn
 Jellerton John Parrish
 Mrs. Pendergast Daisy Belmont
 Madame Louis Zola Talma
 Dr. Croz Alfred Hesse

The Action of the Play Thruout Takes Place in Captain Conrad's Sitting Room in a Hotel in Murren, Switzerland, During the Summer of 1918.

ACT I—Midday, July 20. ACT II—Afternoon, July 22. ACT III—Scene 1: Night, July 30. Scene 2: Late Afternoon, August 3.

Advertised curtain time—8:40.
 Curtain rose at showing caught—8:57.

The value of the production of a serious play—particularly of a serious psychological study—must often depend upon the interpretation of its central role. That being so, Frank Merlin's production of J. R. Ackerley's *Prisoners of War*, which he brought to the Ritz Theater Monday night, is valueless.

Prisoners of War was first presented in London in 1925, when the effects—the moral and psychological effects—of the Great Holocaust were still apparent. With those intangible, twining fingers still curled about the hearts and minds of men, any examination of their causes must have been interesting. *Prisoners of War* must have been interesting—and that it has lost much of its popular interest today is only because the effects of the struggle are less apparent. It is hardly a play, but it still holds interest (for those so inclined) as a case history.

It deals with the mental and moral plight of English officers in a Swiss detention camp as the struggle still rages near them but beyond their ken. The deadly monotony and boredom eat in upon their brains; disintegration follows. They have just gone thru a blasting and terrific experience, which has been followed by a long period of enforced and deadly calm; that is enough to undermine any man.

In some cases the disintegration is expressed in the surface reaction of drinking and gambling and incessant thoughts of unattainable women. In others it is more subtle, creating unnatural attacks of "nerves," making friendships and enmities loom psychologically tremendous, causing little things to grow beyond all natural importance, standing in the way of mental and moral health.

Mr. Ackerley works in serious terms—even tho sometimes his statements seem mustily in the mode of 1925 and his attitude, on occasion, could be used in a treatment of Vassar dormitories. But in general he has written a serious

and absorbing case history—if not a play—falling down badly in his last act because he comes to no conclusion. His chief introvert (and pervert) goes mad in a ridiculously undramatic manner and the play ends. In 1925 that, a flat statement of a case, may have been enough; it is not enough now, being merely a vague and general declaration of the futility and horror of the Great Struggle, as expressed in its secondary effects.

It is hard to see in the present production just what Mr. Ackerley was driving at in Captain Conrad, his chief character. Conrad showers his affection upon Second Lieutenant Grayle, a vicious, whining little rat, and endlessly fights with him over trivial things, finally going mad. It would seem that Ackerley intended to show the grueling effects of the captivity upon a man with slightly homosexual tendencies, as those tendencies were unnaturally enlarged by the enforced and horrible boredom. But as the part is played at the Ritz it seems plain silly of the other officers to wonder just what makes Conrad "queer." That appears baldly obvious and so, one suspects, destroys the meat of Mr. Ackerley's play.

Mr. Merlin inexplicably picked a young man named Barton Hepburn to play the part. To say that Mr. Hepburn is inadequate is to indulge in classic understatement. Judging from his performance at the Ritz it would take him long years of study to attain to mere adequacy.

But almost making the production worth while is the performance turned in by Lowell Gilmore, who has given similarly excellent performances in the past. With great and unobtrusive ability, with good looks and much charm, young Mr. Gilmore is going to go a long way; this reporter will eat a battered hat if he doesn't turn out to be another Leslie Howard. Not that Gilmore in any way apes Howard's style, but he has the same quiet magic in his impersonations and the same ability to reach out, without obvious effort, to grip the hearts and minds of the customers.

Francis Compton contributes splendid work, a really fine performance, as an officer who commits suicide on receiving news of the death of his wife; Ben Starke plays Grayle with his usual hysteria, and Charles McClelland gives a forthright interpretation of a Canadian—tho he speaks with a marked Southern accent. The minor players are allowed to go frequently haywire under Mr. Merlin's generally loose direction.

EUGENE BURR.

PLAYHOUSE

Beginning Wednesday Evening, Jan. 30, 1935.

THREE MEN ON A HORSE

A comedy by John Cecil Holm and George Abbott. Staged by Mr. Abbott. Settings designed by Boris Aronson, constructed by Turner Scenic Construction Company, and painted by New York Studios, Inc. Incidental music by Alexander Haas. Presented by Alex Yokel.

Audrey Trowbridge Joyce Arling
 The Tailor J. Ascher Smith
 Erwin Trowbridge William Lynn
 Moses Robbins Fleming
 Delivery Boy Nick Wiger
 Harry James Lane
 Charlie Millard Mitchell
 Frankie Teddy Hart
 Patsy Sam Levene
 Mabel Shirley Booth
 Gloria Richard Huey
 Edith Van Cleve
 Al Garson Kanin
 Hotel Maid Margaret Mullen
 Mr. Carver Frank Camp

ACT I—Scene 1: The Living Room of the Trowbridge House, Ozone Heights, New Jersey. Scene 2: A Barroom in the Basement of the Lavilliere Hotel, New York City. ACT II—Scene 1: Ozone Heights. Scene 2: A Room in the Lavilliere Hotel. ACT III—Scene 1: Ozone Heights. Scene 2: The Hotel Room.

Advertised curtain time—8:45.
 Curtain rose at showing caught—8:51.

With the season already approaching

a lean and hungry end, with the holiday flurry dead and no great forms looming thru the mists of Broadway's future. *Three Men on a Horse* suddenly appeared at the Playhouse Wednesday night and everything seemed for the best in the best of all possible worlds. Written by John Cecil Holm, an actor whose playing is as fine as his play-making; slightly revised and entirely directed by George Abbott, who has returned with a bang and with many cheers to his *Broadway* form, it is a wow from start to finish, one long, grand and glorious howl. Rumors of its many laughs had preceded it from Washington, where it tried out, but no one, I imagine, expected the uproarious riot that came to the Playhouse Wednesday. The season badly needed a rattling good farce right about now—and it has one. Alex Yokel is the producer.

The title is, of course, reminiscent of *Three Men in a Boat*, Jerome K. Jerome's classic. That last had a subtitle: *To Say Nothing of a Dog*—and the three men on a horse have their dog, too. The dog in question is Erwin Trowbridge, who exists on 340 a week and a knack for writing greeting-card verse in the suburban wilds of New Jersey. A milk-toasty man if ever there was one, he is bullied by his wife and brother-in-law and gets what relaxation he may by figuring out horse races. He picks his ponies by hunch, but he never misses. He is, however, afraid that his eerie gift would desert him if he ever bet on one of his choices himself.

After a particularly hectic battle at home his milk turns to vinegar and he goes out on an abortive, pitiful little bet. Wandering into the bar of the Hotel Lavilliere, he comes upon three betting boys whose luck has deserted them and who are in the throes of venturing their last \$12 on a nag. Timidly Erwin offers a suggestion; they accept it, and the horse wins. Intrigued, they investigate this angel from above and find his little black book, in which he has recorded his past performances. Feverishly they act upon his choices for the day, feverishly they collect untold wealth, and when Erwin passes out they carefully tend him and guard him. Mabel, the moll of one of the lads, comes in; the Hotel Lavilliere barkeep, sensing a bonanza, quits his job; the three betting boys see visions of millions in the offing. They even contemplate selling slices of Erwin to bookies.

For the rest of it, for the zany, hilarious goings-on, go to the Playhouse; they would only be spoiled in synopsis. It is enough to say that the denouement is a wow, using as its melodramatic basis an event which actually took place last summer at a local track.

A synopsis couldn't possibly give any idea of the quick-stepping humors of the play anyhow. The lines are among the best in seasons, ranging from the vagaries of New Jersey suburbia to the rhymes that may be found in locales that are seldom mentioned. And the interest is constant and overflowing. Near the end of the last act this reporter found himself thinking that it seemed like, at most, the middle of the second. That is the ultimate test of any play.

A cast without a "name" plays it all to a fare-thee-well under Mr. Abbott's dynamic direction. William Lynn's performance of Erwin Milquetoast is a farce classic, rating him forthwith in the top flight of our better comics. Sam Levene, at long last in a part which gives him a good chance, takes that chance splendidly as the chief of the betting boys; Millard Mitchell is excellent as the second, and Teddy Hart, brother of Larry Hart and an amusing little Jimmy Savo of a fellow, scores solidly as the third.

Joyce Arling skates finely between comedy and burlesque as the weeping wife—and is extremely easy to look at; Edith Van Cleve etches in an acid reporter during her few minutes on the stage, and all of the small parts and bits are finely and hilariously handled. Among those who would stand out in any cast less good are Frank Camp, James Lane, Fleming Ward, Richard Huey, Garson Kanin and Margaret Mullen. Miss Mullen, incidentally, played a lead in *Ladies' Money* and plays a bit in this, doing fine work in both.

But the best acting of all was done by Shirley Booth, who appears as Mabel, the moll. She turned in a job that made other recently touted Dumb Doras look sick. It was a performance that included amazing comic detail—and, in addition, it was a real characterization. Almost anyone else confronted with that part would have made it just another

BROADWAY RUNS

Performances to February 2, inclusive.

Dramatic	Opened	Perf.
Accent on Youth (Plymouth)	Dec. 26	49
Children's Hour, The	Nov. 20	91
(Elliott)	Dec. 20	99
Creeping Fire (Vanderbilt)	Jan. 15	23
Criminals and Punishment (Biltmore)	Jan. 22	15
Distaff Side, The (Longacre)	Sept. 25	154
Escape Me Never! (Shubert)	Jan. 21	16
Fly Away Home (48th St.)	Jan. 15	28
Laborum Grove (Booth)	Jan. 14	24
Merrily We Roll Along (Music Box)	Sept. 29	147
Newbury Bond (Imperial)	Dec. 22	15
Ode to Liberty (Little)	Dec. 21	50
Old Maid, The (Empire)	Jan. 7	32
Personal Appearance (Henry Miller's)	Oct. 17	131
Petrified Forest, The (Broadhurst)	Jan. 7	32
Point Valaine (Barrmore)	Jan. 16	22
Post Road (Masque)	Dec. 22	73
Prisoners of War (Ritz)	Jan. 28	8
Rain From Heaven (Golden)	Dec. 24	49
Romeo and Juliet (Beck)	Dec. 20	52
Sailors of Cattaro (Olivier)	Dec. 22	45
Three Men on a Horse (Playhouse)	Jan. 30	64
Tobacco Road (Forrest)	Dec. 4	511
Within the Gates (return) (National)	Jan. 22	16
Musical Comedy		
Anything Goes (Alvin)	Nov. 21	87
Great Waltz, The (Center)	Sept. 22	153
Life Begins at 8:40 (Winter Garden)	Aug. 27	190
Revenge With Music (New Amsterdam)	Nov. 28	62
Thumbs Up (St. James)	Dec. 27	44

female vaudeville stock; Miss Booth created a real character—a real one.

Mr. Yokel's production is in all ways excellent. He even includes music between the scenes, which is a welcome resurrection. It seemed good to walk out to the strains of an exit march again—tho, with a play as completely entertaining as *Three Men on a Horse*, the exit march represents the resented end of a grand evening.

EUGENE BURR.

FROM OUT FRONT

(Continued from page 17)

fancy of a king became the beloved anthem of a famous institution of learning not far from Boston.

Such comparisons should not be made, and yet inevitably—even if only subconsciously—they are made. Take for example the case of Miss Elisabeth Bergner, over whose pert head a battle rages as to whether or not she is the greatest living actress, as to whether or not she is greater than Bernhardt and Duse—and all the other unacknowledged ghosts. The fact that this reporter feels, on the basis of her present performance, a legitimate battle could rage as to whether or not she is as great as Miss Ruth Gordon, a highly mannered player, has nothing to do with the case. Miss Bergner's most enthusiastic defenders wrong her mightily. Those others are dead—their performances are memories, thin wraiths that haunt the theater's tinselled walls; Miss Bergner is very much alive.

It matters not a whit how her performances measure with those that have gone before; it only matters how they measure, here and now, to the standards of our playgoers; whether they are good or bad. This reporter, unfortunately, feels that her performance in *Escape Me Never!* is in the main very bad.

Yet the comparisons serve to show how transitory are the glories of the stage. When a performance is ended it becomes a memory, nothing more. It is but a ghost that haunts the minds of a few playgoers. Later still it becomes the palest ghost of a ghost, passed on from mind to mind. Even the mechanics who clamp the rivets of the latest Empire State tower may feel that their handiwork fares better.

AMERICAN ACADEMY

(Continued from page 17)

Nancy rather badly; John Raby played the inconsequential part of Richard, and Robert Williams burlesqued the role of Monkhurst, which the authors had already burlesqued so badly that it was practically unplayable. Paul Marian and Paul Kendall appeared in bits.

Williams, Daphne Bayne, William Korn, Janet Watkins, Janet Pyle, Ezra Stone and Deborah Seyman appeared in the first act of Galsworthy's *Windows*, which was used as a curtain raiser. The kids did good character playing, with the work of Stone and the Misses Seyman and Pyle standing out. Stone in particular is rapidly developing into a topnotch character man. This week's job was his best so far—and the others were far from bad. EUGENE BURR.

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MAJORS GET ANOTHER JOLT

McCall Bill Is Dangerous

Unreasonable taxation in new law would close up nearly every theater

ALBANY, N. Y., Feb. 2.—Senator John T. McCall, Democrat, of New York City, who has been notably active during the present session of the Legislature in promoting bills affecting the motion picture industry, this week introduced two new propositions, one designed to amend the tax law by imposing on motion picture exhibitors a registration fee of 50 cents for each seat in the theater, together with a tax of 10 cents on every 100 feet of film for the privilege of exhibiting the same, also requiring the exhibitors to furnish a bond of \$20,000.

The other bill is an amendment to the education law by prohibiting the licensing of films which are lewd, filthy, lascivious, offensive or revolting and also requiring the approval of all material advertising pictures. Several other changes are also proposed in the McCall bill.

Ex-Pa. Censor Sees Big Film Improvement

PHILADELPHIA, Feb. 2.—At a farewell dinner tendered him on Monday night Samuel Schwartz, retiring chairman of the Pennsylvania State Board of Censors, revealed that censorship's duties have been lightened since the Breen Committee has begun to function.

He stated that of the last 28 pictures his board has scanned only minor eliminations were made in four. Prior to the recent clean-films agitation he stated that 69 per cent of the photoplays which came before the board met with some sort of cuts. He revealed that in Ohio during the same period 48 per cent were cut, while New York made eliminations in 36 per cent.

Schwartz announced that he would be affiliated with Warner Bros. in the future. L. Howell Davis, a former department store executive in Philadelphia, has been named as the new chairman. Invited to attend the Schwartz dinner, he was obliged to decline thru illness.

New York Film Budget Placed at \$225,000

ALBANY, N. Y., Feb. 2.—According to the executive annual budget filed by Governor Lehman tonight with the Legislature, it is estimated that the motion picture industry of the State will be taxed the amount of \$225,000 for the inspection and licensing of its products for the ensuing fiscal year of 1935-'36.

The budget shows that the actual receipts from this source of revenue to the State was \$230,499.92 for the year 1933-'34.

For some reason the Governor estimates that for the ensuing year of 1935-'36 the receipts from this form of taxation will be \$5,499.92 less than the current year's revenues.

Another for Horwitz

HOUSTON, Tex., Feb. 2.—With work well under way for their deluxe theater in downtown Houston, Will Horwitz has informed *The Billboard* representative that construction on another new house will be started February 15 to be known as the Main Street Theater. This, the second of the new theaters planned by the Horwitz-Hoblitzelle combine, will be erected at a cost running up toward the \$1,000,000 mark. A 30-year lease has been taken on the property. "Ultra modern in design and of the amphitheater type with new type seats and innovations for the comfort of patrons," is what Mr. Horwitz is promising patrons. According to present plans, there will be three more houses built during the year.

Brains!

LINCOLN, Neb., Feb. 2.—Slick publicity angles were developed by E. A. Fatchon on the showing of "Bengal Lancer" here at the Stuart. He wanted to get a lot of talk out of a special preview. So he invited the Barbers' Union!

Pittsburgh Ready For Price Battle

PITTSBURGH, Feb. 2.—A price-cutting war, such as has never been witnessed in the history of the local theater, is in the air. Loew's Penn for the first time since its opening some eight years ago reduced its price scale, beginning yesterday, from a 60-cent top to 40 cents, with a 40-cent matinee down to 35 cents. And in addition the Loew house will present stage shows weekly in conjunction with its ace pictures.

Warner Bros.' Stanley, only a block away, is expected to cut its scale likewise and also switch from straight pictures to a combo policy. The house has been running "flesh" for the last couple of weeks with a 60-cent top. While Harry Kalmine, local zone manager, wishes to make no public statement on this subject, it is almost a certainty that the Stanley's box-office prices will come down within the next week or two.

This situation leaves the Alvin and Fulton theaters in a rather desperate situation. The Alvin has been running with pictures and vaude at a 40-cent top. To cut its scale will mean a certain loss for the house, since it is not large enough to enable its operation at a lower top. The Fulton, which is also operating with a 40-cent top, has spotty pictures on its schedule for the future. It has been struggling as is for the last few months. A reduction in price scale for this small seater may mean the shutters.

Meanwhile neighborhood houses operating under a 35-cent and 25-cent scale are plenty worried. They know that for another 5 cents or 15 cents their customers will journey downtown and take in the bargain shows.

Grand Rapids Kids Do Not Go for Specials

GRAND RAPIDS, Mich., Feb. 2.—The Okay Kiddie shows, which have been offered at the Regent every Saturday morning since last summer, have been discontinued.

"There is not enough actual, active, admission-paying interest in good picture programs for children in Grand Rapids," says Walter Norris, house manager, who arranged the series of programs. Further plans will be discontinued, Norris indicated.

Unless Code Works, Wisconsin Exhibs Will Open Bank Nights

MILWAUKEE, Wis., Feb. 2.—In a resolution adopted January 25 by directors of the Independent Theaters Protective Association of Wisconsin and Upper Michigan the board demanded that unless bank nights are discontinued before February 5 in all theaters in the Wisconsin territory not affiliated with the organization, the exhibitor members of the association "will themselves ignore the decisions rendered against bank nights by the Code Authority and will widely and openly institute bank nights in many theaters served out of this exchange territory and might even employ other "schemes which have formerly been held to be violations of the code."

The resolution further stated "that the members of this association believe that if the mechanics of the code can not cause the ceasing of positive violations thereof, then any faith heretofore held in the code is shattered, and it will be just as well to ignore its existence and even go so far as to work toward its dissolution.

Philadelphia Court Rules Dual Bills Legal; Monopoly Hinted

Long-drawn-out legal battle finally won by indies—majors to carry case to higher court but see little chance for reversal—decision will have great effect

PHILADELPHIA, Feb. 2.—Judge Welsh, in United States District Court, this week handed down a decision granting the injunction against the double-features clause in the majors' film contracts asked by Harry Perelman, independent Philadelphia exhibitor. Thus after seven months of litigation, thru a fight for a preliminary and then a permanent injunction, independent interests in the field have won a decisive victory. The defendants, with Morris Wolf as their attorney, will appeal to the United States Circuit Court

First Division Opens New Orleans Exchange

NEW ORLEANS, Feb. 2.—Said to be the first expansion along "film row" since the outset of the depression, First Division Exchanges, Inc., of New York City, distributors of *The March of Time* film and feature and short pictures, was named as lessee of the building at 221 South Liberty street. With the closing of the lease, Harry Thomas, corporation president, announced the appointment of Fred F. Goodrow as local manager and William Miller Richardson as manager of the Southern division. The branch will be a completely equipped film exchange as a link in a chain of offices throughout the United States and Canada.

Goodrow was manager of Warner Bros. for a time and Mr. Richardson previously was affiliated with Universal pictures for 25 years. The building is being completely remodeled and a new heating system is being installed at an expense of \$2,500.

Sheboygan Labor Trouble Is Finally Ironed Out

SHEBOYGAN, Wis., Feb. 2.—Labor difficulties between the Rex Theater and Motion Picture Operators' Union, Local 655, which dated back to December, 1933, were ironed out here January 24 with the signing of an agreement by the union and Ernst Hoefer, manager of the house.

The theater was picketed from the day the strike was declared until May 7, 1934, when Federal Judge F. A. Geiger, Milwaukee, signed an injunction prohibiting continuance of picketing. When the Federal Court of Appeals ruled on October 26, 1934, that Judge Geiger was in error in enjoining the union, picketing was again started.

As the case progressed, it became evident that the original complaint against the anti-doubles clauses in major contracts was to be expanded into an attack on the majors on the ground of anti-trust violations. In his decision Judge Welsh agreed that there was evidence that defendants had conspired—the perhaps not by unlawful means—to violate the Sherman and Clayton anti-trust laws. He handed down the opinion that the clause prohibiting double features restrained interstate commerce and trade, reduced the number of features which might be produced by the independents and gave the defending companies a monopolistic hold on the motion picture industry.

"If the restraints of trade and commerce practiced by the defendants in their contracts now complained of were permitted to continue," stated the decision, "the independent producer and the independent exhibitor would be greatly injured and interfered with and the public welfare would be impaired.

"This is particularly true," he added, "just at this time when economic conditions are such that if the independent producer and independent exhibitor were permitted to be handicapped they will not be able to survive and it might be a long time before the monopolistic control could again be challenged or broken."

Defendants named in the suit were Warner Bros. Pictures, Inc.; First National Pictures, Inc.; Vitagraph, Inc.; RKO Distributing Corporation; Paramount Public Corporation; Paramount Pictures Distributing Corporation; Metro-Goldwyn-Mayer Distributing Corporation; Fox Films Corporation and United Artists Corporation.

The plaintiff, Harry Perelman, operates two theaters in the northern section of the city. In this suit he was supported by a score of other independent exhibitors.

Exhibs May Kill Del. Sunday Picture Bill

DOVER, Del., Feb. 2.—The bill drawn up to permit Sunday motion pictures in Delaware ready for introduction in the Delaware Legislature is being withheld because of opposition by some theater men throughout the State. The bill was prepared by Representative Dr. Willard R. Pierce, of Milford.

The proposed bill would provide a three-cent tax on all tickets sold on Sunday and it is this feature that some of the operators object to. Others are opposed to the measure because it does not permit the houses to open on Sunday until after 9 o'clock in the evening.

Representative Pierce announced that if he cannot get co-operation from the theater managers and owners there is no use of offering the bill. In the meantime the two houses are receiving many communications from churches and W. C. T. U. organizations objecting to allowing movies on Sunday.

Chi Imperial Changes Hands

CHICAGO, Feb. 2.—Jacob Gross, operator of the Independence Theater, has taken over the Imperial Theater, grind house here. He took possession from Mrs. Florence Paley on January 28 and assumes the remaining seven years' lease.

GUILD SCARES PRODUCERS

Players Get Many Concessions But Decline Studios' Contract

Guild looks on new contract with suspicion, believing producers will eventually renig on promises—producers hoped to break SAC but only made it stronger

(Continued from page 3)
studios and tie up production. Producers cannot afford to have this happen, for the demand for pictures is greater than ever and each studio is rushing work as fast as facilities can function.

Concessions offered players by producers were: Enforcement of guarantee of 12-hour rest period between working days. Holidays off with pay. This applies to six recognized holidays. If they are forced to work they get double pay. Six-day week guaranteed. If player is forced to work Sunday he gets double pay. Twenty-four-hour period over Sunday guaranteed. Weekly contract players may bring grievances before Academy board whether or not they are Academy members. Any work by the day, however short, earns an eight-hour pay check. Hitherto if work was suspended at noon the player drew half pay. Actors shall be paid for time consumed for excessive makeup. Contracts shall not contain "on or about" starting date. Actors' pay will begin on date named in contract whether studios are ready or not.

It is agreed among insiders that producers are on the run and that the Guild will get all of its demands. Producers felt that by offering concessions they could get players to return to Academy and thus cripple the Guild. This is not working out. Players are strong for their organization. And signs of weakening among producers is cementing Guild members more closely than ever.

WASHINGTON, Feb. 2.—Opinion here is that concessions offered by producers to players will not stop an investigation of studio conditions. It is considered bad

Detroit Exhibitors Honor Royal Baker

DETROIT, Feb. 2.—A unique testimonial dinner was given Monday to Lieut. Royal A. Baker by the Detroit Variety Club. Baker is retiring as film censor after 23 years' service, and the widespread respect he has won through the motion picture industry was testified by the dinner. Telegrams and letters of congratulation were read from every major studio and from many individuals in the producing and exhibitor fields who have met and known Baker during his career.

An actual turnout of 100 was present at the dinner. A wrist watch was presented to Baker by the Club in what was really a tribute from Detroit showdom.

Mono Ups Budget on Three Coming Features

NEW YORK, Feb. 2.—The production budget for the three remaining specials on the present Monogram program has been increased as the result of a meeting of the board of directors held here last week. The pictures for which an additional outlay will be made are *The Hoosier Schoolmaster*, *The Keeper of the Bees* and *The Healer*.

W. Ray Johnston, president of Monogram, reports that the response to the pictures on the current program has been so marked that the various franchise holders felt the increase was warranted.

Banner Theater Reopens

CHICAGO, Feb. 2.—The Banner Theater, owned by Abraham Gumbiner, reopened yesterday after four weeks of darkness during which a \$35,000 redecorating and improvement project was carried out. Improvements include a new facade, new lobby, latest type seats and sound equipment.

policy on the part of the producers to try to whitewash their shelves on the eve of an investigation, and fooling no one.

It is considered a foregone conclusion that the committee will delve into studio violations of National Recovery Administration and players will get all the breaks.

Liberty Pictures Will Invade South America

NEW YORK, Feb. 2.—Liberty Pictures will be brought direct to exhibitors in Central and South American countries thru a chain of exchanges selling the Liberty product exclusively. It is announced by Budd Rogers, general sales manager of the company. Arrangements have already been concluded with J. H. Hoffberg, general distributor of the product in these countries, for the opening of offices in Argentina, Chile, Brazil, Mexico and Cuba. This marks the first time that any independent exchange has been established in Latin-American countries to handle solely the releases of an independent producing company.

Offices in Buenos Aires and Santiago have already been opened, with others in Rio de Janeiro, Mexico City and Havana soon to follow. These exchanges will sell only the Liberty program and will operate with staffs of salesmen to contact exhibitors personally. In the past independent companies have turned over their product to existing distributors and exchanges which frequently handle a wide variety of product from different sources.

Chi Clearance Cases

CHICAGO, Feb. 2.—Only two cases were disposed of at this week's session of the Clearance and Zoning Board and three others postponed until the next meeting. The Cornell, Chicago, protested over an unfair one-week clearance being given the Gaelic Theater, claiming that last year the theaters were running pictures week and week and that this year they were relegated to third week of general release while the Gaelic was given the second week. As no change in admissions had been made, the board ruled that the theaters were not in competition, therefore there should be no clearance over each other. Both are now in second week. The Grand, El Paso, Ill., filed against theaters in the towns of Streator, Bloomington and Minonk protesting any clearance over El Paso. The board maintained that it was reasonable for these towns to have clearance over the complainant.

Chicago Court Orders Majors To Supply Films to Indies

CHICAGO, Feb. 2.—Suit was filed this week in the United States District Court here by the Public Theater Company, operating the Public Theater at 47th street and Prairie avenue, against several film exchanges to compel them to grant the theater pictures to show at 10 cents admission.

In a bill of 40 pages compiled by Morris Sider, attorney for the theater, it maintained that the exchanges, together with the Balaban & Katz, Essaness and Warner Bros.' circuits, were in conspiracy to keep the theater from getting pictures to be shown at 10 cents. The plaintiff, it is said, showed the court where there were independent theaters which were not in competition to any of the named circuits' houses that were getting pictures that were shown at 10 cents ad-

Bargain

PAWTUCKET, Feb. 2.—Double features are old stuff to Rhode Island theatergoers, but now comes the tri-feature show. Jerome K. Jerome, who reopened the long-dark Imperial here yesterday, ushers in this new policy, along with a 20-cent top admission. With four changes weekly and amateur nights, gift nights, radio-tryout nights, etc., announced venture is being watched with interest by other operators. Jerome says his backers plan to also reopen the Park in Woonsocket and Metropolitan in Providence shortly.

Michigan Is Showing Theater Improvement

DETROIT, Feb. 2.—Theater business thru the Lower Peninsula of Michigan is on the upgrade, according to decision of various operators to build or reopen houses. Two new houses were announced this week. Pemas & Liozos, owners of the Victory at Bay City, plan to convert a store building at Cheboygan into a theater, seating about 300.

Glen Gardner, owner of the Garden Theater at Stanton, Mich., is building a new theater at Albion, probably to be called the Garden also. House will seat 210 people.

The Radio Theater at Unionville was reopened by the Kinde Brothers after being closed for six months, and Lester Matt is reopening the renamed Durant Theater at Flint after spending about \$25,000 on improvements and remodeling.

Lincoln Theaters Give Oakleys to Legislators

LINCOLN, Neb., Feb. 2.—Hoping to curb the belligerent attitude of the Nebraska Legislature, which has already heard the introduction of two crucial measures to the detriment of Nebraska theater operation, session passes were issued to all members to the local theaters.

The decision came after arrival of J. H. Cooper here from New York City and a conference with Bob Livingston, Capitol owner. Cooper has six houses. The two measures before the house are the two-man booth bill and the chain theater tax measure, with a censorship bill coming up. City Manager Milton Overman, Westland theaters, has said he will co-operate in the pass issuance which gives the solons the in to four of the downtown houses.

Original intention was to cook up a deal whereby a State-wide fund would be appropriated to be turned over to the local situation to diversify the cost of lobbying, but it went by the board.

Briggs With MGM

NEW YORK, Feb. 2.—William Harlowe Briggs, who has for many years been connected with the publishing house of Harper & Brothers, has joined Metro-Goldwyn-Mayer's scenario department in the East as literary adviser. Briggs will continue his association with Harper's.

Richmond Exhibitor For Block Booking

RICHMOND, Va., Feb. 2.—Morton G. Thalheimer, head of the Neighborhood Theaters of Richmond, defended block booking from an attack made upon it by Mrs. Robbins Gilman, of Minneapolis, Minn., chairman of the motion picture committee of the National Congress of Parents and Teachers, during a discussion before the Richmond Forum. Thalheimer said that if block booking were not practiced one powerful movie in a city would outbid the others, get all the good pictures, charge \$2 a seat, leaving the other houses to charge 10 cents for the second-rate pictures.

To this statement Mrs. Gilman replied: "Block booking is similar to a woman going into the store to buy a dozen fresh eggs. She gets her dozen fresh eggs, but she is also made to take 10 dozen rotten eggs and, what is more, she is made to eat them."

Mrs. Gilman spoke in favor of the Federal control plan, while Mr. Thalheimer opposed it, saying that he might as well try to censor what children read in libraries, books, magazines, newspapers and hear on the radio as to try to control the movies thru legislation. The only way for people to get good pictures, he said, was to boycott the bad ones.

Mrs. Gilman admitted that the movies are today the most powerful educational influence in our life — more powerful than classroom teaching—and she advocated a program of public movies in each locality, paid for thru public taxation, taken if necessary from school funds. "The producers say emphatically that the movies are not made for the children," said Mrs. Gilman. "Then we must make movies for the children," she declared.

Pittsburgh Fulton May Change to Art Policy

PITTSBURGH, Feb. 2.—A home for art pictures is becoming a strong possibility here, with the price-cutting war still raging among the local first-run houses. The Fulton, picture house operating with second-choice product, may switch to an art picture policy, giving the house a chance to operate at a profitable price scale and at the same time not be in competition with Hollywood's ace productions. The policy will appeal to a higher class of patrons who will be attracted thru their various clubs and organizations.

The first offerings to be viewed will include *Man of Aran*, *Power*, *The Wandering Jew* and *Evergreen*, all English-made productions.

Yamins Again Heads New England Allied

BOSTON, Feb. 2.—Nathan Yamins, of Fall River, was re-elected head of the New England Allied group at the annual meeting held here this week. New directors chosen were A. Bendslev, Richard Rubin, Charles Hodgdon, Morris Pousner, of Massachusetts; Andrew Tegu, Vermont; Warren Nichols, C. Barwood, New Hampshire; Richard Flora and Abe Goodside, Maine.

Yamins has been one of the most active members of Allied since its organization. He is a member of the Code Authority and is always first to go to bat for independent theater owners.

Yamins sacrifices a great deal of his time in New York attending code meetings and his work is appreciated by the theater owners in the New England sector as well as other spots of the country.

Hamrick Convention

PORTLAND, Ore., Feb. 2.—The first 1935 convention of the Hamrick organization, independent chain organization, was held at the Washington Athletic Club in Seattle and brought out the entire managerial force, including John Hamrick; Hal Daigler, general manager; Joe Rosenfeld, advertising director; Robert Murray, James Q. Clemmer and George Hood, Seattle managers; Andrew Saso, George Appleby, Don Geddes and Edwin B. Rivers, from Portland; Ned Edris, Ray Stevenson and William Connors, of Tacoma.

GROSSES IN MOST KEY SPOTS LOWERED BY COLD WEATHER

NEW YORK, Feb. 2. — The weather man has hit most of the key spots a pretty hard jolt this week and were it not for the fact that many houses are now playing box-office hits the grosses would have taken a sharp nose dive. At it was many of the houses came thru with an average take, despite the low thermometer. The neighborhoods seem to have suffered most.

Cities along the Atlantic Coast are still buried under feet of snow and makes it difficult for the small-town houses to get a draw since motor traffic is almost at a standstill. Almost every city in the North was jolted by blizzards, but exhibs feel that with a break in the weather the fans will come out in good shape, for they have now been snow-bound for nearly two weeks.

New York

Altho business was slightly below average this week there is no reason to complain for considering the weather the grosses are very satisfactory. The pictures along the Big Street getting the play this week were *Bengal Lancers*, *Copperfield*, *Bordertown* and *Citce of India*. Next week's lineup looks okeh and should get a good play.

Philadelphia

Below average grosses were registered here this week. This is partly due to the price-cutting war which is getting under way. The extremely cold weather has not helped and few of the downtown houses did anything worth bragging about. The cut war has all the indies alarmed and it looks like a general slash all along the line.

Montreal

Practically all of the downtown houses hit average grosses this week. Altho there was a cold snap that drove the temperature way down, the folks in this neck of the woods do not let that keep them from their favorite theaters if the pictures are good. Neighborhoods held up well. Next week's film fare looks good for high grosses.

Los Angeles

Nothing spectacular about business here this week. Picture fare was good but the fans evidently decided to take a week off. Business thus far this season has been good and no complaints from theater owners of this vicinity.

Omaha

Weather man took things in hand the past week and made it hard to get to the box offices with sub-zero temperatures better part of a week. Despite this cold *Bengal Lancers* opened to near-capacity business at the World on a Midwestern premiere but slid off slightly after a week of good business. Extra days on this film accounted for nothing extra. Brandeis, with a holdover week on *Broadway Bill*, took it on the chin from weather to fall considerably below

expectations; picture was taken out in favor of a new bill on Thursday (usual opening day Friday). Orpheum did a good solid week on *County Chairman* and *Gay Bride*, with most of the credit going to the Rogers picture. Considering the weather, film row business is standing up well to the trend which began about the holiday time.

Portland

Due to the dropping of the thermometer to near-zero weather and accompanied by a small blizzard, a heavy slice was taken off the box offices, with suburbanians feeling the icy blast the worst. However, there were a couple of holdovers which kept their figures up to average, and the Orpheum and Paramount with their stage shows proved the most popular spots for those who ventured out. All eyes are on the State legislature, feeling sure it will endeavor to try to find new ways of taxing their depleting grosses.

Pittsburgh

Near-zero weather thruout the weekend and the early part of the week froze out all the profits for the local first-runs and most of the nabes. Even the regular patrons stayed away in droves waiting for next week, when the leading theaters here will join a price-cutting war.

Providence

With this city slowly digging its way out of the drifts of snow left by last week's blizzard, business at first-run theaters is gradually recovering. With the right break from the weather man should be normal or a little better on the week. Despite near-zero temperature Sunday night most theaters had near-capacity, indicating the folks are well fed up and ready for entertainment after several days of being snow-bound in their homes, with busses and trolleys running occasionally if at all. Loew's State, with *David Copperfield*, will about double the average week's draw, equaling *Broadway Bill* and other big films of recent months. Strand will pull a good week with *Lives of Bengal Lancer*, probably rating second place on the lists for the week. Fay's and Albee, both playing vaude-film, will get 25 per cent better than normal business from present indications.

Lincoln

A break in the weather was a break for theater row, the latter pulling up by the bootstraps out of the lethargy developed in zero and sub-zero temperatures. *Bengal Lancer*, at the Stuart, and *Bachelor Girl*, Lincoln, were the straight picture house toppers. Tom Gentry and his band led *Wake Up and Dream* up into high money in the Orpheum vaude-film draw. *One Night of Love*, repeating at the Varsity, is running over the house's average.

Indian Givers

AFTER working for months on their old theory of "bluff as long as you can," the producers have decided to give the screen players a break. Putting themselves up as lily-white philanthropists, the producers have announced that a new contract will be forthcoming on March 1, in an effort to avoid a strike of the Screen Actors' Guild members. It is doubtful if the players will accept the contract without recognition of their organization.

For the last six months the players have been seeking an equitable contract, but the producers have held out believing they could bust up the Guild. Failing in this they now come forward with a magnanimous gesture granting practically every concession asked for by the Guild. The reason for this is very evident. The producers fear an investigation and believe they can forestall it by having a new contract ready before action begins, but it is doubtful if this move will be successful.

The players are in a frame of mind to go thru with their plans. Their recent report to Washington was couched in language that left nothing to the imagination and branded the majors as pretty low in the scale of life. It was no doubt that this report brought the producers to the realization that they have a battle on their hands. They are trying to counteract it by making concessions which they refused to consider two months ago.

If the producers had enough intelligence two months ago to see the trend, they would have arbitrated the contract question and made concessions, thus avoiding an open break with the Guild. Running true to form, however, they tried the old runaround which is their forte.

In announcing their new contract they have tried to take the wind out of the Guild sails, but it looks as tho the players will not be fooled. The players have been burned too often to hop into this fire. They will do well to demand recognition for they have the producers on the run and to stop now would be fatal to the organization. Until they are recognized they will be battered around individually as they always have been. In union there is strength and unless individuals can go to the Guild with legitimate grievances and get relief, the organization might as well fold up.

It is the endeavor of the producers to rebuild the scarecrow Academy and thus destroy the Guild. They appreciate the strength of the Guild and will do all in their power to destroy it. They feel that by granting concessions, players will flock to the company union and get another socking around. However, the Guild is in strong hands and it is extremely doubtful if they will be fooled by promises that might never be granted.

The producers have no one but themselves to blame for their present situation. Had they been sensible enough to give the players a square deal the players would have met them at least half way. There is not another group of people in the world so willing to listen to reason as the average player, but he has been kicked around so long he is getting a little fed up on it.

If the Guild accepts the new contract without recognition it can consider itself washed up. This is the last stand of the producers and if the players will stick together and stand by their demands they will find that the producers will grant their demands on or soon after March 1. The producers cannot stand a strike or an investigation!

Keep your chin up, Guild, and fight it out!

Len Morgan.

PERSONALS

Jefferson Theater Company, Inc., of Danville, Va., has been formed with maximum capital stock of \$25,000 to do a theatrical business. S. W. Craver, of Charlotte, N. C., is president.

Southern Amusement Company, of Charlotte, N. C., has been incorporated to operate amusement enterprises, theatricals, etc. Authorized capital stock is \$25,000, of which \$1,200 was subscribed by I. L. Fox, Louis Slusky and John H. Small Jr., all of Charlotte.

Marianna Theaters, Inc., with principal office in Marianna, Fla., has been formed to operate theaters. Authorized capital stock is 50 shares, par value \$100 each. Incorporators: R. E. Martin, O. S. Oldknow and A. E. Adams.

H. F. Kinsey, president of North Carolina Theaters, Inc., states that plans are being made to open the Imperial Theater in Charlotte on February 18.

Mr. and Mrs. W. M. Karry, experienced theater operators of Swainsboro, Ga., have leased the large Wright Building, corner of North Broad and Bountree.

Metter, Ga., and will open a modern motion picture theater there in the near future. The building is being thoroughly remodeled and renovated.

Lucas & Jenkins announce the opening of their second theater, the Ritz, in Waycross, Ga., within 90 days. The company has been operating the Lyric there for several years. W. L. Wilson will be the Waycross manager for both houses, it was stated.

A new theater is being planned for Maryville, Tenn., according to H. G. Jenkins, manager of the Palace, in that city.

Richard Ingram, owner of the Dixie and Lincoln theaters in Flint, is returning from a four months' visit to England.

Jess Ladue has taken over the Crystal Theater at Chesaning, Mich., lately operated by Vern Locey.

A permit for the new \$180,000 Interstate-Horwitz Theater Building to be located at the corner of Milam and (See PERSONALS on page 22)

FROM THE BOX-OFFICE POINT OF VIEW

"Murder on a Honeymoon"

(RADIO)
 Previewed at the RKO Hillstreet, Los Angeles.
 Time—75 minutes.
 Release Date—Not set.

Edna May Oliver, in a role closely paralleling her part in *The Penguin Pool Murder*, delivers 75 minutes of dandy entertainment making *Murder on a Honeymoon* a class A program picture. The feminine edition of Irving Cobb (pardon us, Mr. Cobb) offers some exceptional character work as the self-appointed sleuth who helps the New York police trace down a murderer on Catalina Island.

Playing opposite Miss Oliver is James Gleason. His part is rich in material and Gleason handles it like a veteran. As an old side kick of Miss Oliver's the two work together on a set of clues that would baffle Scotland Yard.

Story opens on a hydroplane bound for Catalina from Los Angeles. Ten people are aboard, including a honeymooning couple; Miss Oliver, a picture director; a girl going over for "business" reasons, a sportsman and three others. Just before landing a male member of the group is taken suddenly ill and upon landing it is discovered he has died. Island physician passes it off as a natural death until Miss Oliver forces an investigation and hints murder. All of the passengers are suspected and one after another are questioned and then passed by. Jimmie Gleason arrives and together they go over the suspects once more. Each has certain characteristics that point to guilt and the picture sizes along at a terrific rate, bringing to the screen a most unique unfolding of the real murderer only after two others are murdered during the various investigations.

The capable supporting cast includes Lola Lane, George Meeker, Dorothy Libaire, Chick Chandler, Harry Ellerbe, DeWitt Jennings, Spencer Charters, Arthur Hoyt and a colored chap claiming the name of Sleep 'n' Eat.

Direction of Lloyd Corrigan is okeh. Photography of Nick Musuraca is of the best and special photographic effects by Vernon Walker are outstanding.

Blackford.

"Shadow of Doubt"

(METRO-GOLDWYN-MAYER)
 Time—72 minutes.
 Release Date—March 1.

A crackerjack murder mystery picture that will have your audiences baffled as to the actual murderer until the last three minutes of the picture. Director George B. Seitz has turned out an excellent screen version of the story by Arthur Somers Roche. Moving along at a steady clip, series of incidents place almost every principal in the story under suspicion until the one least expected is found guilty of killing three people.

Story opens with Virginia Bruce visiting the home of Bradley Page to tell him she intends to marry Ricardo Cortez. She arrives at his home before he returns from a night club, to which he escorted Betty Furness and at which place Ricardo Cortez floored him with a well-placed sock. When the two arrive home Miss Bruce leaves by a rear door rather than approach him before Miss Furness. The next morning Page is found murdered. Miss Bruce is suspected because of her visit to the house, and Ricardo Cortez is suspected because of their fight at the night club. Page's butler phones Miss Bruce to meet him at an uptown restaurant so that he

might tell her who the real murderer is. She arrives before him, and as he alights from a taxi a bullet zooms thru the air, lodging below his heart. From then on the action is fast. Cortez's closest friend, an old spinster who hasn't been out of her home in 20 years, enters the case and aids in solving the murders in a smash finish.

Picture gets its name from a theme song injected two or three times by Isabel Jewell, a night club entertainer. Name doesn't mean much, but the picture is a darb.

Blackford.

"March of Time"

(FIRST DIVISION)
 Preview, New York.
 Running time—20 minutes.
 Release Date—February 1.

The long-awaited *March of Time* reel disappointed no one at the Waldorf preview this week. It is our opinion that these reels will prove among the best entertainment on the screen. Treated with human interest they vary from newsreels in that each tells a complete story. Each reel contains about six clips and each clip is a miniature feature.

It does not seem possible that the idea was not capitalized upon long ago, but there will no doubt be many imitators. *Time*, the publication, is behind the reel and its *March of Time* on the radio and its huge magazine circulation will give it a play impossible to any other outfit.

We know of no short feature that will prove more universally popular than the *March of Time*. Book it and you will not be disappointed.

Morgan.

"Behind the Evidence"

(COLUMBIA)
 Palace, New York.
 Time—57 minutes.
 Release Date—January 20.

This is just another newspaper story wherein the male society reporter stumbles on a story and after much battling and running about aimlessly he breaks up the gang and wins the heiress. It's all just as easy as that. The redeeming feature of the picture is the fast pace it sets and maintains. Those fans who will overlook logical sequences will go for it. Also, it should prove educational for newspapermen, for the city room scenes are such that the reporter will never see during his professional career.

Norman Foster is the reporter who breaks page 1 with a streamer every day. Sheila Manners is the society girl who falls for the reporter and Donald Wood is the gangster. All go thru their paces in a creditable manner and turn out a fair program.

Morgan.

"The World Accuses"

(CHESTERFIELD)
 Previewed at the Belmont, Los Angeles.
 Time—64 minutes.
 Release Date—November 12.

Using a day nursery for a background, the stellar screen work of Cora Sue Collins and Dickie Moore blends to make this independent picture one of major caliber. Picture is a comedy drama, well written and acted, capably directed and loaded with punch comedy scenes and bright lines.

Vivian Tobin, a mother legally robbed of her son, finds comfort for an aching heart in mothering children in a day nursery. An old lover, escaped from prison, forces her to hide him in her attic upon his threats to reveal her past at a night club brawl in which her husband was killed. She agrees and conceals the convict. Unknown to her, Miss Tobin's son, played by Dickie Moore, is a customer of her nursery. Also spending the day with her is Cora Sue Collins, and

motherless daughter of Russell Hopton, a radio announcer. Climax of the picture is reached when the police raid the day nursery and the convict holds Dickie and Cora Sue as hostages. Police finally succeed in killing the escaped prisoner and Miss Tobin and Hopton awake to the knowledge of a beautiful love blossoming between them.

Charles Lamont's direction is top notch. He handles the children in grand fashion. Cora Sue Collins and Dickie Moore rate top honors for their excellent work.

Blackford.

"The Nut Farm"

(MONOGRAM)
 Previewed at the Pantages, Hollywood, California.
 Time—68 minutes.
 Release Date—Not set.

Taking a playful rap at fake motion picture schools in operation in Hollywood, Monogram's original by John C. Brownell brought roars of laughter from the film folks, but where the fake schools are unknown the laughs will probably be mild. Nevertheless *The Nut Farm* packs a lot of good, clean, interesting comedy and should please most any type audience.

Story centers around a couple who sell out their home in Newark, N. J., and head towards California. Husband has the idea of buying a nut farm with the \$40,000 he has saved while his wife has her eye on a picture career. Landing in Los Angeles, the hubby starts out looking for a ranch. During his two-week absence the wifey visits one of the fake "we'll put you in pictures" schools and when the husband returns home she's all set to rope him in to invest the \$40,000 on her first picture. At first he is reluctant, but finally gives way. Picture is a perfect flop until the wife's brother, a supposed director, does a little fancy cutting on the print and sells it for \$80,000 to Monarch Pictures.

Wallace Ford has the leading role as the wife's brother who is responsible for salvaging their lost fortune. Betty Alden plays the part of the wife in A-1 shape. Oscar Apfel is her husband. Spencer Charters, as a hard-of-hearing landlord, is great. Others in the cast include Florence Roberts, Bradley Page, Lorin Raker, Arnold Gray and Joan Gale.

Direction of Melville Brown is high class thruout. Laughs come at a steady pace and story builds up to a smash climax. Photography of Harry Neuman is okeh.

Blackford.

"After Office Hours"

(METRO-GOLDWYN-MAYER)
 Previewed at the Alexander, Glendale, California.
 Time—72 minutes.
 Release Date—February 15.

Clark Gable and Constance Bennett in a light comedy drama by Laurence Stallings and Dale Van Every is mild program fare. Gable, in a light, breezy part, is out in front of the rest of the cast and offers a dandy bit of screen work as the managing editor who stops at nothing to barge himself in where a juicy story is available.

Miss Bennett has the role of a society dame taking a flyer at journalism to "be busy." When a friend of hers is involved in an affair with the wife of a socially prominent, she shelters him as best possible, with Gable using her at every opportunity to get him in for inside dope on the scandal. The action of the story reaches a peak when the wife is murdered and the husband is suspected. Still using Miss Bennett, under false promises to her, Gable gets thru police barricades, etc., and unwinds

the real story behind the murder for front-page copy on his sheet.

Gable is right at his ease in this type of a role. It gives him a chance to wise-crack his way thru thick and thin. Stuart Erwin, as the photographer friend of Gable, is a dandy bit of casting. Miss Bennett is her usual sophisticated self, trying at times to be very coy and enticing. Billie Burke, as her mother, plays the part of a flighty dowager to perfection. Harvey Stephens, as the man involved in the affair, does well. Hale Hamilton and Katharine Alexander are the man and wife in the case. Henry Armetta has a brief part as the operator of a roadside hamburger joint and gets a lot of laughs over.

Principal weakness of the picture is the story. Screen work of the various principals lends an effort toward making it a good picture, but even in its final form it can be classed only as light program material.

Blackford.

"The Good Fairy"

(UNIVERSAL)
 Music Hall, New York
 Time—73 minutes.
 Release Date—February 18.

Margaret Sullivan is cast in a swell part in *The Good Fairy*. In addition she is aided by Frank Morgan, Herbert Marshal, Reginald Owen and Alan Hale. Mix these players together with a good story and the result is box office.

Miss Sullivan is an orphan in Budapest. A rich man becomes interested in her and in order to avoid him she claims she has a husband. The wealthy person then insists on helping the husband. She goes thru the telephone book and finally decides on Herbert Marshal as the subject. From this time on there are complications and many amusing incidents which finally come to a happy conclusion.

Exhibitors will make no mistake in booking this one. It has everything necessary for big grosses.

William Wyler directed the piece and during the directing he married Miss Sullivan. There were reams of publicity concerning the wedding and a smart exhibitor can cash in on it.

Morgan.

"Hei Tiki"

(FIRST DIVISION)
 Preview—New York.
 Time—60 minutes.

This First Division release was photographed on the Isle of Ghosts, New Zealand, by Alexander Markey and for sheer beauty it would be difficult to match. Using a cast of natives, Markey has done a grand job and the picture should go over big.

The story is a legend of the island concerning the sacrifice of a chief's daughter to a war god. A young man from a neighboring island comes to spy on her tribe and meets her and falls in love. He plans to represent the war god and carry her off. The chief discovers the plot and his warriors chase the couple to the young man's island, where a terrific battle takes place between the two tribes. When the girl's father discovers that the young couple love each other he calls a halt in the battle.

The picture starts off at a languid pace, but keeps steadily gaining momentum until the battle, which is beautifully staged. There is enough excitement and suspense thruout to please any audience. It is a picture that will appeal to any type of fan and is sure to please.

Morgan.

PERSONALS

(Continued from page 21)

Capitol avenue, Houston, Tex., has been issued by City Clerk A. A. Bruce. The theater will be operated by Will Horwitz, veteran Houston showman, who operates three downtown houses, the Texan, Ritz and Iris.

A new motion picture theater being erected at a cost of approximately \$45,000 is nearing completion at Dillon, S. C., and will be operated by the Anderson Theater Company. Seating capacity of the new house will be 900.

Fred Stuthers, of Monogram sales staff in Detroit, and Mac McCoy, of Columbia Exchange, are leaving for Florida. I. J. London, Detroit chain owner, claims a record—driving to California and return in eight days.

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CURRENT BROADWAY FILMS		Issue Reviewed.
Good Fairy (Universal)	Music Hall	Current
Wings in the Dark (Paramount)	Paramount	February 2
Sing Sing Nights (Monogram)	Mayfair	December 8
Secret Bride (Warner)	Roxey	December 29
Holdovers		
David Copperfield (MGM)	Capitol—2d week	January 19
Lives of a Bengal Lancer (Paramount)	Rialto—4th week	January 12
Clive of India (United Artists)	Rivoli—3d week	January 26
Bordertown (Warner)	Strand—3d week	December 29
Man of Aran (Caumont-British)	Westminster—11th week	October 27

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

La Garde Players Are Off To Good Start in Houston

HOUSTON, Feb. 2. — Mitzie LaGarde Players opened under canvas here Sunday night, with a well-filled tent in attendance. Company is carded to remain here indefinitely. Miss LaGarde was formerly heard over the local radio works and recently closed with the Monroe Hopkins Players, also showing under a big top here, to organize her own company.

The LaGarde troupe is doing one bill a week, one show a night, with a special matinee on Saturdays. There is a 25-cent front-door charge. Opening vehicle was *Here Comes Charley*, with *Eyes of Love* slated to follow.

In the LaGarde roster, besides Mitzie LaGarde, are Alice LaGarde, Everette LaGarde, William DeArms, Don Patrick Carter, Jack Robertson, Sadie Stuart, Dorothy Ann Day, Clyde Godbolt, Eulla Aycock, Louise Butler and Jack Taylor.

Billroy Show Briefs

PALATKA, Fla., Feb. 2.—As you are giving this the once over for the season for 1934 will be a thing of the past for Billroy's Comedians, and everyone concerned will be off to new jobs or basking in the Florida sunshine.

Speaking of the sun, it failed to put in its appearance last week, as that second cold spell hit and put a crimp in business. Nevertheless, Manager Wehle said it's okeh by him, as the show played in the red.

The boys got out their bennies and the girls dug in the trunks to don the furs.

Al and Dot Shaeffer, tabloid folks and real troupers, who are now living in Orange City, Fla., visited the show in Sanford and during our engagement in De Land were the hosts of Mr. and Mrs. Billy Wehle, Mr. and Mrs. Cal West and Elaine Hutchison (sorry I missed it, Al) and all were in high praise of the wonderful time accorded them.

Can't quite check up on the bunch as to what they intend to do during the layoff. I know for certain the working crew will head for winter quarters and get busy putting the show in readiness for next season.

Noises I wish I'd never hear again: Is it cold enough for you? . . . I met you last year. How's the weather? . . . If you don't remember meeting me you must have been drunk. . . . Do you think it will freeze? . . . You look better since you quit drinking coffee. . . . What does the thermometer read? . . . No, no, a thousand times no.

TOM HUTCHISON.

Keith-Booth Stock Closes

IOLA, Kan., Feb. 2.—Keith Gingles and Edna Booth closed their Orpheum Players here Monday night. This was the third circle stock venture in this territory for Keith and Miss Booth. Company played Iola, Chanute, Fort Scott and other Kansas towns. Salaries were paid in full at the closing and all voted it a pleasant season. In the cast were Ward and Margaret Hatcher, Warda Hatcher, Arlonne Krantz, Pat Ashmore, Dick Wolever, Harry Hamilton, Mildred Hill, Edna Booth and Keith Gingles. Mr. and Mrs. Gingles left for Boogin, their country home near Trenton, Mo., where they will vacation for a month or two.

Powers Resumes in Houston

HOUSTON, Feb. 2. — After a week's shutdown to repair damages caused by the blizzard which struck here last week, the Powers Players have resumed operation in their tent pitched at Houston avenue and Crockett street. The top has been completely overhauled. Show is going for 5 cents and 15 cents, with no extra charge for reserves. In the company are Katie Powers, Roy Hogan, Eva Thomas, Tommy Hart, Jackson Purdy, Nel King, Curley Craig, Sadie Craig, Steve Powers and Joe Hagerty. Walter Japp is superintendent; Glen Kennedy, electrician, and James Moan has charge of the props.

Jack Reidy in Hospital

CHICAGO, Feb. 2.—Jack Reidy, dramatic stock actor and director, is at the American Hospital here recovering from a serious thyroid operation performed by Dr. Max Thorek.

Rep Ripples

BESSIE MAE SMITH, well-known repertoire character actress, was a visitor at the home office of *The Billboard* last week. Miss Smith is now with the George B. Fluhrer show, which is slated to do *The Drunkard* for four weeks at Elmwood Place, Cincinnati suburb, beginning February 15. Company will work in a mammoth beer hall in a building which formerly housed a walkathon.

MONTGOMERY E. (SKIP) DEAN, veteran tent-show troupier, almost passed out of the picture with pneumonia at Lincoln, Neb., a few days back. He's better now and is expected to resume work after a few weeks of rest. "Skip" has been headlining the FERA community center shows in the Lincoln territory for the last three months.

ERNEST MACK and Mildred Harrington have just closed a 25 weeks' run with the Larry Nolan Players in Arkansas. Mack has entered a commercial line and Miss Harrington has gone to her home for a rest.

MR. AND MRS. BUD HAWKINS, of the Hawkins Players, are spending the winter at Murray, Ky., where they have rented a large garage to store all their tent-show equipment. Mr. Hawkins is uncertain about his plans for the spring. He has been wanting to get out of the rep field for some time, but so far has not been able to make it. Bud is an ardent circus enthusiast and his hobby is training animals. He has been dickering with various circus acts for some time and who can tell what the spring might bring?

OHET SPRINGER, pianist, closed recently with Newton's Comedians, at the Carolina Theater, Orangeburg, S. C., and jumped into Flint, Mich., to work with an orchestra. He stopped off in Atlanta and Louisville on his way north.

DAVE REESE, the last two summers with the Chase-Lister Show, and who closed recently with the Frank Smith Players, is now doing leads with the J. B. Rotnour Players in circle stock around Richmond, Ill. Dave says business is exceptionally good, despite the frigid weather.

VISITORS AT THE Hollywood Comedians' winter quarters at Parkersburg, W. Va., last week, were George Bishop, Pittsburgh theatrical man, and Earl Reese, park man of Buffalo, who stopped off on his way south. Tommy Piatt, stage manager for the Hollywood Comedians, has some of the wardrobe and scenery in Athens, O., where Bill Lowther is staging some indoor shows. Lowther has several indoor engagements, including a minstrel, lined up for next month. E. S. Monroe plans on spending two weeks with relatives in Columbus, O., before the show begins its tent trek. John Davidson, show manager, has just finished work on a new living car. Plans are under way to add two more trucks to the show's equipment.

H. RAY SNEDEKER, owner-manager of the California Players, infos that he has replaced the six people who recently left his show, practically without notice, at Shickshinny, Pa. Business, he says, has improved and he expects to remain in Shickshinny indefinitely.

GEORGE I. KYLE, veteran performer who now has his own little group on tour in Florida, recently visited Billy Wehle's Billroy Comedians, playing the same State under canvas. He was impressed with the Billroy show and with Manager Wehle's way of doing business. "The show is a real flash," Kyle writes, "and his method of showmanship resembles a harvesting machine known as a reaper, binder and shocker. He mows 'em down, ties 'em up and delivers 'em. Many ask how does he do it? His outfit fairly sizzles with showmanship. You can feel it 10 blocks from the lot. Before, when he came to town he set up and drew people into town in droves. Then they made the license prohibitive. Now he is well enough known to set up five miles from town, bill the town and draw everybody out to where he is. Thus he leaves the town like a desert. I believe it would be better to have the show set up in the town and draw the crowds to town. It would beat the income from the license all hollow."

Kansas City Jottings

KANSAS CITY, Mo., Feb. 2.—Jack Standley, manager of the Standley Players, tent rep operating in Oklahoma, reports that he is making a 10-day trip to California, after which he will open the spring and summer season under canvas.

Business continues good with Ralph Moody, who is operating a circle in Western Nebraska.

R. J. Mack, manager of the McOwen Stock Company, playing permanent stock at the Capitol Theater, Topeka, Kan., was in the city Thursday looking over plays for forthcoming productions. He reports business good.

Glen C. Loomis, manager of the Al-lerita Loomis Players in Texas, is rehearsing and intends to open at an early date under canvas.

The J. B. Rotnour Players are doing good business on their Illinois circle.

Carl Grandi has closed with the Wallace Bruce Players in Western Kansas. He came into Kansas City for a few days.

Toby Nord is reported to be in Hollywood reading plays and engaging people for an early spring opening in Washington.

Ned Allen, of this city, made a business trip to Topeka, Kan., last week. While there he called on the McOwen Stock Company. He reports a good show and good business.

Mercedes Ray and Billy Trout have joined the Elmer Wright *Drunkard* Company at Oklahoma City.

Harry Hamilton and wife passed thru Kansas City last week en route to Grand Island, Neb., where they will be identified with the Harry Hugo Players.

Jack Randall left last week to join the Lew Henderson Players in Kansas.

Katherine Kaye, leading woman, is visiting her people in Kansas City. She will sign with a repertoire company in the Midwest the coming season.

Al Stephens, leading man with the *Drunkard* Company here, has been transferred to another company in Omaha.

Ill Luck at Kennedy Opening

INGLESIDE, Tex., Feb. 2. — Kennedy Sisters' Show, which rehearsed recently at Bishop, Tex., ran into a bit of ill luck at its opening here last week. Company pitched its tent here Sunday night for rehearsals. Shortly after the big tent was up an oil heater exploded in Bill and Euliah Cummings' housecar. Damage was slight. Later that night one of those blue northers blew up. Then it rained and froze up everything in sight, tearing the Kennedy sidewalls and ripping the top. Manager Hollingsworth put his crew on the job at once. Monday night was lost, but the show opened Tuesday to fair business.

Kyle Players in Florida

DAYTONA BEACH, Fla., Feb. 2. — George I. Kyle is now in his fifth winter season with his Elite Stage Players. Company is touring Florida, playing under the auspices of various school, fraternal and civic organizations, presenting plays, comedy sketches and special scripts for the occasion. Season has been exceptionally good, Kyle says, despite the occasional cold spells. In the Kyle cast are Chic Pellette, Estelle Paul, Irene De Armond, Dolores Wylie, Jack Pellette and Beatrice Hancock.

Jeanie Gunn Lands in Films

FORT WORTH, Tex., Feb. 2.—"Baby Jeanie" Gunn, five-year-old daughter of Mr. and Mrs. Leon Gunn, of the Hearn & Gunn Madcap Players, who have been presenting old-time melodramas at the Meadowmere Night Club here for the last eight months, has completed successful screen tests in Hollywood and has been given a part in the movie *Reckless*, with Jean Harlow and William Powell.

Editor Lauds Murray Players

GARDNER, Kan., Feb. 2.—Mal Murray Players, who showed here Monday night, came in for a grand boost from the editor of *The Gardner Gazette* in the Wednesday edition. In speaking of the Murray organization the editor said, in part: "Mal Murray, that courteous gentleman and capable actor, and his company certainly pleased 'em here Monday night. In our opinion the legitimate drama is coming back and people like the Mal Murray Company are helping to hasten the day when actors in the flesh will at least share honors with Shadowland. Men and women with that elusive something we call personality, who are imbued with the splendid traditions of the dramatic art, can stir feelings and emotions which cannot be reached thru the medium of the pictures."

Wright Players Quit Dayton

DAYTON, O., Feb. 2. — The Wright Players, lately known as the Dayton Players, have definitely closed at the State Theater here after a 11-week season, owing to lack of financial support. Appropriately enough, the final production was *Outward Bound*. Ralph Urmy and Harry Gresham, operators of the stock company, hope to complete financial arrangements for a possible spring season.

Kinseys Enter Fourth Month

CANTON, O., Feb. 2.—Kinsey Players are well on their way to establish a new permanent stock record for Canton. Company inaugurated its fourth month at the old Grand Opera House this week. The Kinsey troupe will do *The Drunkard* for an entire week, opening tomorrow.

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Burly Actors Preparing For Drive Against Dirt

Tom Phillips, BAA head, will present details of ambitious plan at early general meeting—group disturbed by widespread criticism—lay blame to managers

NEW YORK, Feb. 2.—Disturbed by the many derogatory comments flung at burlesque thruout the country by men in official life, the Burlesque Artists' Association intends launching a clean-up drive, reaching the theatergoing public thru the daily newspapers. This matter has been discussed casually among the executive board members of the BAA, but will be presented officially soon by Tom Phillips, president, at a general meeting of the organization. The closing of so many burlesque theaters by consorship, the agitation against burlesque by clergymen and others prominent in public life, as evidenced at the recent license hearing of the Apollo Theater, and the decision last week by a Boston judge to the effect that association with burlesque is a reflection on one's character are some of the reasons prompting the BAA's desire to launch this campaign.

As Phillips stated this week, something must be done to remove the shadows cast upon the principals and chorus girls for which they are not responsible. He further stated that his organization will try to rid the field of the type of entertainment causing so much criticism, and to rehabilitate it to the extent that it will again be the elementary school of the theater.

When the matter is taken up at a general meeting a committee will be appointed and then the campaign, educational in nature, will be launched. It will entail considerable publicity. Phillips pointed out that members of his organization are arrested at times in various communities, and that even the cases are discharged the stigma remains.

It is desired, says Phillips, to make burlesque the type of entertainment that the name implies. He further said that it has endured for some 60-odd years, and because of that length of service in the theater must have merit, and that the BAA should not allow a few persons who may be operating burly theaters, with no tradition of the theater behind them, to cast the industry into such a rut that it will never recover. He feels sure that they will have the moral support of everybody in the theater in this fight.

JEAN CARROLL, of the Carroll Sisters, booked for a second tour of the Indie Circuit, was rescued from a sick bed in a recent fire at Zeisse's Hotel, Philly. Returned to the show after two weeks of illness, rejoining sister Joan and Jean are being chaperoned by mother, the former Fern DeLacey of the stage, who operated tabs for seven years over the Sun time.

George Katz Seeks The Newark Lease

NEW YORK, Feb. 2.—George Katz is negotiating for the lease of the Empire, Newark, with a view to playing stock there. He was working on the deal all this week. It is reported that if he is successful in obtaining the lease, I. H. Herk, now operating the Gaiety here with George Jaffe, will have an interest.

The Newark house was a part of the Supreme Circuit until recently, going out after the splitup between the Madden-Rudnick and Minsky-Weinstock factions.

Burly Briefs

MRS. TOM PHILLIPS is at the Poly-clinic Hospital, New York, where she underwent an operation Saturday. . . . Here's hoping she recuperates rapidly. . . . Fellows like Russell Trent and Mike Sacks have brushed up on their arithmetic since becoming Burlesque Artists' Association deputies. . . . Those nickel and dime payoffs slay them. . . . Sunya Slane, scheduled to open at the Park, Boston, last Monday, jumped by plane instead to Miami Beach for Minsky-Weinstock. . . . Evelyn Myers went there also. . . . Georgia Sothorn dropped out of the cast. . . . Those snappy white suits are so common in Florida, breaking the hearts of Red Marshall, Al Golden, Sam Raynor and others, who thought they had the exclusive. . . . Meyer Hamburg, concession manager at the Orpheum, Paterson, and Lee Rubin, former usherette at the Republic, New York, were wedded January 27. . . . Set up home in the Bronx.

Burlesque Review

Gaiety, New York

(Reviewed Friday Evening, February 1)

Another burly house in the Broadway area, this one having the edge for it's right on the main stem, where there's more of a floating trade. I. H. Herk and George Jaffe operate the theater, which runs four-a-day continuously at a scale of 25, 35 and 55 cents during the day. Ed Rowland is manager and Paul Morokoff producer. At the supper show opening day the lower floor was well filled, with a good class of folks predominating.

The show has been kept surprisingly clean, tho not surprising in view of the fact that Herk's been known as burly censor for the town; he can't turn about face. Only two strippers, who work mild; chorus kids are always covered, and scenes for the most part are inoffensive. And the strange part of it was that at this show the clean specialties were getting the heavy mittings. Probability, tho, that the customers will want more stripping.

Morokoff did a grand job of producing this show, tho, as is usually the case with opening days, the going was slow. Will speed up as it goes along. He's got an outstanding 16-girl troupe who work with pep and precision. A couple of the kids contribute corking specialties, such as that blond acro dancer and the brunet toe stepper. Morokoff has something on the ball all (See Burlesque Review, opposite page)

U-NOTES

By UNO

TEX CHAPMAN, straight.-and Vickey McNeely, prim, in their 21st week on the Supreme, just bought a six-room brick bungalow in their home town, Houston, Tex.

WILMA HORNER in Audubon Hospital, Boston, in plaster cast thru a fall down backstage stairs of Park, Boston, January 23. Was extra attraction with a Supreme Circuit show. Will be laid up four weeks. Spine wrenched. Write her.

EDDIE HALL, former Columbia Circuit comic, just signed for Warner pictures in their Brooklyn studio. Booked by Harry Rudder out of Ike Weber's office.

PAUL MOROKOFF, producer at the Gaiety, New York, brought the Morokoff unit, 10 union steppers, all the way from Atlanta, Ga., to enhance the chorus, the pony ends of which are Billie (See U-NOTES on opposite page)

JOHN DIAN
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Straight—Baritone. Stepping Sensation.
In Stock, Variety Theatre, Pittsburgh, Pa.
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Featured on Independent Circuit.
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Always Working—East and West.
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Joan—Carroll Sisters—Jean
JUST SWEET AND LOVELY.
Mgmt. Mitt Schuster, West, and Jack Beck, East.

"YEAH, MAN"
HELEN GREENE
THE RED-HEADED CYCLONE.

BOB SNYDER
Peerless Radio Tenor and Talking Juvenile.
Thanks to The Winners and Allen Gilbert.

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THE INIMITABLE

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Broadway's Only Burlesque Show Producer

GAIETY THEATRE

Broadway at 46th Street, New York City

Many New Faces In Hurley Roster

LOUISVILLE, Feb. 2.—With many new faces in the lineup, Fred Hurley has practically an entirely new company at his Gayety Theater here. Only old members of the cast remaining are Fanny McAvoy, Edna Trautman, Curley Burns and Aline Walker. Newcomers are Frank (Goofy) Maley, Billy (Bumps) Lewis, Dick Brown, George Corwin, Joe Kilch and Paula Lewis. Bea Baxter opened today as added attraction.

Chorus is made up of Margie Jones, Bonnie Austin, Pauline Hunter, Bertie Kirk, Babe Harbough, Norma Phillips, Queenie Nelson, Jean Jones, Ruby Landrum, Gene Richardson, Emma Nelson, Lucille Abby, Jerry Smith, Bettie Cullen, Eddy Rogers and Pearl Franks.

Executive staff comprises Fred Hurley, manager; Ralph Canton, assistant manager; Al Jutt, treasurer; Frank Maley, producer; Aline Walker, number producer; Billy Simpson, musical director; Hazell Chamberlain, special finales and costumer, and Buck Eldrid, scenic artist.

Manager Hurley says he has been satisfied with the business since the first of the year. The first two weeks in January were exceptionally good, and with several big attractions set for the next couple of months he expects business to continue at a satisfactory level. Hurley's burly is now in its fifth month here.

Harris Replaces Jewell at Playhouse, Salt Lake City

SALT LAKE CITY, Feb. 2.—W. Rex Jewell has left the Playhouse as director after serving for 60 consecutive weeks, playing 1,260 performances and giving 120 changes of program. He was succeeded Monday by David R. Harris. Manager George Allen says Mr. Jewell's record is unequaled here and praises the producer for keeping the only stage show going in Salt Lake continuously even during the summer months.

Jewell is transferring his activities from the stage to the front of the house in a managerial capacity, working with Allen, owner of the house. Latter is planning a four months' trip to New Zealand in the near future and Jewell will have complete charge during his absence.

Tommie Mullaley, comedian, and Keith Park and his wife, Clara Forman, dance team, also have left the Playhouse cast. Kenneth Cantrell, comedian, and his wife, Ida May, singer, are new additions to the company. They made their debut yesterday. Mae Tibbitts, Tommie Parker, the Happy Chaps Quartet, including Jim Goude, Erwin Derrick, Warren Kidder and Ray Gilbert, and Roy Duncan's Orchestra are staying on.

The chorus consists of Peggy Anderson, Vera Wassmer, Helen Hampshire, Isobel Somsen, Margie Riggs, and Loretta Morgan, producer.

Threat To Hold Curtains Brings Salary Payment

NEW YORK, Feb. 2.—The curtains at the Eltinge and Republic here and the Palace, Baltimore, were almost held up Wednesday night by the Burlesque Artists' Association. Actors' organization objected to the Supreme's Newark company moving to Baltimore shy salaries of five performers and demanded payment. There was some hitch due to a mixup in the circuit, but payment was made Wednesday afternoon after the threat to hold the curtains.

BAA claimed it would hold the Eltinge and Republic curtains as well as the Baltimore curtain because of the understanding that all obligations were to be met by all interested in Supreme affairs.

Mason Framing Style Show

HAMILTON, O., Feb. 2.—Eddie Mason, "Country Store" impresario and well known in tabloid, is here framing a style show to open March 3 at the Paramount Theater, Middletown, O., for two days, with the Paramount here and the Paramount, Marlon, O., to follow. He is busy lining up other dates. Show will feature Howard Thomas and his orchestra, with Francine, blues singer, and Doug Marshall, crooner. Thomas will be emcee. A comedian, several specialty artists and an attractive line of girl models will round out the company.

Tab Tattles

LEO DeBEE'S *Laugh Roundup* unit, after several weeks on the Cushman Time in the West, has been routed by Bob Shaw, of the Sun office, thru Ohio and Indiana. Show has Lopell and Cole, comedy adagio and hand-balancing team; Hubert Dyer and Company, comedy ring act; Dave and Doree Back, dancers; Frank Campbell, m. c.; Betty Lloyd, dancer; Marion Miller, singer; Maelyn West, skip-rope dancer; DeBee and Hudson, comedy xylophonist, and Ernie James and his Southern Gentleman Ork. . . . As we write this a flash comes from Youngstown, O., telling of the death there of Mae (She) Martin, well known in tabloid and burlesque. Death was accidental and was caused by escaping gas from a water heater. . . . Tommy Burns' *Footlight Revue* is still holding forth at the Orpheum, Tampa. . . . Wally Brennan, singing and hoofing juve, has just opened at the Avenue, Detroit. . . . Cotton Watts and his *Temptations of 1935* have closed a 22 weeks' run at the Roxy, Knoxville, and are now set at the Bonita, Chattanooga, for an indefinite stay. Biz reported okeh, despite adverse weather conditions. . . . Redie Mahar and Jack Keating, after a long stay with Harry Kahle's troupe at the Empress, Cincinnati, are now with Danny Carter's tab in Knoxville. . . . Owen Bennett's *Vanities of 1935* began a swing around the Sparks Circuit of houses in Florida at the Palace, Jacksonville, last week. Company has been showing in the Carolinas for the last three weeks and is slated to return to that territory at the conclusion of the Florida dates.

WALTER (BOZO) ST. CLAIR'S *Rainbow Revue* is in its 145th consecutive week at the State Theater, Seminole, Okla. Chuck Sexton and St. Clair are handling the comedy, with Buford Gamble and Herbie Roland featured on specialties. A seven-piece stage ork and eight girls in line are also used. The State is a Griffiths house and is managed by Earle Settle, who also has charge of the Rex in the same town. . . . The Southwest Booking Exchange has just opened in the Hancock Theater Building, Austin, Tex., with E. W. Giesen in charge. Frank Hoffman is one of the bookers. Office is booking vaude and tabs in that territory. . . . Marie Purl's *Talk of the Town Revue* is playing West-ern Pennsylvania. Roster includes Billy Purl, Jimmy Harvey, Mickey McGlynn, Julian Stanley's Ork, the Eight James Dancers, the Haxton Sisters, Roy Hale and Frances and Renard. . . . Jack Austin and wife, until recently with an F. & M. unit, are visiting Jack's mother in San Antonio. . . . Tom O'Keefe is also laying off in the Alamo City. . . . *Platinum Blondes*, all-girl tab, is playing West Virginia and Ohio stands. Show features the Dawn Sisters, dancers; Boice and Marsh, comedienne; Chic Kennedy, emcee, and the Sara Jane Ork. . . . Lee Perry's *Revue* has moved into the Empress, Cincinnati, for an indefinite run. With it are Lee Perry, m. c.; "Pee Wee" Dennis Leigh, comic; Billy and Olive, Thelma Harding, Ruth Rogers; Sugar Brown, colored comedian; Herbie and Gershwin, Four Radio Scamps, Ginger Lee and Frank Brandstetter's Orchestra.

BERT GEORGES, owner-manager of *Montmartre Nights*, pipes from Atlanta: "Noticed the article in the column regarding the collection of agents, etc., in the lobby of the Oliver Hotel here. Unfortunately, I did not arrive until a day after the 'convention', but I believe it reached a new high here last Sunday when the following agents, owners, etc., etc., gathered in the same lobby: Dan Mills, Bert Rosenberger, Owen Bennett, Limie Stilwell, Cotton Story, Nat Royster, Bert Melville, Roy Simons, Jack Drayton, Leon Harvey, Lowrie Montgomery and myself. Among the shows that passed thru here the same day were *Montmartre Nights*, *Varieties on Parade*, *Hollywood Follies*, the Davis show, Marseline Moore's show and the *Manhattan Revue*. Red Mack was on hand, too, and Linton De Wolfe was expected at any moment. So far as the conversation was concerned, rest assured that the air was full of wisecracks (all friendly). Many shows were opened, booked and closed all in a few moments. The main subject of discussion was what to do when one of the offices gives a contract for a date and then cancels it on short notice. The answer was: Book

it elsewhere or try to get the money. In short, every topic concerning show business was touched upon." . . . We invite contributions to this column. You can help make it more interesting by shooting us a line occasionally. Take time off between shows to fire us a piece of news. All right, you friends who promised to keep us in touch with everything, let's hear from you.

Clark Begins Second Swing Over Wilbur Cushman Time

TULSA, Okla., Feb. 2.—After a successful trip over the Wilbur Cushman Time in the West with his *Penthouse Follies* unit, Harry Clark began a second swing around the same circuit with his new show, *Rhapsody in Rhythm*, at the Rialto Theater here this week. The *Penthouse* company has been disbanded.

Featured with the new unit are Artie Gleason and his Cadets Orchestra, Bobby and King, Cropley and Violet, Charlie Riley and Company, Harry and Billie Clark, Gleason and Allyn and Bernice Jarrot.

With the disbanded *Penthouse* company were Hal and Baby Crider, George LaTour, Paige and Jewett, Paul Green and Billy Joy.

Star, Brooklyn, Union Jam

NEW YORK, Feb. 2.—The Star, Brooklyn, was beset by union trouble early this week, but by Wednesday night adjustment was made. House put in non-union musicians Monday night, with the result that the stagehands were ready to walk. At a meeting at the theater Wednesday night between the crafts and the house owners settlement was made and the house went union again.

BURLESQUE REVIEW

(Continued from opposite page)

right. The show was dressed in splendid taste; the costumes of a high-class floor-show type, and the settings of first-grade theater quality.

George Broadhurst came in for the biggest miffing of the comic lineup and he works clean, but Benny (Wop) Moore and Frank Silk found big favor also. One thing burly needs, however, is better scenes. The stuff they hand out these days is just too bad. Mack Denison clicks in his comedy assignment and he steps out also doing a good job of *Brother, Can You Spare a Dime?* Charlie Hendricks, Charles Cane and Franklin Hopkins do okeh as straights, with Cane and Hopkins carrying their singing duties well. Reed Brothers, hoofing specialty, fare weakly in their several spots.

In the femme contingent Lillian Law lends class to the show with her Oriental and acro dancing. She's a stunner, has talent and knows how to deliver. Kathryn Irwin is another big help from the class and talent aspect. She dresses and looks beautiful and has a corking pair of pipes for her prim role. Mary Ellis does her singing jobs fairly, but really clicks with her impersonations. Vic Garrett and Ann La Morris do the stripping, with Vic having the edge. Erin Jackson shapes up as a commendable talking woman.

Tom Peltuso and his six bandsters in the pit did a really fine job of playing the show. SID HARRIS.

BURLY BRIEFS

(Continued from opposite page)

burly soon. . . . She's been working clubs since she closed for Rube Bernstein in Utica last summer. . . . Dorothy Maye and John Grant are due to close at the Apollo, New York, this week. . . . Ben Jaffe, managing pa's Variety, Pittsburgh, finds biz perking up, with his country store and amateur nights on Mondays and Tuesdays.

U-NOTES

(Continued from opposite page)

Shattuck, of the Three Shattuck Sisters, and Belle White, former Columbia wheel soubret. Natalie also a front liner.

HONEY BEE KELLAR and Palmer Cody finished 14 weeks for the Wilners and re-engaged for 10 more at the 42d Street Apollo.

BERT SAUNDERS, straight, and Dorothy DeHaven, soubret, re-engaged for another trip around the Idle wheel. Bert eulogizes Harry Hirsch, lessee of

the Gayety, Minneapolis, where Bobbie Pegrim is producing numbers. Hirsch, raves Bert, deserves a lot of praise for his clean shows.

ROY E. BUTLER, Alice Richey Butler (former burlesquers) and son, Robert Richey Butler, doing a novelty radio act, *The Magic Brain*, thruout Florida stores and electric shows via a demonstration for the Radio Corporation of America-Victor, Inc.

DOROTHY ROBERTS left the Equity Club, San Francisco, after five months to go to the Cafe DeParee, Los Angeles, a return engagement.

HELEN GREENE, Harry Stratton, Mickey Markwood and Ed Lator replaced Jean Lee, Boob McManus, Max Fehrman and Naomi Dusk at the Star, Brooklyn, January 28.

HERBERT PAYE and Barbara Janis left the Supreme for the Wilners, opening at the Irving Place, New York, February 3. Connie Fanslau opened at the 42d Street Apollo February 3. Eddie Green, colored comic, joined stock at Waterbury, Conn. Kitty Norris, Eva Osborne, Dorothy Weeks and Al Pharr new at the Gotham, New York, January 28, replacing Irene Austin, who moved to the Eltinge, New York; Mildred Clark to Star, Brooklyn, and Sam Mitchell.

BERT GRANT and Jack Tiny Fuller teamed up as a new straight-comic combo for burlesque. The same for Jimmie Walters, of Spaeth and Walters, and Vic Plant. Walters and Plant had been a team for two years but forced to split three years ago when Plant nailed a London engagement.

Theatrical Mutual Assn.

By DAVID L. DONALDSON
Grand Secretary-Treasurer

Grand Lodge—The time is growing short and it will soon be time for the different lodges to get their candidates on the way to the convention in Toronto, Can.

Altho we have gone thru some strenuous times since the last convention, we are in hopes of having a bumper attendance at the coming one. Everyone likes to go to Toronto, for they generally go the limit there to make it pleasant for all the candidates, the ladies and visitors. Do your utmost and send at least one delegate so that the Toronto Lodge will be repaid for its efforts to give you a routing good time.

Reports have reached this office that Brother Richardson Webster, past president of Brooklyn Lodge No. 30 and also second grand vice-president, has passed away and was buried Saturday, January 26, 1935. Particulars will be given later.

Long Island Lodge No. 67—Wednesday, January 16, at the unholy hour of midnight the following officers of this lodge were installed for 1935: Philip Hitter, past president; William W. Friedman, president; Richard Cancellara, vice-president; Frank Lachmann, chaplain; Thomas J. Lloyd, recording secretary; Henry Luck, financial secretary; William B. Martin, treasurer; Robert W. Jung, chairman trustees; Charles F. Eichhorn, Henry E. Schmidt, Hans Haase, Paul F. Hirsch, trustees; Abraham Friedman, marshal; Dr. William Wagman, physician; Wesley Black, sergeant at arms, and Harold Funk, outer guard.

Ceremonies were performed by Grand President Charles F. Eichhorn, assisted by third Grand Vice-President Joseph Gehlman of New York Lodge and fourth Grand Vice-President Joseph Fare of Bronx Lodge.

Refreshments and dancing were enjoyed by all. Among the guests of honor for the evening were Brothers Joseph Gehlman, Joseph Bender and M. Knater, of New York Lodge No. 1; I. Knater, H. Bluming, J. Pare and I. Myers, of Bronx Lodge No. 38; Sister Sena Calamari, president of Auxiliary No. 1, Pride of Long Island Lodge No. 67, and her entire staff of newly elected officers.

Wanted Immediately

Real sock Novelty Acts: must be Novelty, Youth and flash very essential. An enlarging for West Coast tour. Steady work and your money sure. Wire full details to SEABEE HAYWORTH, Manager, Broadway Novelites, Princess Theatre, Nashville, Tenn.

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

ORGANIZATION A REALITY

Operators Lay Groundwork at Well-Attended Chicago Meeting

Association to fight unfavorable legislation and to act as a power in the field in combating those elements most responsible for placing the walkathon in a bad light

CHICAGO, Feb. 2.—The first Endurance promoters' meeting in the history of this branch of show business was held here January 28-30. The meeting was called by *The Billboard* at the instigation of promoters and others active in the field in order to work out some form of organization that would promote better feeling and closer co-operation between the operators in fighting the adverse criticism often heaped upon the walkathon as a result, not necessarily of the character of the show, but of the unscrupulous methods employed by the racketeering element attracted to the business. The meeting was well attended and resulted in the formation of the National Endurance Amusements Association, Inc., with headquarters in Gary, Ind., and Cincinnati.

Officers of the NEAA, elected at the meeting, include Hal J. Ross, president; George W. Pugh, vice-president; Richard S. Kaplan, general counsel-secretary; Don King, treasurer; Leo A. Seltzer, Guy H. Swartz, Ray C. Alvis, Hugh A. Talbot and S. M. Fox, directors.

The association pledged itself to do everything within the combined power of its members to wipe out the undesirable elements in the field, giving fellow operators an opportunity to exist without the needless "heat" created and left behind by the irresponsible and the run-out-without-paying-off type of would-be operator.

At the first Monday session the meeting got right down to business with the appointment of a Ways and Means Committee composed of Don King, Guy H.

Swartz, Richard S. Kaplan, Leo A. Seltzer, Charles F. Noltmire, and Len Ivey, secretary for the minutes. The first task of the committee was the selection of a permanent chairman for the duration of the meeting. Leo Seltzer pointed out that the permanent chairman should be independent and outside of the promoters and it was decided to appoint Don King as permanent chairman of the convention.

The chairman explained that it was the will of the Ways and Means Committee that each organization or promoter present or represented by legal proxy was entitled to one vote on all questions, and explained that the definition of a promoter was one who had operated or was operating a walkathon. There being no objection to this ruling and definition the meeting proceeded and functioned on that basis. Those participating in the voting at the meeting included Carl W. Raabe, Leo A. Seltzer, George W. Pugh, Hugh A. Talbot, Hal J. Ross, Ray Dunlap, Charles F. Noltmire, Guy Swartz, Pat Webster, Ed Buer, Red Leinen and Mrs. Ben C. Kubby.

In a discussion of problems to be met Leo A. Seltzer proposed that only the promoters be organized at this meeting. Richard S. Kaplan followed with the suggestion that inasmuch as the association intended to eventually include a subsidiary group of sub-executives and contestants, it would be best to include them at once in order that both branches

of the association could be covered in the charter. Whereupon George Pugh moved and Red Leinen seconded that "The association include in its charter of organization the right to form any group or number of groups of subsidiary organizations to develop the sub-executives or employees or contestants of the Endurance industry." The motion was carried unanimously, thus providing for the eventual inclusion in the association of practically every class of worker associated with the field.

On Monday afternoon Leo A. Seltzer delivered a splendid talk on the general and financial operation of the walkathon, concluding with views on how he expected the association to prove of value to his organization and pointing out the financial advantages in association to others active in the field.

In brief the association pledged itself to (1) A service which will provide the operator with legal advice free at all times when the matter involved concerns the operator's show. (2) Free contracts for all operators, such contracts to be uniform. As for example, a uniform contract between operator and contestant, uniform leases, options and all forms of agreement between the operator and the public. (3) A fight against unfavorable legislation. Model regulatory plans and measures to be prepared and presented to Legislatures for adoption and passage, thus anticipating and offsetting possible prohibitory legislation. (4) To do everything in its power to eliminate the irresponsible operator. (5) To carry on a continuous campaign of education of the general public and public officials, and by means of pamphlets, newspaper publicity, letters, broadcasts, etc., setting forth the great amusement possibilities of the Endurance Show as operated and practiced by members of the association. (6) To attempt to eliminate in every possible way the present unfriendly attitude toward the Endurance Show as shown by some members of the public and public officials. (7) To the use of an association insignia, to be used in all advertising, that will immediately identify the operator as a member of the association. The thought being that contestants, staff people and the public in general will become educated to the point where they will give preference to shows conducted by members of the association when an-

(See Organizations on opposite page)

4 Couples, 2 Solos Still in at Marion

MARION, Ind., Feb. 2.—The Fred Sheldon walk in the City Hall Auditorium is down to four couples and two girl solos after 1,800 hours of walking. Joe Palooka is still fighting it out for the solo record in an attempt to go the whole route without aid or assistance of a partner. Billy Monroe, in charge of the heat, and assisted by Larry Cappel, has given the natives much to talk about and the SRO sign has been hung out several times in the last 10 days.

The kids are going thru derbies, checkerboard and "bombshell" grinds nightly and are spending their entire time on the floor since the cots were moved onto the walking space. They are down to five minutes rest after each hour of walking, and are proving a big attraction to the Hoosier endurance fans. A local super was started and drew capacity houses during the three nights it

(See 4 COUPLES on page 57)

Fort Smith in 4th Week

FORT SMITH, Ark., Feb. 2.—The General Amusement Company, Charles F. Noltmire, operator, opened near here January 16 to a good house. The show is operating in a nice tent setup on the Oklahoma side of the river. Looks like a natural, with emcee Jack Hayes being assisted by good work from Kenny Nelligan and Alto Locke (midnight maniac). Jack Hayes is also handling all broadcasts. Ray Watson is in charge of the floor on the day shift, with Maxie Capp taking care of the night trick.

Billy Hunter and his Melody Boys are playing. Nurses are Cora Tracy and Helen Moore; trainers, Bob Wilkins and Harold Perry; dietitians, Red Keith, W. K. Roper and Harry Simon; dope sheets, Doc Roberts; promotions, Gene Montgomery; property manager, E. S. Long. At 186 hours 22 couples and one solo were still going.

Seltzer White City Has Big Opener

CHICAGO, Feb. 2.—Leo A. Seltzer's shows continue to play to good attendance. At Arcadia Gardens Henry Polk, chief emcee, assisted by Earl Fagin, Dick Buckley, Gordon Whitney, Jimmy Bittner and Jerry Owens, keeps the crowds entertained, and their popularity is attested by the good crowds who attend nightly. The show is going along smoothly, and the North Side People like it.

Out south, at White City, Seltzer started off to a full house, and his attendance there has beaten all records at that spot. Leo is pleasantly surprised because he had previously told *The Billboard* representative that his main object in opening the South Side show was to keep his organization intact. Staff at White City includes Bobbie Reed, chief emcee; Rajah Bergmann, comic; Skipper Spiegle, heat man, and Frankie Belasco.

Seltzer sent Eddie Snider, his supervisor of units, to take care of his Birmingham show, Leo himself being busy with his other units, and with the convention at the Sherman Hotel of the National Endurance Amusements Association.

13 Teams Fighting At Birmingham

BIRMINGHAM, Ala., Feb. 2.—Thirteen teams remain on the planks in the Seltzer show here. Fifty-two days have been scratched off in this one-fall show and it looks as tho it might better the one-fall record established by the recent Seltzer show in the Chicago Coliseum.

Cold weather, coupled with municipal opposition, has tended to slacken attendance, but things look rosier and the show crowds are growing. Leo A. Seltzer was a Birmingham visitor last week, bringing with him Eddie Snider, who is remaining with the emcee staff. Eddie's

(See 13 TEAMS on page 57)

EVERYBODY SAID I COULDN'T OPEN NEAR DOWNTOWN BOSTON

WHAT DO YOU THINK?

Permit and Lease on Building Says I Do.

WALKATHON — SPEEDATHON — MARATHON CONTESTANTS Get Your Applications in Now Couples Preferred

Those Joining This Dance Will Have Preference on Coming Summer Endurance Contests.

SHOW OPENS WED., FEB. 20 I Will Take Care of You After February 18 Only

Bernie Marr and Syd Reilly want to hear from Contestants who have been with them before. Write to the address below. I Won't Accept Collect Wires. Will Furnish Transportation to Flash Teams Only.

ERNIE MESLE

70 Scollay Square
Boston, Mass.

CONTESTANTS

Now associated with HAL J. ROSS-POP DUNLAP, and an opening wonderful spot on the 12th of February. All of my old contestants and those I know get in touch with me at once. Plenty of Contests to follow with this organization, if you can take it and know how to act and dress like ladies and gentlemen. Wire or write care Walkathon, Long Beach, Calif.

DICK EDWARDS

IF YOU DON'T BOOK YOUR "WALKATHON OR WARTHON"

In our Park for early part of 1935 season, then we both lose money, as the demand will more than justify it. We have a 25-acre Amusement Park, surrounded by a million population. CAN ALSO ARRANGE for a few more clean-cut up-to-date CONCESSIONS and a CIRCUS. SYLVAN BEACH AMUSEMENT PARK, Box 26, Kirkwood, St. Louis Co., Mo.

PENNANTS and FLAGS To decorate Walkathons. \$25.00 per 100. Slightly used, all sizes. Write Hal WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

ENDURANCE NOTES

JACK HAYES, emceeing the Charles F. Noltmire show at Fort Smith, Ark., wants one from Billy Watson.

THE PONTIAC, Mich., show, held at Keego Harbor, was won by Betty Burkshire (a local girl) and Jimmie Parker. Jo Hitt and Buddy Getz came in second, with Viola Comerford and Jack Kelly, third.

ALICE MORENY, Cleveland, wants to see a note from Eric Levy.

BILL McQUADE is walking in the McKeesport, Pa., show and would like to read notes from Dick Higgins.

ROY MEYERS, emcee at the Greenville, S. C., show, would like to see a note from Jack (Dead Pan) Kelly.

DORIS ALLEN, at the St. Petersburg show, would like to see, as soon as possible, a note from Bobbie Jennings.

BEN HAMILTON, formerly emcee with several shows, is located at the Black Horse Cabaret, Brooklyn. The spot is operated by John Avanzino, who promoted the last Perth Amboy, N. J., walk-

athon. Joe (Codfish) Kelly is chief stooge and Roy Nichols furnishes the music.

DUCKY NACCARATO is spending a much-needed rest with his mother and dad in Los Angeles. He recently visited the Hal Ross show at Long Beach and marveled at the business being done.

DON KING, ex-dancer, drummer and leader of walkathon bands for past three years, is resting up in Elmira, N. Y.

MICKEY THAYER last week joined Fred Crockett's Miami Beach show, now well over the 200-hour mark. At 180 hours there were 13 couples and 5 solos on the floor.

Waterbury Drawing Well at 2,200 Mark

WATERBURY, Conn., Feb. 2.—The Eagles' Indoor Endurance Circus, under the direction of Lew (Pop) Watson, passed 2,200 hours still going strong with five couples remaining. The heat being turned on in the way of "hot shots" and treadmills has caused the SRO sign to be out practically every night. Our Sunday attraction, Cot Scene, compelled us to turn them away. The contestants still remaining include Billy Smith and Fuzzy Thoms, Arthur Harmon and Frances McDonald, Harry Malms and Midgie Deane, Johnny Hartman and Anile Rymut, Tony Tallero and Sylvia Dorla.

Freddie Hall is still handling the platform with the assistance of Red Oleski.

E. K. FERNANDEZ Wants For HONOLULU And The ORIENT

NOVELTY ACTS—VAUDEVILLE TEAMS—COLORED ENTERTAINERS—FREAKS.

Walkathon People Write. First Walkathon in the Islands and Orient.

Round-Trip Transportation Paid From California. All Acts Sail About March 30. Write E. K. FERNANDEZ, Blackstone Hotel, Chicago, Ill.



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GREETINGS, FELLOW OPERATORS!

It is with a great deal of, we hope, pardonable pride that we, the officers of the National Endurance Amusements Association, announce that the long hoped for organization of Endurance Show operators is now an established fact. The Chicago meeting, January 28-30, saw the laying of a groundwork which we confidently expect will eventually bind all legitimate operators into a compact, fighting body, determined to rid the field, once and for all time, of the perhaps well intentioned but risky shoe stringer, the racketeer, the run-out-without-paying-off promoter and chiseler.

We recognize the Endurance Business as one of the coming great branches of show business. As "the poor man's night club" it presents a strong appeal to the masses, not to be denied by petty officialdom and unfair legislation. The NEAA is strongly for regulatory legislation, which it recognizes as fair and necessary in order to eliminate some of the present admittedly harmful elements in the field. But the Association will vigorously oppose all shutout ordinances, and laws designed to "kill" the walkathon simply because it happens to be a walkathon. The NEAA will also make it easier for officials, ballroom owners, park owners, etc., and the general public to recognize progressive, alert, endurance showmanship.

Operators interested in joining the Association may secure a copy of the minutes of the recent Chicago meeting (at which the Association was formed), the proposed "Code of Fair Practice" and an outline of "What the National Endurance Amusements Association Will Do for the Operator Member" by addressing a line to DON KING, 25 Opera Place, Cincinnati, O.

• AN ASSOCIATION SHOW IS YOUR PROTECTION •

ORGANIZATION

(Continued from opposite page)

swearing and responding to advertisements.

Dues, other than the initiation fee, are not to become effective or payable until after the next general meeting, at which time the final plan and policy for the collection of such dues will be discussed and a time set for the plan to become effective. The next general meeting will be called by President Hal J. Ross and will probably be held in Cincinnati in about 30 days.

Richard S. Kaplan presented and read a proposed Code of Fair Practice for the industry. The members present discussed this code fully, paragraph by paragraph, and after a number of corrections and additions, during the discussion period of some four hours, unanimously approved a final draft to be submitted at the Cincinnati meeting. The following are excerpts from the proposed code:

ARTICLE I

The provisions of this code shall apply to all operators, their agents, masters of ceremony, floor judges, trainers, nurses, contestants and other employees engaged in conducting, operating, managing, working for or participating in Endurance Contests as defined in Article II hereinafter.

ARTICLE II

Section 1 — Definition of Endurance Contest

An Endurance Contest, as used herein, shall mean that form of entertainment or amusement which combines tests of athletic skill, continued for a period in excess of six hours, wherein the contestants compete against each other singly or in couples, with intermittent periods of rest and sleep allowed in such proportion as shall insure the good health and safety of the said contestants, plus varied forms of acts such as singing, dancing, musicians, magic, imitations, comedy and similar forms of entertainment.

The term shall also include all other forms of athletic competition, exclusive of baseball, football, boxing, wrestling, hockey, polo, basketball and similar sports, the same being hereby declared dangerous to the health of the participants per se.

Section 2—Definitions

Occupied by definitions of the terms, operator, manager, trainer, floor judge, etc.

ARTICLE IV

Contracts

On and after the effective date of this code all operators shall use a uniform contract form which shall be signed by all contestants before the start of any contest.

ARTICLE V

Prize Money

So that all contestants may be properly protected against fraudulent and illegitimate operators, on and after the effective date of this code all operators shall deposit in a suitable banking depository the money which shall have been offered by the said operator as a prize for the contestants winning said contest. The said prize money shall be withdrawn from said depository only with the consent of the winning contestants or their authorized attorney-in-fact, which authorization shall be in writing.

ARTICLE VI

Ages of Contestants and Employees

No contestant shall be permitted to participate in a contest, or employee work in said contest, unless said contestant or employee shall be over legal age. Boys and girls under legal age may be used in amateur contests only when the permission of the parents of said minor children is first obtained by the operator or his agent.

ARTICLE VII

Publicity and Publications

No fraudulent or untruthful statements regarding a contest shall be used in any publication.

ARTICLE VIII

Facilities and Sanitation

Operators shall at all times provide suitable and sanitary sleeping quarters and medical quarters for contestants and such employees who sleep on the premises where the contest is being held. All health requirements of the city where the contest is being held shall at all times be observed, while provisions for the laundering of the contestants' wardrobe shall be made prior to the start of each contest. Such arrangements and provisions shall be completed not later than 24 hours within the day of the opening of the contest.

ARTICLE IX

Contestants—Disqualification

No contestant shall leave the premises where a contest in which he shall be entered shall be in progress unless he shall have first been duly and regularly dis-

qualified by the floor judge, physician or operator. In no event shall such contestant leave the building within a period of 200 hours after the start of the said contest without the consent of the operator.

In the event the contestant shall leave the premises without the permission of the operator, then the said operator may hold the wardrobe, trunk or other personal property of such contestant until said contestant shall have reimbursed the operator for all moneys he may have expended in the care, feeding and other expenses entailed by reason of the operator's acceptance of said contestant, as such.

ARTICLE X

Medical and Surgical Care

The operator shall at all times during the progress of a contest provide free medical, surgical and dental care for each contestant.

ARTICLE XI

Acceptance of Contestants

When the application of a contestant shall be accepted by an operator and the said contestant informed that he shall report at the address where the contest shall be held, the said operator shall accept said contestant and permit him or her to enter as a participant therein. Should the said operator refuse or fail to accept such contestant, then the operator shall pay to the contestant such moneys as will enable the contestant to return to the place from which he shall have come in order to join the said contest, together with sufficient money to pay for his food and lodging until the contestant shall have directly returned to such city or town.

This article shall not be applicable to any applicant who may, at the time of his arrival, be found to be physically unfit by the contest physician.

ARTICLE XII

Sub-Executives—Type To Be Used

Ex-contestants shall not be employed as nurses unless paid said ex-contestants shall have had complete training course as a practical Walkathon nurse. At no time shall any girl be employed unless said girl shall be a practical Walkathon or registered nurse. Girls having had some training as a nurse may be employed as an apprentice or assistant nurse, but such apprentice shall at all times be under the control and supervision of the regular nurse in charge.

Floor judges and trainers shall have had not less than three shows of experience as apprentice judge or trainer before being employed as such floor judge or trainer.

Others who have not had such experience may be employed as apprentice floor judge or apprentice trainer, provided that such apprentices shall at all times be under the control and supervision of the regular floor judge or trainer.

ARTICLE XIII

Conduct of Contestants — Use of Implements on Floor

The contestants shall at all times maintain themselves with proper decorum and shall at no time use blasphemous or degrading language while on the premises. Any contestant violating this section may immediately be disqualified at the discretion of the operator.

Chains or straps, by which contestants are strapped together, shall at no time be employed on the floor of an association endurance contest, it being the consensus of the opinion of association operators that the use of such devices is degrading and unnecessary.

ARTICLE XIV

Physicians—Authority

A duly licensed, qualified and practicing physician, licensed and practicing within the State where the contest is being held, shall be employed by the operator of said contest and said physician shall regularly visit said contest for the purpose of checking the physical condition of the contestants in said contest. The physician shall have full and non-appealable authority to disqualify any contestant when, in his opinion, said contestant's physical condition does not warrant him or her remaining in said contest.

It shall be the duty of such physician to leave instructions for the care of the contestants with the nurse, trainer and dietitian, and the said nurse, trainer and dietitian shall at all times carry out the instructions of such physician. Failure to carry out such instructions shall be sufficient cause for dismissal from the position so held.

ARTICLE XV

Legal Bureau

The operators shall support and maintain a central legal bureau, to which bureau shall be referred all complaints against operators, contestants, sub-

(See ORGANIZATION on page 33)



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

THE GREAT NICOLA, who recently underwent a major operation, left the hospital January 27. He is now recuperating at his home in Monmouth, Ill.

INDIANAPOLIS was entertained last week by Bozo, a dog that does an interesting routine of "magic and mind-reading." His master has framed for him an act of card and number tricks, and they say it's an interesting turn. There are those who will say that "magic has gone to the dogs."

R. TEMPLE GREYSTOKE was a visitor at the magic desk last week, making the jump in from Columbus, O., where he took in the big Magi-Fest January 25 and 26. He described the affair as "a honey." Greystoke is still headquartering in Bainbridge, O., where he is building up an antique business in anticipation of getting some of the tourist trade this summer. He has shelved his magic for the present, and is specializing on ghost shows exclusively. The last season was the most successful in his career, he says.

CHARLES A. BURR, at present in Waukesha, Wis., will shortly jump into Chicago to frame a new act for the spring and summer season.

DR. GEORGE A. NEWMANN, mentalist, who closed recently as a special matinee feature with the George W. Pughes walkathon in Great Falls, Neb., has just finished a swing thru Southern California, and is now heading into Texas, moving eastward. He is playing picture houses.

A SPANISH MAGISH, billing as Chandra, is playing the Latin theaters in Southern California.

AN UNNAMED CHINESE magician is working along Main street, Los Angeles, in connection with a girl show attraction. While clever in basic sleights, he has the bad habit of exposing all his tricks.

MRS. FLOYD G. THAYER, whose husband is the well-known West Coast magic dealer and manufacturer, is recovering from the serious illness which laid her low for a long stretch and is now convalescing at her Los Angeles home. Mr. Thayer recently gave up his Hollywood magic shop and is now back at his home studio in Los Angeles.

THE GREAT LEON, illusionist, was stricken ill with a dangerous heart ailment recently and rushed to a Los Angeles hospital for treatment. He hovered between life and death for some time. He is now back at his home in Los Angeles, but will be compelled to rest in bed for at least six weeks before he is permitted to be up and around again. Many of the Los Angeles magical fraternity, including Mrs. Beatrice Houdini, paid their respects to both Leon and Mrs. Thayer during their confinement in the hospital.

ROLAND HAMBLIN has severed his connection with Floyd C. Thayer to open his own magic shop in Los Angeles. Hamblin appeared with Shirley Tem-

ple in her latest picture, *The Little Colonel*. Roland also spent some time recently coaching Neil Hamilton, picture star, in a new magical routine. Hamilton is probably the best magic worker among the picture folks.

DON WHITE, magician, with the Olsen and Johnson unit, was a caller at the Kansas City office of *The Billboard* during the show's engagement there last week. White is scheduled for a treat when the act plays his home city, Minneapolis, week of February 8. The turn is routed eastward.

BIRCH THE MAGICIAN writes from Ft. Smith, Ark., that his 1935 season is great so far. Last week an unprecedented blizzard, followed by floods, swept over Arkansas, and the company missed one engagement. The equipment truck was unable to reach Marianna, Ark., and the date had to be canceled. The show is traveling in new cars this season, with a huge all-steel van carrying the 38 trunks of apparatus. Mr. and Mrs. Birch had a new automobile delivered to them from Chicago last week.

NINA SOKOLKA, illusionist, is at the Casino Municipal in Cannes, France.

KARMOX, illusionist, is with the Cirque Poutrier at Dunkerque, France.

DANTE is presenting his big illusion show at the street fair in Lausanne, Switzerland. Two other magic shows are playing the same fair.

G. THOMAS MAGRUM recently jumped from Minneapolis to Rapid City, S. D., to entertain at the 24 OCC camps in the Black Hills. He is doing an hour's program of sleight-of-hand, hokum comedy, paper folding and similar stunts.

PROF. A. M. SEWARD is reported to be doing good business in Miami. A member of *The Billboard* staff, who caught Prof. Seward working the other day, states: "He is getting \$1 for his horoscopes and apparently is doing a land-office business."

HOAGLAND THE MAGICIAN, following some eight weeks in the Orient, is playing high schools thru Eastern Washington.

THE FOURTH ANNUAL Magi-Fest staged by the Columbus, O., magic boys, January 25 and 26, at the Nell House in that city, proved a grand success. Two hundred and twenty-one registered for the big event. Large delegations jumped in from Cincinnati, Dayton, Toledo, Cleveland, Indianapolis, Chicago, Detroit and Pittsburgh, while Uncle John Davidson and the Mrs. came all the way from Ashaway, E. I. The Saturday night show played to a crowded house, the receipts going to charity. Those who entertained were the Martins, Russ Walsh, Percy Abbott, Leslie P. Guest, E. J. Moore, Al Saal, with Harry Cecil doing the emceeing. A grand party, featuring Robinson's Inexhaustible Punch Bowl, followed the show, with a prize going to the person getting the last drink. Prize was a tub of black coffee and a gross of aspirin.

LESTER RIZEK, the "unmasked ventriloquist," has been booked by Hal Lawrence thru the Davis & Davis agency, Chicago, for three weeks of vaude dates thru Illinois, Iowa and Missouri. All are two and three-day stands. Rizek recently played the Rivoli, Monmouth, Ill., and while there stopped off at the Monmouth Hospital for a visit with the Great Nicola, who had just undergone a major operation.

ADE DUVAL, who scored heavily at the Radio City Music Hall, New York, last week, is the first magician to hold down a feature spot in that theater. A magician was used in a German rathskeller in a previous show, but he only did an incidental bit.

S. P. BOWMAN, who trouped for many years as Bowman the Chicago-American Magician and who lost his sight last September, is living at the government transient home in Fort Scott, Kan. His last act as a professional was a trip to the Orient and the Far East, leaving America in 1921 and returning in 1924. (See *MAGIC* on page 57)

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 FILMS

GEORGETTE MCKEE — pert and pretty youngster now playing in *Fly Away Home* (legit) at the 48th Street, New York. Very young, very cute and very pretty and shows signs of acting talent. Should screen excellently and rates a shot at film baby-ingentues.

PAUL STEWART — young actor now on air. Graduate of Columbia drama courses, he has had a stage background since childhood. Has played legit and stock and is now appearing for radio in *March of Time*, *Easy Aces* and other script offerings. Has youth, looks and ability. Would fit an Edward G. Robinson style (the younger and with more s. a. for the femmes).

For RADIO

ROBERT LANDRUM — lad with the Radio City Music Hall Glee Club, who stepped out last week as a solo

singer. Has definite value for the airwaves and rates a try. His voice is of excellent quality and should register beautifully over the mike. Handles pop tunes. Also makes a grand appearance, which might indicate a nod from legit musicals.

For LEGIT MUSICAL

THREE FONZALS — knockabout male trio which should mean something in a revue. Youngsters of nice appearance, they start off with a song-dance act, but suddenly go into a reckless routine of break-neck acrobatics, good for solid laughs. It's rough and tumble, but acro talent is also plainly discernible.

LEITHA HILL — hot singer now with Cab Calloway's *Ork*. An expert at singing la-de-da songs, some with shady meanings, she should develop into another Ethel Waters. Deserves a buildup in a revue or on the air.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

THE INMATES of the New Jersey State Prison, Trenton, N. J., are putting on a minstrel show February 22, at least they are planning it. However, the boys are handicapped by the lack of minstrel material and appeal to this column for assistance in lining up material and other paraphernalia necessary to staging a minstrel performance. If you have material of this kind for which you no longer have use, send it on to G. G. Poeppel, Drawer "N," Trenton, N. J. The boys at the prison will appreciate your help.

"HI-BROWN" BOBBY BURNS is still around the home area, Louisville, where he says he is finding work plentiful. He was featured last week on the Motor Truck Club of Kentucky's annual convention at the Brown Hotel, that city. He did a new act billed as *NRA (Nifty Rollicking Act)*.

J. C. LINCOLN'S Mighty Minstrels, which closed its winter season in Southern Georgia a few weeks ago, is now in winter quarters in Albany, Ga. Show was out 38 weeks, covering nine States. With one or two exceptions, the roster remained the same thruout the season. Nearly all will be back for the new season, which is slated to get under way around the middle of March. J. C. Lincoln's Mighty Minstrels is under the management of H. S. Palmer. The coming season will be the show's 10th one on the road.

CHARLES J. DOYLE, former minstrel and currently a sports columnist of *The Sun-Telegraph*, Pittsburgh, is making a "comeback" February 9 when he will participate in the entertainment bill sponsored by the Gridiron Club at the William Penn Hotel, Pittsburgh.

PROF. WALTER BROWN LEONARD, who is preparing a history on minstrelsy to publish in connection with his work, *An Old-Time Showman*, postcards in to ask what has become of Harrington Adams, Hy Whitcomb, Paul Smith, Andy Purman, Frank (Doc) Crabtree and Fred Simpson. Prof. Brown was associated with these boys when he was circuit man-

ager of *The Minstrel Serenade*. He suggests that they shoot a line to this column to let their many minstrel friends know what they are doing.

AL TINT continues with his queries. His latest contribution of "Do You Remember?" includes the following: "When Ote Baldwin loaned Harry Van Fossen two perfectly good leaves-of-healing? When 'Hi-Brown' Bobby Burns was president of the Minstrel Fans' Association? When Max (Sambo) Trout opened his bean-eating contest in Sterling, Ill.? When Sidney Shepard advanced Max Trout's Minstrels? When Charles Zemater did a bar act with Coburn's Minstrels? When Eddie Leahy closed with O'Brien's Minstrels to join the W. I. Swain rep show? When Garner Newton told the traveling salesman-farmer's daughter gaw? When Harry Freeman pirated Al Tint's version of *Sleep, Baby, Sleep*? When John W. Vogel sold his minstrel title to Hoxie Green at Gainesville, Fla., for \$10,000? When the law caught up with a hot crap game in the opera house above the police station in Sumter, S. C. with the Vogel Show?"

JOHN VAN ARNAM'S MINSTRELS played the Bijou Theater, Savannah, Ga., week of January 21 and drew good business. The Arnab band is now bedecked in all new parade wardrobe.



New Stunts for Your Minstrel Show

America's unrivaled selection of Complete Minstrel & First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog. Denison's Plays and Entertainments are known everywhere. Established over 50 years. Send for Catalog. T. S. DENISON & CO. 623 S. Wabash Ave., Dept. 150 Chicago, Ill.



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SENSATIONAL OFFER

MYSTERY MAGIC PACKAGE, containing 12 Tricks. Post 50c Seller. Sample, 25c; \$10.00 per 100. NUTRIX, 77 W. 47th St., New York.

Theatrical Materials

For Drapes, Costumes, Decorations
MENDELSON FABRICS CO.,
308 West 44th Street, New York City.

THE SPHINX Magicians Magazine
25¢ a copy 130 W. 42nd St. NEW YORK CITY

Large Professional Magic Catalogue, 25c

MAX HOLDEN, 220 W. 42d St., New York City.

MAGIC LATEST TRICKS
Complete line. Catalogue, 25c. IRELAND'S MAGIC STORE, 431 N. Clark, Chicago, Ill.

MIND READING SECRETS, ACTS AND EFFECTS
Particulars, Ten Cents. CALOSTRO, Box 76, Times Square Sta., N. Y. City.



THE FORUM

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

I heartily agree with C. H. Jacoby, of Shippensburg, Pa., in regard to circuses publishing their route. On several occasions I have traveled as much as 150 miles just to see one of the big ones.

Suggests Fans Be Notified of Circus Dates

It seems to me that if we circus fans could file our names and addresses with the larger shows that they in return could arrange to notify us at least two weeks ahead of time when they would exhibit near our locality. It certainly would be to their advantage; surely a 3-cent postage stamp used by them in return for five or six admissions would certainly be a good investment for them.

CHARLES H. LIEDL

Kalamazoo, Mich.

Verifying Mr. Hildreth's letter in The Forum of February 2 in reference to circus wrecks, the writer has a route book for 1892 of the Great Wallace Show Combined With Cook & Whitby's Royal English Menagerie and American Racing Association (some title). Under date of Thursday, July 7, in Prairie du Chien, Wis., the following is stated: "Pulling out of Richland Center, Wis., the engine ran out of an open switch and took the first stock car with it. Nothing could pass until the wrecking crew came and, after working on it 10 hours, raised the locomotive and built a track under it. Did not reach this town until 8 p.m. Stopped only to feed."

Notes Tell of Cook & Whitby Rail Smashup

Under Friday, July 8, Maquoketa, Ia., is the following: "We started on our trip about 11 p.m. with only one engine, much against the orders of Mr. Wallace, who insisted upon the train being moved in two sections, as he well knew it was too heavy for one locomotive. We had proceeded about 10 miles after crossing the river when there was a sudden stop near a small station called Sny Magill. The train came together with an awful crash and it was found that the first two cars after the locomotive had been derailed, had torn up the track entirely and the first car had been dumped to the right of the track into a creek. The second car was laying on its side across the track, and the third one was bottom side up in the Mississippi River. The fourth car was partly off the track but very little damaged. In all 35 horses were killed. We cut out Maquoketa and left at 6 p.m. for Davenport."

Under July 11 in Geneseo, Ill., it reads: "B. E. Wallace left for Chicago to buy some new horses." Under July 12 in La Salle, Ill., it reads: "Conklin, the assistant boss hostler, stayed back here with 15 head of horses that had been injured in the wreck and could not work. The Frank horse that was left to die at the wreck was sent on by the railroad company as well as ever." The next notation, from Mionok, Ill., on July 13, is: "Mr. Wallace returns with two carloads of the finest stock ever seen on a show."

H. E. STRATTON.

Magi Officers Might Take Up Mahra's Angle

After reading the opinions of brother magi about the exposes of "Mahra the Great," it seems to me there can be no doubt in the mind of any magician that Mahra has undertaken a man-sized job and one that he most certainly cannot finish. We must not kid ourselves into thinking he can't hurt magic, tho. He most certainly can and will unless something is done. Mahra has planted a seed which may never stop growing. By that I mean it

may be taken up by others, and why shouldn't it be?

I am a magician and 100 per cent for magic and against exposing. Mahra apparently has taken the wrong attitude. It seems to me that had he sent an appeal to the Society American Magicians or International Brotherhood Magicians it would have received immediate attention and recognition and some steps taken to remedy the wrong which "The Great Mahra" feels has been done him and his profession.

After all, we are all showmen, which should be a strong enough bond to let us settle this amongst ourselves instead of in public print, where it is not creating the desired impression upon John Public. Mahra's argument is as strong as our own was against cigaret exposing of magical secrets.

All the spirit exposes will not prevent the proverbial "sucker" from paying out money to hear bells ring, so why should a magician try to? Let's live and let live and be big enough to see Mahra's angle, and quit exposing anyone's means of livelihood; it is not our job. Suppose the officers of one of our organizations take it up with Mahra? CARDIN.

Brookline, Mass. There is a misstatement in The Final Curtain on page 31 of the January 26 issue that you should know about. Lady Irving, who, it is reported, died on January 12 in Folkestone, Eng., was the widow of the eminent English actor, Sir Henry Irving, who died of exhaustion and heart failure in the Midland Hotel, Bradford, Eng., on October 13, 1905. It was their younger son, Laurence Irving, who drowned with his wife, Mabel Hackney, when the Empress of Ireland went down in the St. Lawrence River on May 29, 1914, with the loss of about 800 lives. T. J. BRADLEY.

Son of Irving, Not the Actor, Who Drowned

Savannah, Ga. Saw in The Forum recently a letter from E. R. Gray, Evansville, Ind., asking for information about the Inside Spiral Ball Act and under the letter an editor's note. A spiral climb and descent with a rolling ball was done many years ago by one of the most popular and successful of the rolling globe performers. I have among my records full description and illustrations of the act. CHARLES BERNARD.

Has Data on Inside Spiral Ball Act

Shreveport, La. In his letter in The Forum of January 26 about a new type of circus side-show talker, Robert W. Crane evidently means well, but he is "all wet" in my opinion, as a circus fan and cash customer for many, many years. The loud-speaker (flesh) of the side shows is just as much a part of the circus as the sawdust and the elephants. Long may he flourish! And if he wears a checked suit with purple vest and a

Flashy Talker Called a Real Part of Circus

Unlontown, Pa. In The Forum of January 19 Rush K. Foster wrote that the worst blowdown he ever saw was with the John Robinson 10 Big Shows on July 4, 1911, in Unlontown, Pa. Mr. Foster must have his

flock of phony diamonds that's all right, too. We go to the show to hear and see something different from the ordinary. GENE HALL.

towns or dates mixed, as that show never showed here on a July 4. Buffalo Bill's was the only one ever to show here on a July 4, and I can check them back more than 60 years. The only blowdown ever known here (and that was a freak storm) was on June 1, 1917, when the Barnum & Bailey Show went down just as the grand entry was ready, and it was some wreck. This was on the old East street lot on a hilltop. The late Fred Worrell was manager, S. H. Beckett assistant manager and Frank A. Cook adjuster. HARRY BEESON.

He Disputes Foster Show Blowdown

Long Branch, N. J. Replying to the inquiry of E. R. Gray in The Forum of January 26 regarding the "Inside Spiral Ball Act," during the season of 1896 on the Barnum & Bailey Circus R. F. (Tody) Hamilton, the press agent, exploited this foreign sensation for the first time. It was Leon La Roche, a Frenchman, who, by uncanny muscular contortion inside a 32-inch gilded globe, caused it to ascend and descend a 50-foot spiral, mystifying the audience by his apparent supernatural power. He got a great hand each time as he emerged from the globe at the close of the act. In 1912 a girl used to walk a solid globe up a spiral with her feet. This was a very pretty act, for she was in sight all the way up and down. I believe she was billed as the Great Zangaria. ALFRED J. MEYER.

Tells of Spiral Ball Act With B. & B. in '96

Hoboken, N. J. After reading in The Billboard the boxed article headed "Vaude 'Snatching,'" issue of January 19, page 13. I have come to the conclusion that show business MUST be on the bum. Of all the dastardly ideas, that surely is it. Have people in show business (or should we refer solely to bookers?) lost all respect for decency? They didn't dare to use Colonel Lindbergh's name—a good thing. FRED MULLEN.

'Vaude Snatch' Story Rouses Ire of Writer

Syracuse. I have read of many of the real old-time circus acts, the originators of which were trouper on the overland wagon shows of long ago. It would be interesting to know when, where or on what shows these turns were first seen. I wonder if some of The Forum readers can tell about the lofty perch act in which a gymnast does evolutions on a pole supported by an understander. Who knows about the old juggling acts such as were done by W. C. Fields, who is now a star in pictures after a thoro background of the old school of show people? Who can tell about the bounding rope, Riskey acts, springboard acts, and I wonder who was the inventor of the flying return act and how the rigging was then constructed? AUBREY M. FRANKLIN.

Interested in Origin of Long Life of Long Life

CHICAGO, Feb. 2.—Frank and Grace Ginnivan, of the Frank Ginnivan Dramatic Company, are in Chicago, purchasing a new top and other equipment for the forthcoming tent season. The Ginnivans will also shop around for some new plays during their stay here. The Ginnivan show will be completely motorized this year, and the entire outfit will be completely revamped before the new season begins. The company will again play its established territory thru Indiana, Michigan and Ohio.

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Saranac Lake

By BETTY HUNTINGTON
"Old Man Winter" is certainly playing havoc up here. Every morning brings another blanket of new snow where the night before the thermometer has dropped to around 30 or 40 degrees below zero. Makes one feel glad to be snug in a warm bed with nary a care about getting up and going to work these cold days, and nothing to worry about but the daily menu. I claim it's "darn comfortable" and we have a lot to be thankful for.

A new gadget, recently installed in the Lodge, is a brand-new "mike" over which will be broadcast a weekly program of entertainment and interesting news to all the patients who are unable to attend these events. George Neville, gymnast, is back with us again for another siege of curing. He was formerly connected with the Neville Acrobatic Troupe and other acts playing the various vaudeville circuits. Angela Papulis, of Northwoods Cottage, is enjoying a nice long visit from her sister, Betty Papulis, of New York City. Our Ben would like us to know that he is still among the living and feeling pretty good these days—I mean Ben (Vell-I'll-tell-ye) Shaffer.

We must mention two aspiring girls, Margaret Newell and Muriel Sergheny, who use some of their spare time writing lyrics for songs. Margaret's latest is *You'll Always Be a Sweet Memory* and Muriel's is *I'm Nerts About My Honey*. Sylvia Abbott and Ving Horn are seen together a lot lately. Dame Rumor has it that they are "that way about each other."

Lee La Marr entertained us with some home talent which she gathered around town. It was broadcast thru the building to all the bed patients over our hook-up system, Station NVA. It was a great little show and enjoyed by all. Mr. and Mrs. Bob Merrick had a visit last week from one of their pals, Joe Cahill, of the Capitol Theater, New York. Joe enjoyed a good home-cooked dinner at Mrs. Merrick's cottage before leaving Saranac Lake. Please write to those you know in Saranac Lake.

Ginnivans in Windy City

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Butch, Mike
Butler, Al
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Abbott, Silent
Adams, Alex
Adams, Frank
Adams, Budo
Adams, Dixey
Adams, George
Adams, Howell
Adams, Eugene
Adams, Hubert W.
Adams, Wally
Adler, Thos. Floyd
Aiken, Shorty
Aiton, Thomas
Akin, Frank C.
Akiel, Lawrence
Alessandro, Mario
Allen, Chas. M.
Allen, Chi
Allen, James A.
Allen, Mickey
Allen, Paul
Allen, James
Allen, Tom V.
Alloha, Alligator Boy
Alper, Morris
Alton, Michael
Alton, Michael
Ambler, Walter
Anderson, A.
Anderson, Arthur
Anderson, E. H.
Anderson, Ivan D.
Anderson, James & Tiny
Anderson, Louie
Anthony, P. C. W.
Antonio, M.
Arbough, George
Arbuckle, Vernon
Archer, Jack C.
Armler, A. F.
Armsstrong, O. A.
Arney, M. A.
Arnold, Harry
Arnold, Wm. R. L.
Askins, Gordon C.
Atkins, Geo. M.
Armit, Geo.
Arnold, Jerry
Arrow Mending Service
Augur, Z. A.
Augustine, De
Austin, Nell
Austin, Sunny
Austin, Wilkey
Axcomb, Billy
Bachman, Ted
Bachnoia, Alphonso
Bahnsen, William
Bailey, Al Hap
Bailey, E. E.
Baker, Earl E.
Ball, Eunie & Family
Ballard, Joe
Bangs, Jerry
Banks, Stace
Barbana, Dollars
Barcl, Joseph J.
Barnes, Doc
Barnes, Geo. F.
Barnes, Harry
Barnes, Harold
Barnett, Bob
Barnett, Jack
Barr, Walter W.
Barsh, Janis
Barrett, Clarence
Barrington, Jack
Barton, Ben
Bartush, Bill
Bassett, Joe L.
Bassett, Wm. C.
Bath, Tom
Battels, Harry
Baughmans, Prof.
Baxter, Jess
Bay, Charles T.
Bayles, Fm.
Bayer, James M.
Becker, Denny
Beck's Famous
Beckwith, Minnie
Beckwith, Benny L.
Beegie, Eugene
Beman, Roy
Belan, E. B.
Belbold, H.
Bell, Capt.
Bell, Charlie
Bell, Johnny
Bellucci, E.
Bernard, Doc
Bense, Snake
Bennet, Harry C.
Bennett, Joe & Bea
Bennet, Roy
Benson, Al
Benson, Dr. O. N.
Benson, Musical
Bergen, Frank
Bergler, L.
Berneth, Ernest
Berry, Crandall
Bertram, Bert
Bertram, Raymond
Bertran, Joe
Bessey, Jack
Bessey, Jack
Best, Dick
Beverly Bros. Cir.
Biggs, Harry
Biggs, Larry
Biggs, Freddy
Biggs, Pat
Billick, Harry E.
Bingham, H.
Bingham, Grant
Birmingham, James L.
Biscov, I.
Bishop, Carl
Blitz, Ledy
Black, Jim Dad
Black, L. E.
Wallace, Florence
Wallace, Mrs. Al
Walters, Janie
Ward, Mrs. Mary
Ward, Mayme
Ward, Rose
Waters, Mrs. Glna
Wayland, Mrs. Bennie
Whitaker, Dixie
White, Robt.
White, Catherine
White, & Henry
White, Mrs. Willis
White, Mrs. Mae
Whitler, Mary
Whitmore, Hazel
Whitner, Earl
Willard, Lorraine
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Carlsie, Charlie
Carlsie, Drummer
Carson, Wm.
Carson, & Crowley
Carputer, Carl E.
Carson, Carlos
Carraig, Jas. J.
Carraig, Shay
Carroll, Jerry E.
Carson, Geo.
Carter, Bob
Carter, J. T.
Carter, Leon
Carter, Wm.
Cartier, Richard
Casey, Fred
Cash, Maurice
Cass, Steve
Castello, Geo.
Castle, John
Caton, A.
Cbadbourne, Mortimer
Chalmers, Chas. S.
Chambers, Earl
Chambers, Ingram
Chambers, Sylvester L.
Charleston, L.
Charneski, Felix
Chasse, Raymond J.
Childer, Roy
Childs, G. A.
Childs, Solly
Chilison, F. J.
Chin Le, Troupe, Royal
Chison, Monk
Chisum, R. P.
Cibarrua, J. P.
Cinno, Joe
Clegg, Mickey
Clapp, Sunny
Blake, Edward
Blake, J. E.
Clark, Edwin
Clark, Fred H.
Blanchard, Blackie
Blanchard, Richard
Blavin, Kenneth
Bliss, Hot Dog
Bloom, Jimmie
Blum, Donny
Blue, Ben
Blue Ridge Shows
Bockus, Curtis L.
Boehling, J. C.
Bohl, Chas.
Boyer, Charlie
Boone, Charley
Booth, Clinton
Boso, Guy R.
Bovina, Charles
Bowell, V. D.
Botson, A. E.
Boyer, Charlie
Boyer, Frank
Boyer, Gordon H.
Bradford, Paul
Bradford, Maynard
Wilson, Reta R.
Wilson, Mrs. Sallie
Wilson, Mrs. Mae
Woodward, Mrs. Earnie
Wright, Sonja
Yamanaka, Mrs. Geo.
Britt, J. C.
Broce, Harry
Broden, E. B.
Brody, Sam
Brooks, E. L.
Brooks, R. E.
Broussard, E. S.
Brown, Fred
Brown-Baileys
Brown, L. W.
Brown, Frank
Brown, Norman
Brown, George
Brown, Russell E.
Brown, Scot
Brown, Sappie, Ted
Brown, Wm. Ducky
Brownell, William
Brner, Ed
Brnner, Amusement Co.
Bruner, J. E.
Bryant, Meeky
Bryan, W. L.
Buchanan, J. Allen
Buchanan, Fred
Buchanan, C.
Buch, Chas. B.
Buckner, M. E.
Budda, Prince
Burlington, Chas. D.
Bulina, Robert
Burlen, W. H.
Burden, W. C.
Burd, Fred O.
Burd, Frank
Burdick, John
Burdick, Robert
Burns, Edward P.
Burns, Gregory
Burnett, Harry
Burson, Arthur
Burton, J. T. C.
Burton, Francis
Bussell, Jack
Butch, Mike
Butler, Al
Butler, C. A.
Butler, Charles
Butler, Max
Butler, Tom
Butler, Whitey
Butler, Whitey
Byrene, Bob
Cain, Chet
Calkin, Chas.
Calkins, Tex
Calhoun, H.
Camee, Frank
Camp, Tex C.
Campbell & Lloyd
Cantrell, Leo
Cantacab, H. O.
Carleton, W. (Bill)
Carl, Erwin J.
Carliston, G.
Carlsie, Charlie
Carlsie, Drummer
Carson, Wm.
Carson, & Crowley
Carputer, Carl E

ARIANA—Adriano, 54, vice-director of the Rossini Music Lyceum and a well-known pianist, in Pesaro, Italy, January 29. He was regarded as one of the greatest Italian pianists since Ferruccio Busoni. He formerly lived in New York City, where he taught, played concerts and conducted.

ARMSTRONG—Harry L., 79, whose death was briefly announced in *Late Deaths* last issue, had been in show business since 1865, when with his brother, James, he played in his father's band with the G. G. Grady Circus. Later he directed bands with Burr Robbins' Circus, John B. Davis, Great Inter-Ocean Circus and other shows. In later years he and his family were known as the Armstrong Swiss Bell Ringers. He also operated his own vaudeville show in houses and under canvas for years. Survived by his widow; a son, Harry Jr., circus band leader, and two daughters, Mrs. John M. Sheesley and Mrs. C. B. Hicks. Burial in Groves Cemetery, Summersville, W. Va.

BECK—Mrs. Janet Elizabeth, in Westport, Conn., January 22, after an illness of six months. In her early life she was an internationally known concert singer.

BENEDETTI—Guglielmo, 44, of the well-known Anglo-Italian vaude and circus clowns, the Benedetti Brothers, in London January 9. Death was caused partly by grief over the death of his youngest son, who passed away a few weeks ago.

BOYD—Thomas, 37, suddenly in Ridgefield, Conn., January 27. He was an author, playwright and biographer.

BRAND—Richard M., 59, who for the last 25 years played clarinet and saxophone with the Cincinnati Symphony Orchestra, in Cincinnati January 28 after a brief illness. He was the youngest of five brothers, all of whom were noted in music in the Queen City. His widow, a sister and three brothers survive.

BRIGHT—Mrs. C. L., mother of Louis Bright, secretary Big State Shows, at her home in Mt. Pleasant, N. C., recently. Besides Louis she is survived by her husband, another son and four daughters.

BUTON—Horace St. Clair, 54, veteran Shakespearean actor, suddenly at his home in Phoenix, Ariz., January 23. Death was attributed to a heart attack. Four years ago he sponsored the organization of the Civic Repertory Company in Phoenix, and for months has presented the poetry program over KTAZ, that city. He also took part in the revival of old plays at Los Angeles several years ago. Survived by his mother, sister, brother and widow.

CAMPBELL—A. O., president of Oklahoma State Fair and Exposition for the last eight years, in St. Anthony's Hospital, Oklahoma City, January 30. Apparently in good health, he lived only about 24 hours following an intestinal operation. He was in construction business in Oklahoma City in the firm of Campbell & Price, who built many skyscrapers in the Southwest. He had been a member of the State Fair board 10 years and was widely known among show people.

CARLISLE—Winifred Auckland, contralto, at a Seattle, Wash., hospital last week after a six months' illness. She was winner of the Schumann-Heink radio audition held over a Western network some months ago.

CARTER—Charles (Yellow), veteran outdoor showman, at St. Mary's Hospital, East St. Louis, Ill., January 28.

Bart McHugh

Bart McHugh, 56, active showman for more than 40 years in the East, died suddenly January 23 in a Philadelphia hospital as the result of a stroke.

Mr. McHugh was a theatrical agent for more than 35 years and was prominent in the Keith office. He is credited with discovering such talent as El Brendel, Olsen and Johnson and Frank Fay. The last several years he had spent in Philadelphia and was president of the Universal Artists Bureau, Philadelphia outlet for Columbia Broadcasting System talent the last five years.

He originated the Mummer's Parade in Philadelphia 30 years ago and had been staging them up to two years ago. The celebration has become a nationally known event.

He leaves a wife, Eleanor; a son, Bart McHugh Jr., with Station WCAU, Philadelphia, and a daughter, Mrs. Charles Reilly.

THE FINAL CURTAIN

CHAPMAN—John E., 48, at his home in Syracuse, N. Y., January 24 of a heart ailment. He had been slated for the post of director of New York State Fair, was chairman of the Industrial Exhibit Authority of the fair and was to have gone to Washington last week to push the fair's request for a \$300,000 PWA loan for new buildings. Funeral in St. John the Baptist Church, Syracuse, January 28, with burial in Assumption Cemetery there.

CHERKASSKY—Isaac, 72, father of Shura Cherkassky, concert pianist, in New York January 26. Survived by his widow and son.

CONNELLY—Annie Virginia Ross, 75, veteran stage actress and widow of Edward Connelly, stage and screen character actor, January 27 at her home in Hollywood. Funeral services January 30 at the chapel in Hollywood Cemetery.

ELLIS—Harry Charles, photographer and writer, January 9 at the Mission Rest

connected with show business for the last 15 years. Survived by a sister, Miss B. M. Harrison, of Philadelphia.

HATCH—Charles S., booking agent and former circus man, in Los Angeles January 25 as briefly mentioned in last week's issue. He filled executive positions with circuses for years and in late years staged Shrine circuses in Los Angeles. He was formerly outdoor booking agent for Radio-Keith-Orpheum, going later to the Bernard-Melke/John Agency, where he handled outdoor acts. Mr. Hatch also acted in an advisory capacity in many films and was accounted by the film industry as a valuable aid. He was to sail for Yokohama February 5 to assist in the direction of an event at the Yokohama Exposition. Survived by widow and three sisters.

HILL—Robert E. Lee, 51, stock actor, at his home in Hackensack, N. J., January 26, after a brief illness. He formerly resided in Covington, Ky. Burial was in

ERNEST HAAG

Ernest Haag, veteran and beloved circus manager, passed away at Marianna, Fla., Friday afternoon, February 1, of heart failure. He was 69. He had been ill for some time, but no one considered it serious.

Mr. Haag was the owner of the Mighty Haag Shows, which he has had on the road for 43 years. He was a native of Plymouth, Ind., born on June 17, 1866, and left to go with a show at the age of 16. He owned a small minstrel show at the age of 20 and shortly after that started a small wagon circus, which he gradually enlarged. In 1909 he put the show on rails, and about eight years later went back to wagons. The show several years ago was motorized.

The deceased was one of the oldest showmen to travel with his own show. He formerly had his winter quarters at Shreveport, La. Fourteen years ago he went to Marianna and established circus grounds near the heart of the city. He invested heavily in the largest hotel there and owned a good-sized farm near the city.

Funeral services were held at Presbyterian Church, Marianna, Saturday afternoon, February 2. Part of the church was reserved for Negro employees of show. All employees marched to church. After the services they accompanied the body to the train. And it was taken to Plymouth for burial. Major Albert Korst, a close friend of Mr. Haag, went with the body and the family by automobile.

Survivors are his widow, the former Alice Hubbard, of Oklahoma, and a son, Harry E., both of whom travel with show; also a daughter, Mrs. Helen Durrett, of Macon, Ga. The deceased was a member of the Odd Fellows, Shrine and Elks.

Home, Glendale, Calif., of paralysis. Funeral January 23 and burial in a crypt on a mountain slope at Perris, Calif.

ELSER—Frank E., 50, newspaper man, playwright and novelist, died in the West Indies February 1. With his wife and son Mr. Elser left New York on a holiday shortly after Christmas. In collaboration with Marc Connelly Mr. Elser wrote *The Farmer Takes a Wife*, Broadway hit, achieving his life's ambition. His theatrical career was preceded by newspaper work on four New York papers. He left *The New York World* in 1918 to do free-lance writing, and in 1926 published a well-received novel, *The Keen Desire*. He adapted, in 1930, Liam O'Flaherty's *Mr. Gilhooley*, which was unsuccessfully presented. Then he started work on the play now running dramatized from Walter Edmond's novel *Rome Haul*. Survived by his widow, son; a brother, Maximilian, and a sister. Deceased was a member of the Author's League and Dramatists' Guild.

FLANAGAN—John M., 90, father of "Pat" Flanagan, CBS and WBEM radio announcer, of Chicago, at Clinton, Ia., January 30.

FOLSEY—George J., father of George Folsey, film cameraman with Metro-Goldwyn-Mayer Studios, January 23 in New York. His son flew east for the funeral.

FUGERE—Lucien, 86, French comic-opera singer, in Paris January 16, after more than 50 years of active work on the French stage.

GILL—Richard, father of Billy Gill, manager to Will Hay, English headlining comedian, in London January 17.

HARDESTY—Walter C., 56, former manager of the Dover (O.) opera house and for many years head of the Hardesty Manufacturing Company, maker of theater chairs, in the same city, January 22 at his winter home in Daytona, Fla. Daughter and three sons survive. Body was returned to Dover for burial in Maple Grove Cemetery.

HARRISON—James D., 71, former circus and minstrel show advance man, of pneumonia January 15. He was not

Hackensack. Surviving are his widow, a sister and two brothers.

IPPOLITOV-IVANOV—Mikhail, 75, well-known Russian composer, in Moscow January 28. His best known work was the *Caucasian Sketches*. He was of the "splendid school" of Russian composers and was a leading musical figure in the days of the czar. He was conductor of the Grand Theater, Moscow.

JACKLIN—Edward J., 66, organist, January 23 in Detroit of heart disease. Burial in Forest Lawn Cemetery, Detroit. Survived by his widow.

JOHNSON—John, 68, Michigan concessioner, known as "Pop-Corn John," January 30 at his home in Cadillac, Mich. He had been in the pop-corn field here for 43 years, operating largely in Cadillac.

JOHNSON—Philip, former orchestra leader, in New York January 23.

KEEGAN—Thomas J., 57, in Bridgeport, Conn., January 24, after a long illness. He was widely known as a concessioner, having been in charge of all

refreshment concessions in public parks in Bridgeport for 28 years.

KIMBALL—Mrs. Fred S., owner of the D. & H. Pleasure Shows, at Center Ossipee, N. H., January 27. Burial in family lot at Berlin, N. H. Her husband survives.

KURLAND—Maurice, 61, head of Universal Studio's transportation department, at his home in Hollywood January 20 of a heart attack. Funeral services and burial January 22 at Hollywood Cemetery. A son, Gilbert Kurland, head of Universal Studios sound and music department, survives.

KRONAU—Mrs. A. T., wife of Arthur T. Kronau (Val Vito), at her home in Bartlesville, Okla., January 29 following a stroke.

LEATHERBEE—Charles Crane, 27, actor and founder of the Stage Association of New York, in that city January 29 after a short illness. Grandson of Charles R. Crane, American minister to China under President Wilson, Leatherbee had appeared in several Theater Guild productions and in 1928 organized the University Players in Falmouth, Mass. Later the organization became the Theater Unit of Baltimore and recently the Stage Associates of New York. Survived by his widow, Mrs. Mary Lee Logan Leatherbee, and his mother, Mrs. Frances Anita Crane.

LIEBMAN—Charles, musician, teacher and conductor, in New York December 24 last. He had been ill for five years. Mr. Liebman was one of the early graduates of Dean University, Warren, O., later studying at the New England Conservatory of Music. He was director of the Youngstown Maennerchor for 15 years and also directed orchestras at many New York theaters. Deceased was a member of the National Music Conductors' Association of America. Survived by his widow, four daughters, one son, three brothers and a sister.

MARTIN—Mae (She), 32, well known in tabloid and for a number of years featured in burlesque, at a rooming house in Youngstown, O., February 2. Death was accidental, due to gas poisoning caused presumably by a faulty heater. She began her stage work in 1919. Her home was in Birmingham, Ala. Two daughters survive.

MILNER—Francis George, professionally known as George Silburn, vaude artist, accidentally in a gun accident at Chelmsford, England, January 11.

MOORE—William Henry, 64, English showman, January 10, at Newport, Monmouth, Wales.

MORRISON—Mrs. Mary Agnes, widow of Prof. Charles S. Morrison, composer, at her home in Grand Haven, Mich., January 27. Surviving are two sons and one daughter.

NEU—Louis Kenneth, 28, former night club entertainer, was hanged at the Louisiana State Prison, New Orleans, February 1 for the murder of Sheffield Clark, Nashville business man. He went to the gallows light-heartedly. Before the trap was sprung he tested it with his feet with a few dance steps.

NYBERG—Harry H., 44, singer and musician, in Bridgeport, Conn., January 23.

PLANTAMURA—Rosa M., 56, wife of Rocco Plantamura, musical director, at the Monte Sano Hospital, Los Angeles, January 21. Christian Science funeral services January 23 at the Wee Kirk of the Heather, Los Angeles, and interment in Forest Lawn Cemetery, Glendale, Calif.

RADLICKI—Stanley, owner of a night club in South Bend, Ind., at his home in that city. Survived by his widow and several children. Funeral services at St. Hedwig's Catholic Church, South

SAM B. DILL

Sam B. Dill, who since 1930 has been either owner or part owner of a large motorized circus, died in the Hope Manor Apartments, Los Angeles, February 1. The cause was pulmonary edema from cancer of the lungs. Interment will be at Bloomington, Ind., February 7.

Mr. Dill was born at Bloomington, Ind., November 20, 1885, and had made his home in that city. He had been engaged in circus work for a number of years, starting in 1904. That season and in 1905 he was with the Forepaugh-Sells Circus; from 1906 to 1912 treasurer of the Gentry Bros.' Shows; in 1913 with Barnum & Bailey Circus; from 1914 to 1928 he was associated with Jerry Mugivan as his assistant and manager of the John Robinson Circus.

In 1930 he organized a motorized circus and titled it the Robbins Circus. He later changed it to the Sam B. Dill Circus. Last year he formed a partnership with Tom Mix, the show being known as the Sam B. Dill Circus and Tom Mix Wild West. Late in the year he disposed of his interest in the show, due to ill health, and had been living in Los Angeles. He was an attorney in Bloomington before entering circus life.

Fraternal organizations of which he was a member were the Masons and the Elks. He is survived by his widow, Nettie Greer Dill, who was treasurer and on the front of the Dill show; his father, W. P. Dill; two sisters, Mrs. George D. Green and Mrs. Sam Hutton, and a brother, Dwight Dill.

Bend, with interment in Cedar Grove Cemetery there.

SANBORN—Charles Edward, 87, January 29 at the home of his daughter in Detroit. He was for several years manager of the GAR Auditorium, Detroit, which formerly housed road shows and touring attractions. Survived by five daughters and a son. Burial in Woodmere Cemetery, Detroit.

SHERMAN—Barbara, actress and wife of Milton K. Chapman, Hackensack, N. J., lawyer, at her home in Cliffside Park, N. J., January 29. She played various parts in Earl Carroll's Vanities of 1931.

SIGFRIED—Adolph A., 76, veteran actor and once known on Broadway as "the man with 100 faces," at his home in Decatur, Ill., January 26 after a two-year illness. He established the first vaudeville theater in Decatur and later operated other theaters in that city as well as other cities in Illinois, Iowa and Wisconsin. At one time he had his own carnival company on the road and later managed Dreamland Park, Decatur, for a season. He retired from the theatrical business in 1928. Mr. Sigfried was a Mason and an Elk. Funeral January 29 and body was placed temporarily in the mausoleum in Fairlaw Cemetery, Decatur. Later it will be taken to Minneapolis for burial. His widow and one son survive.

SMITH—Burt (Pap), 74, retired circus clown, at Kalamazoo, Mich., January 28. For 30 years he traveled with the Ringling Bros., Barnum & Bailey, Hagenbeck-Wallace, Sun Bros. and Wixom Bros. shows. His own particular clown feature was his trained goose act. He also was a musician. Survived by two daughters and a son. Burial at the Vicksburg (Mich.) Cemetery. Knights of Pythias had charge of the services. He also was a member of the Elks.

SVELTOFF—Valerian, 73, Russian dance critic, at the American Hospital, Paris, January 17.

THOMAS—Mrs. Lillian A., mother of Edith (Bessie) Fuller, concessioner, and Dewey Thomas, concessioner with Mighty Sheesley Midway, at McLouth, Kan., January 25.

WATSON—Howard, managing director of the Palace, Reading, England, well-known vaude house, January 14, following a heart attack.

WHITMORE—Marion H., 57, proprietor of the Whitmore Pavilion at Hess Lake, outside of Newaygo, Mich., for 28 years, at his home in Newaygo January 25 following a siege of influenza and lumbar pneumonia. Surviving is his widow.

MARRIAGES

BARNES-NEWMAN—Harry Elmer Barnes, author and lecturer, and Jean Hutchinson Newman at Reno January 26.

BLANCO-GARSON—Dan Blanco, proprietor of the Club Alabam, Chicago, and Thelma Garson, member of the "Three Sweethearts" act, at Aurora, Ill., January 31.

BRADY-VOGELSANG—Leo F. Brady and Elizabeth Vogelsang, musician, at the Catholic Church, Los Angeles, January 26.

GIBSON-SCHNEIDER—M. C. Gibson and Ardeth Schneider, stunt aviatrix, horsewoman and queen of the 1934 Salinas (Calif.) Rodeo, recently.

HOSINKI-LINN—Theodore Hosinki and Marguerite Linn, of Radio Pictures research department, recently at Los Angeles.

JAGGER-LAWRENCE—Dean Jagger, film actor, and Antoinette duPre Lawrence, society girl, at Bingham, Mass., January 27.

MAGERS-STONER—Maurice Magers, St. Louis theater manager, to Elsie Stoner at St. Louis January 9.

MERCY-LANE—Nat Mercy, comedian with Raynell's Gang working the Florida fairs, and Dorothy Lane, with Tommy Burns' Footlight Revue at the Orpheum Theater, Tampa, Fla., in Tampa January 14.

MERWIN-SEWARD—Loring Merwin and Marjorie Seward, of Radio Pictures research department, at Los Angeles recently.

RICHARDS-BURKETT—Helen Jean Burkett, of Fort Wayne, Ind., and William C. Richards Jr., member of Jimmy Richards' Orchestra, at Fort Wayne January 19.

SCHERER-LEBACH—Charlotte Lerch, of Fort Wayne, Ind., and Roger Scherer, assistant manager of the Strand Theater, Defiance, O., at Fort Wayne December 31.

SCHIEFER-MARTIN—Phil Schiefer and Nancy Martin, songstress and staff member of KDKA, Pittsburgh, January 13 in that city. Schiefer is a nonpro.

SPEAGHT-BOWAN—Robert William Speaght, English actor and playwright,

to Esther Evelyn Bowan, actress, in London January 20.

COMING MARRIAGES

Mary Leone Woolever, Fort Wayne (Ind.) dancer, to Bernard M. Lloyd, Sullivan, Ind. Marriage will take place late this month.

Jacqueline Wells, screen actress, and Walter Brooks, son of Lionel Atwill, stage and screen player. No date announced.

Viola Davis and John S. Moriarty, members of the John Smallman A Cappella Choir. Wedding March 3 at the Congregational Church, Los Angeles.

Jack Wish, concessioner with Rubin & Cherry Exposition, and Myrtle Telles, nonprofessional, of New Orleans. Wedding set for March 3.

BIRTHS

A boy, to Mr. and Mrs. Arthur E. Niedeck, at Tompkins Memorial Hospital, Ithaca, N. Y., January 28. Father is a former actor and is now instructor of dramatics and elocution at the Ithaca High School. Mother is the daughter of Prof. Walter Brown Leonard, veteran minstrel man. She formerly trouped with her father's road shows.

To Mr. and Mrs. Harry Tobias, five-pound daughter, January 24, at Santa Monica Hospital, Santa Monica, Calif. Father is a motion picture songwriter.

To Ethelyn Claire, former screen actress, and her husband, Ernest Westmore, film make-up artist, a nine-pound daughter, Ethelyn Louise, at the Hollywood Hospital, Hollywood, January 26.

A son to Mr. and Mrs. Kenneth Harlan January 26 at Chicago. Mother is former Donna Hayes, stage actress, and father is stage and screen player.

To Mr. and Mrs. Victor Fleming, eight-pound daughter, January 28, at Cedars of Lebanon Hospital, Hollywood. Father is a motion picture director.

To Mr. and Mrs. Cy Allen, eight-pound son, January 25, at the Cedars of Lebanon Hospital, Hollywood. Father is a publicist with the Walter Wanger Productions.

Eight-pound daughter January 22 in Los Angeles to Mr. and Mrs. Bernard Milligan. Father is a radio editor.

A seven-pound son, William Ronald, to Mr. and Mrs. Jim Tubles (Mildred Langdon) in Kansas City, Mo., January 9. The Tubles are operating a circle stock company in Kansas.

To Mr. and Mrs. Ben Bloomfield, 9 1/2-pound girl, at the Swedish Covenant Hospital, Chicago, January 28. Father is manager of the Balaban & Katz Oriental Theater, Chicago.

A girl, 7 1/2 pounds, to Mr. and Mrs. A. (Dice) Forman at Toledo, O., January 23. Father has had side shows with C. E. Pearson Shows and Butler Bros. Shows.

DIVORCES

To Alfred Rogell, screen director, from Ena Gregory Rogell, screen actress known as Mirian Douglas, in Los Angeles January 25.

Aileen Sanella against Andy Sanella, orchestra leader.

Blanche Schrom, formerly Miss Switzerland at A Century of Progress, against (See DIVORCES on page 67)

ORGANIZATION

(Continued from page 27)

executives, employees, towns, cities or States. The said bureau shall have charge of preparing contracts for the association operators, agreements between operators and public officials and shall at all times be ready to protect the interests of said association operators when such interests are lawful and proper. A General Counsel, fully familiar with endurance contests and their many problems, shall be in complete charge of such bureau and he shall use such associate counsel in cities and States where their services may be needed as he shall deem necessary.

ARTICLE XVI

Operators—Co-Operation. Operators shall at all times work in harmony and accord and shall not slander, libel or in any way cause embarrassment to their fellow operators, it being the intention of this section to assure a working, compatible, harmonious organization of operators of endurance contests.

ARTICLE XVII

Complaints. The Legal Bureau shall receive all complaints of violations of the provisions of this code and shall seek their adjustment by explanation or conference. The said bureau shall at all times interpret the various sections of this code in matters of complaint.

When complaints are made it shall be

the duty of the General Counsel to name a committee of five impartial operators, who shall sit in judgment of the said complaint and render an opinion, the five said members and the General Counsel composing a committee of six. The General Counsel shall have no vote in the final opinion of said committee. The decision of the said committee in all matters of complaint shall be final and the bureau shall keep a record of such complaints and upon that record enter the decision made in every case. In presenting the case to the committee as a whole, the name of the complainant and the party complained of shall not be divulged by the General Counsel. At all times, if the parties wish to do so voluntarily, they may appear before the committee so appointed and give testimony regarding their complaints or defense thereto.

ARTICLE XIX

Expiration. This code shall continue in effect for a period of two years from the date of the signing of this code by all necessary signatories hereto, but may be continued when a majority of such signatories shall, in writing, order its continuation for another year.

ARTICLE XX

Wages—Conflict With State Laws. When any State law prescribes for any

class of employees of either sex a higher minimum wage than that usually paid by operators of endurance contests, no employee of such class of either sex employed within that State shall be paid less than such State law requires.

ARTICLE XXI

Hours of Labor—Conflict With State Laws. When any State law prescribes for any class of employees shorter hours of labor than those usually prescribed by operators for their employees, no employee included within that class shall be employed within such State for a greater number of hours than such State allows.

ARTICLE XXII

Propaganda—Use of. The Central Office Legal Bureau shall, from time to time, prepare bulletins concerning the progress of endurance contests, which said bulletins shall be sent to the leading newspapers and press associations of this country. A program of education for the general public and public officials shall be carried on for their benefit, while operators shall, from time to time, be kept informed of developments in the Endurance field.

The operators shall keep the Central Office Legal Bureau informed of pending suits involving Endurance Contests and shall forward to the said office newspaper clippings and court dictum regarding and pertaining to such contests.

LETTER LIST

(Continued from page 31)

- Joy, Byron
Kashline, David K.
Kelly, Ray
Lipsky, Richard
Kennedy, Tom
Koban, Katchi
Krause, Rosel
Kressman, Fred
Krowe, Bennie
Lanard, B.
Lash, Harry
LaVine, Hank
Lawler, J. Warren
Lee, Bob
Leeper, Jack
Leffingwell,
LeMaynard Stub
LePaul
Leabanian, Rube
Lipsky, Harry
Long
Lynch, Bob
Mach, Anton
Mack, Cuban
Malos, Mike
Marinelli, Albert
Marinoff, Enrique
Marinoff, S.
Marras, Walter
McCabe, Grover
McCauley, Jos. G.
McGuire, Marcus
McDaniels, Tex
Miller, Ray
Montgomery, Chas.
Morgan, J. L.
Myers, Mr.
Norman, J. E.
O'Connell, Fred
Oppedal, Peter

MAIL ON HAND AT KANSAS CITY OFFICE

424 Chambers Bldg., 12th and Walnut Sts.

Ladies' List

- Bally, Mrs. Ethel
Ballew, Mrs. W. M.
Beaver, Mrs. Billy
Beaver, Mrs. Eric
Berges, Mrs. A.
Bishop, Mrs.
Broderick, Dorothy
Broderick, Georgia
Budd, Ruth
Burnett, Mrs.
Cassand, Mabel
Cassavant, Gypsy
Casvard, Mrs. Pat
Cheney, Cecelia
Cook, Mrs. Elsie
Cook, Mrs. Lulu
Culler, Boots
Davidson, Ann
Davidson, Mrs. G.
DeVanni, Dolly
Ebert, Ethel
Emery, Jewel
Erwin, Mrs. Tom
Ester, Princess
Everett, Mrs.
Effe, Mrs.
Fleming, Aileen
Fletcher, Laura
Foster, Mabel
Fontaine, Sunshine
Gillum, Mary Zell
Grommer, Mrs.
Hall, Ruth
Hamilton, Babe L.
Hank, Mrs. Nellie
Herdin, Aileen
Harper, Mrs.
Holmes, Mrs.
Holmes, Mrs. Emma
Johnson, Mrs. Goldie
Jones, Billy
Kastle, Mrs. Opal
Jones, Harriet &

Genlemen's List

- Alexander, J. C.
Alexander, Maurice
Adby, Al

- Baldwin, Richard
Barrett, Clarence
Biggers, Larry
Blum, Benny
Boddie, Davis
Boern, Theo
Bouillon, Francis
Brassill, John J.
Breedon, Tom
Bridges, Johnny
Nolan, Bernice
Broderick, Paul
Bryer, Bill
Buckley, Hirschel
Buffin, E. F.
Burlingame, Dennis
Butts, Nip
Carr, Fred
Carmie, Eddie
Carr, Blonzo
Carson, Andy
Carron, Fred
Caulkins, Fred
Chvala, Frank
Cheney, Fred
Clark, Eddie
Clay, W. Henry
Clevareland, G. W.
Cochran, J. B.
Cox, Chas.
Couch, Roy
Coulter, Wm. G.
Covington, Frank
Crawford, C. Vern
Criswell, L. W.
Crosby, E. M.
Crosby, Fred
Crossen, Gene
Diller, J.
Davis, Byron
Dean, J. M.
Delaney, Pat
Deaton, Al
Devereaux, Bob
Earle, Billie
Elder, Fred
Elder, Suidie Ted
Elliott, Charles
Elliott, John A.
Ellis, Robt. Chas.
Erameta, Tommy
Eudaley, Buster
Evans, Frank
Evans, Paul
Everette, Jack
Felton, Nat
Flannigan, Bob
Forester, Tex
Foss, J. D.
Foster, Ed
Gallimore, Browdie
Gardner, Paul
Gibson, Gerald
Goad, Dude
Goad, Joe
Granger, Jack
Gran, Fred
Graves, Jack
Hagensick, Glenn
Hazen, W.
Hearne, Manny D.
Hevey, Neale
Hoffman, Arthur
Holcombe, Roy
Holland, Banks
Hugo, Capt. E. H.
Huggins, Ben
Huntler, Charles
Jasper, Charles
Jett, Blackie
Johnson, Ernie
Jolley, Jack
Jones, Samuel
Kaplan, Richard S.
Karr, Joe
Kaufert, Walt
Kelly, Junior Jack
Kent, Billie Hank
Knight, Gene
Kimmel, Othel
Kitterman, H. J.
Krause, Ed
Kugler, James
Ladarsky, Lamont
Lamont, George A.
Lane, E. F.
Law, George W.
Layman, Jean M.
Lebow, W. H.
Leaf, Victor
Lester, Verge
Lottus, Speedy
Lupo, Sam
Lyons, A. L.
Lyons, A. L.
Lyons, A. L.
McAllister, P. H.
McCann, Lew
McClannan, Buck
McClure, Billy
McDonald, Wm.
McLaughlin, Harry
McNeely, Due Tom
Malone, Dennis

MAIL ON HAND AT ST. LOUIS OFFICE

290 Arcade Bldg., Eighth and Olive Sts.

Parcel Post

Beaver, Little, 3c

Ladies' List

- Adams, Miss
Bonita
Barber, Mrs.
Roone, Mrs.
Buley, Mrs. Sara
Cunningham, Mrs.
Cutler, Miss Lennie
Heth, Mrs. Robt. L.
La Verne, Mabel

Genlemen's List

- Allen, Edward
Andrich, Peter
Archer, Jack
Baker, Billie
Brown, S.
Burns, Jerry
Burt, Edward
Caul, Bert
Cobb, Gene
Cook, Jack
Green, Johnnie H.
Haglund, Geo.
Delmar, Jene
Delmar, John
DeKaiser, A. J.
Fernando, M. D.
Fetter, Eddie
Fink, G. M.
Fuller, John T.
Gordon, Buddy
Hansen, O. L.
Harding, Steve F.
Hogan, Sandy
Hoflerbaum, Chas.
Hubbard, Paul
Hutchins, John T.
Kane, Raymond
Lafferty, Walter J.
Lantz, Johnnie
Lart, "Doc" Ray
Lee, Bob
Lindbo? Chas.

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

A STEADY CASH INCOME — MAKING Chipped Glass Name Plates, Numbers, Signs, Checkboards, Resilvering Mirrors, Metal Plating. Illustrated booklet free. **E. PALMER**, 600, Wooster, O. x

AGENTS — PENNY EACH. POPULAR SIZES. Guaranteed Window Sign Letters. Enormous Profits. Easily applied. Free samples. **ATLAS SIGN WORKS**, 7941-L Halsted, Chicago. fe16x

AGENTS — STICK-ON-WINDOW SIGNS; 500% profit; free samples. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

AGENTS, JOBBERS, CALL ON STORES—OUR premium merchandise card makes sales every stop; take orders from circular. **NATIONAL HB**, 110 East 31st, Erie, Pa. fe23

AGENTS—SELL SKIN TONIC, LOTION, GOOD profit, repeats. Sample, 10c coin. Rooms 16-17, King Bldg., Springfield, O. x

AGENTS, ACT QUICK — FATHER COUGHLIN Auto Plates, white letters on blue field, \$1.25 dozen. **THE SHAWMUT CO.**, Hartford, Conn. x

ATTRACTIVE LINE—ENLARGEMENTS, PLEASANT work, big profit. Write for details and sales plan. **IDEAL PHOTO SERVICE**, Box 2255, Paterson, N. J. x

AT LAST! LATEST READY TIE NECKWEAR —Sensational; can't wrinkle; sells on sight; big profitters. Sample 25c. **NECKWEAR MANUFACTURERS**, 146 North 52d, Philadelphia, Pa. x

CARTOONS, PHOTOS—CATALOG, SAMPLES, 25c. **EUGENICS**, Box 290-A, New Haven, Conn. fe16

CASH INCOME DAILY RESILVERING MIRRORS, Replating Metalware, Making Glass Signs. Portable outfit. **SPRINKLE**, Plater, 500, Marion, Ind. mh30x

COSTS 1c—SELLS 25c. MAKE NON-EXPLOSIVE Cleaner from Benzene Crystals, 1c gallon. **WESTERN RESERVE LABORATORIES**, 6622 Denison Ave., Cleveland, O. x

FREE LITERATURE DESCRIBING MANY money-making plans. **H. BELFORD**, 4042 N. Keeler, Chicago. fe9

FREE CIRCULARS—MONEY MAKING MAIL- Order Business at home in spare time. **MAIL ORDER INSTITUTE**, 669-C Marcy Ave., Brooklyn, N. Y. mh2x

GOOD INCOME SILVERING MIRRORS—PLAT- ing and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfrx

INCH DISPLAY ADVERTISEMENT 50 MAGAZ- ines, year \$24. **WOOD'S POPULAR SERVICES**, Atlantic City. x

LARGE PURE SILK POCKET HANDKERCHIEFS, assorted patterns, fast sellers, \$1.50 dozen, sample 25c. **L. & H. CO.**, 146 North 52d, Philadelphia, Pa. x

LORD'S PRAYER—SIZE PINHEAD. CAN BE plainly read, 25c. **W. KEYSER**, Irvington, N. J. x

MAKE MORE MONEY — TAKING ORDERS Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Coveralls, Pants, Uniforms. Outfit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. ap27x

MAKE YOUR OWN PRODUCTS — EMPLOY agents yourself. Toilet Articles, Soap, Extracts. We furnish everything. Valuable book free. **NATIONAL SCIENTIFIC LABORATORIES**, 1957-W Broad, Richmond, Va. x

MEN AND WOMEN—\$10 TO \$15 A DAY IS nothing compared to what some of our representatives make. No investment required, only pleasing personality and common sense. Are you acquainted with Lodge Halls, Granges, American Legion Posts? Write **PASQUANEY ART STUDIO**, Plymouth, N. H. x

NEW POCKET CASE — DELIVERS LIGHTED cigarettes to lips. Just touch magic button. Marvelous invention. Sells on sight. Up to \$85 weekly. Try it at our risk. **MAGIC CASE**, 4234 Cozens Ave., Dept. B-4469A, St. Louis. x

NO PEDDLING—FREE BOOKLET DESCRIBES 87 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. fe23x

PHANTOM DOMINO—NEVER SEEN BEFORE. Novelty; sells on sight; big profits; sample 25c. **PHANTOM DOMINO**, 246A Fifth Ave., New York. x

PITCHMENT SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

PROFIT 2,000% — AGREEABLE EASY WORK applying Gold Initials on automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

RESURRECTION PLANT—UNIQUE NOVELTY; miracle of nature. Costs below 2c; sells for 25c. Write **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. fe9x

SELL MEN'S NECKWEAR — WONDERFUL proposition. **ASTOR-A**, 39 East 23th, New York. fe23x

SELL BUSINESS CARDS — PRINTED BOTH sides with Spicy Girl Pictures. Wonderful earnings guaranteed. Complete selling outfit, 10c. **PRINTERS**, 3305 Lawrence, Chicago. x

SELL NEW AND USED CLOTHING—100%— 300% profit! Satisfaction guaranteed; experience unnecessary; we start you; catalog free. **LIQUIDATION MERCHANDISE CO.**, AB-550 E. 43d, Chicago. fe23x

SNAPPY CARTOON BOOKLETS—COMIC POST Cards, Drunks, Flappers, Fan Dancers, 3 Little Pigs, Snappy Novelties, Photos. Samples and price list, 25c. **KLEES CO.**, 1710 Undercliff Ave., New York. x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas. Free literature. **PRUITT PRESS**, Elburn, Ill. mh2x

ANIMALS, BIRDS AND PETS

ANIMALS, PARROTS, SNAKES, EVERYTHING for shows. **SNAKE KING**, Brownsville, Tex. fe16

AMERICA'S FINEST MICE, ALL VARIETIES —HEINZ MUSEERY, 2472 Glenwood, Toledo, O. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. No machine may be advertised as used or second-hand in The Billboard until a minimum period of 90 days after date of first shipment on order has expired.

A-1 BARGAINS RECONDITIONED — DROP Kicks, \$25.00; Champion, \$49.50; Fleet, \$14.50; Auto Bank, \$47.50; Jr. Contact "44", \$20.00; Auto Count, \$35.00; Golden Gate, \$17.00; Rocket, \$39.50; Signal Jr., \$22.00; Major League "44", \$25.00. **NATIONAL COIN MACHINE EXCHANGE**, 1407 Diversey, Chicago. x

A-1 CONDITION — PENNY LITTLE DUKE Venders, \$17.50; Triple Jackpot Model, \$27.50; Penny Mills Blue Front Mystery Venders, \$45.50; latest type Rockets, \$37.50; Fleets, \$9.90. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. fe9

A-1 BARGAINS — WORLD'S SERIES, \$5.95; Jig Saws, \$4.95; Airways, \$7.50; Official Sweepstakes (Ball Gum), \$.60; Grand National Automatic Payoff Race Horse, \$30.00; Streamline, \$9.25; Fleet, \$12.95; Whirlwinds, \$9.95; Sweet Sally, \$5.95; Relay, Sr., \$22.95. Others. Write **M. T. DANIELS**, 1027 University, Wichita, Kan. x

BARGAINS—LIKE NEW MERRY-GO-ROUNDS, \$14.50; Used Shyvers Cannon Fires, \$34.50; Big Broadcasts, \$4.50; Silver Cup, \$6.00; Fleet, \$16.50; Electro, \$19.50; Lightning, \$19.50; Golden Gate, \$19.50; Big Bertha, Sr., \$20.00; Super Eight, \$20.00; Drop Kick, \$25.00; Jennings Football, \$37.50; Jennings Penny Duke Single Jack, \$22.50; Triple Jack, \$30.00. One-third deposit with order. **CEKBER & GLASS DISTRIB. CO.**, 914 Diversey Blvd., Chicago, Ill. x

BLUE RIBBONS, \$7.50; HCSAWS, \$2.50; Magic Clocks, like new, \$3.00; Crusaders, \$15.00; Silver Kings, \$10.00; Ambassadors, \$10.00; Forward Pass Seniors, \$20.00; Spiral Baseballs, \$1.50; Pace Jackpots, 1c and 5c, \$25.00. All machines in perfect condition. **ALABAMA SPECIALTY COMPANY**, 319 46th St., Fairfield, Ala. x

EXCELLENT BUY—PACE EVERFUL AND LIT- tle Duke Triple Jackpot 1c Venders, \$27.50 each; Duke Single Jackpots, \$17.50 each; Mills 5c Jackpot Front Vendors, \$15.00 each. **TUXEDO NOVELTY CO.**, Roxboro, N. C. x

FOR SALE — COMPLETELY RECONDITIONED Diggers below market prices. Model F Iron Claws, \$65.00; Electro-Hoists, \$75.00; Microscope Cranes, \$110.00; Merchantmtn, early models, \$145.00. **BOX No. 499**, Billboard, New York. tfrx

GOLDEN GATE, \$14.00; FLEET, \$12.50; Merry-Go-Round, \$13.50; latest American Beauty, \$12.50. **J. JAMES**, 1616 So. 5th, Terre Haute, Ind. x

IRON CLAW—MODEL F, FINE CONDITION, \$50.00. **FURMAN**, 5919 Walton, Chicago. x

MAJOR LEAGUE JUNIORS, NEARLY NEW, \$21.00 each. One-third with order. **AUTOMATIC AMUSEMENT CO.**, 101 N. Fulton, Evansville, Ind. x

MILLS VENDERBELL, NICKEL ESCALATOR, \$45.00; Champion, latest Payout Model, \$55.00; Little Duke Penny Coin Ejector, \$25.00. **CARL WALTERSDORF**, Creston, Ia. fe16

MILLS 1c J. P. V. 5 PAY, \$24.50; DUTCHESS 1c J. P. V., \$34.50; Dutchess 5c J. P. V., \$39.50, and many other bargains in Slot Machines and Marble Games. **MILLER NOVELTY CO.**, Box 826, Oklahoma City, Okla. x

REAL BARGAINS IN RECONDITIONED MA- chines. Write for our new clearing sale list. We guarantee you will save money. **BADGER NOVELTY**, 2440 N. 29th, Milwaukee, Wis. fe23

REBUILT MILLS SILENT ESCALATOR FORK, cabinets like new; also War Eagle Bells, \$52.50; Jackpot Bells, \$17.50; Vendors, \$7.50. List free. **COLEMAN NOVELTY**, Rockford, Ill. x

RUSH YOUR ORDER—BLUE RIBBON, \$9.50; Contact, \$17.50; Hockey, \$32.50; Major League Sr., \$35.00. One-third deposit. **W. B. SPECIALTY CO.**, 2507 Marcus Ave., St. Louis, Mo. x

SEND STAMP FOR LIST OF USED MACHINES —Get on our mailing list. You save money on machines and supplies. **GOODBODY**, 1826 East Main, Rochester, N. Y. fe23

SLIGHTLY USED JENNINGS FOOTBALL, \$40.00; Major League, small, \$25.00; large, \$35.00; Rockets with new Tilter, \$35.00; Fruit Reels, with Divider, \$10.00; plain, \$5.00; Champions, \$50.00; Senior Flying Trapeze, \$35.00; Big Broadcast, \$5.00; Poker Reels, \$7.50; Five Jacks, \$6.00. Master Vendors and Pistachio Nuts and others ready for delivery. Send one-third deposit. **B. D. LAZAR CO.**, 136 Franklin Ave., Scranton, Pa. x

SLOT MACHINES — BOUGHT, SOLD, EX- changed. **WESTERN SALES CO.**, 2576 Harney, Omaha, Neb. fe9

TEN ERIE DIGGERS, USED TWO MONTHS, like new, \$225.00. One-third cash with order, balance C. O. D. **E. CROCE**, 25 Logan, New Britain, Conn. fe9

TERRITORY CLOSED—PIN TABLES, ETC., FOR sale. **SILENT SELLING CO.**, Marion, Ind. x

WANTED TO BUY—NOVELTY MERCHANT- men for \$125.00. State serial numbers and meter readings. **BOX 500**, Billboard, 1564 Broadway, New York. tfrx

WANTED — MILLS ESCALATORS, ANY amount. **BADGER BAY COMPANY**, Green Bay, Wis. fe9

WHILE THEY LAST — BABY BELLS, \$5.00, with Jack Pot, \$6.50. Poker Reels, \$6.00; Flash Ball Marble Games (get sample), \$3.00; 1c Beer Targets, \$3.00; 1c Ball Gum Machines, 500 capacity, \$1.50; Keystone Dice, \$2.50; Gypsies, \$4.00; Big Game Hunters, \$4.00; Penny Drows, \$3.50. One-half cash, balance C. O. D. **GREAT STATES MFG. CO.**, 1605 E. 39th St., Kansas City, Mo. x

One Month To Catch Up With Mail

It required the Ace Specialty Company of Columbus, O., about one month to catch up with the mail received in reply to its "Wizard Calculator" advertisement for distributors in the Classified Section of the 40th Anniversary Number of The Billboard, as witness the following letter, dated January 21, from "Scottie" Moats of that firm:

"This is a late date to send congratulations on the 40th Anniversary Number, but wanted to wait and see what results my classified advertisement would bring. With the help of a stenographer, we are just getting caught up with the mail from same. "I can never recommend Old Billyboy and staff too highly."

GIANT DEVILFISH, PERFECTLY PICKLED, \$25; lecture. **WALTON**, 4100 Aurora, Seattle, Wash. x

HIGH-SCHOOL HORSE, PONY, RIDING DOG, Monkey, Small Mule, Wire-Walking Dog. **ANDERSON**, 319 Harrison Pike, Cincinnati. x

LION ACT AND SMALL ARENA—BIG MALE, two females, \$300 for quick sale. **CHRISTY**, South Houston, Tex. x

BUSINESS OPPORTUNITIES

BANISH FINANCIAL WORRIES — PICK A money-making idea from most amazing book ever published. "101 Golden Opportunities," just off press, \$1 postpaid. Write for description. **CHAS. H. AHSBAHS**, 321 Broadway, New York, N. Y. x

POPCORN — CRISPETTE — CARMELCRISP, Potato Chip Machines. **LONG EAKINS**, 1976 High St., Springfield, O. fe23

SELL BY MAIL! BOOKS, NOVELTIES! BAR- gains! Big Profits! Particulars Free! **F. ELFCO**, 525 South Dearborn, Chicago. tfrx

START A MAIL-ORDER BUSINESS — FREE particulars. **SALES SERVICE**, Belleville, Kan. x

TURN IDEAS INTO CASH; FREE LITERATURE. **MARTINEZ-B**, San Bernardino, Calif. fe23

WANT SPARE TIME OR MAIL ORDER PROP- ortion? Invest \$150.00. **BOX C-326**, Billboard, Cincinnati. x

100 BIG MAILS DURING 1935, 25c—MID- SERVICE, 4854 Reading, Cincinnati. x

135 FIRMS OFFERING HOME WORK — Directory 10c. **MAIZE**, 1043 1/2 Vine, Williamsport, Pa. x

CARTOONS

CHALK TALK STUNTS — LAUGH PRODUC- ing Program, \$1.00. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. fe16

A-1 CONDITION—TERRITORY CLOSED: SE- lecters, \$7.00; 21 Venders, \$7.00; New Deals, \$6.00. 1/3 deposit. **H. YORKE**, 11521 Tuscora, Cleveland, O. x

A-1 CONDITION, JENNINGS FOOTBALL MA- chines, originally cost \$64.50, will sell for \$32.00. **WISCONSIN SALES CO.**, Manitowoc, Wis. x

A-1 CONDITION, GUARANTEED LIKE NEW— All types Pin Tables, jigsaws, \$6.50. Write for lowest prices on all your needs in Pins and Cranes. **REX NOVELTY CO.**, 2264 Bedford Ave., Brooklyn, N. Y. t.f.n.x

A-1 CONDITION, LIKE NEW—SIGNAL JR., \$20.00; Signal Sr., \$25.00; Major League Jr., \$20.00; Major League Sr., \$25.00; Drop Kick, \$21.50; Autobank, \$40.00. Write for prices on all latest Pin Games. 1/3 deposit with order, balance C. O. D. **REX NOVELTY COMPANY**, 2264 Bedford Ave., Brooklyn, N. Y. x

A. B. T. c HORSESHOES, \$8.50; SILVER Gates, \$8.50; with Divider, \$5.00 extra. Three Point, \$9.50; Watling Twin Jack Pot Vendor, \$37.50; Watling Single Jack Pot Bell, \$25.00; Mills 5c with Roberts Jack Pot Front, \$22.50; Rockets, \$35.00; Champion, \$55.00; Red Arrow, \$59.50; Dice-O-Matics, \$9.50; lots of five, \$9.00; Jennings Football, \$37.50. Ball Gum, 1/2 Case, \$7.00. 1/3 cash. Get on our mailing list. **CHICAGO VENDING CO.**, 231 E. 95th St., Chicago. x

AUTOMATIC CAPEHART PHONOGRAPHS, good condition, cheap. 12710 Woodrow Wilson, Detroit, Mich. x

BALLY TWIN-SLOT CHAMPIONS, SLIGHTLY used, excellent condition, \$70.00; Coin-Divider Daval Venders, \$12.50. Send money order for 1/3 deposit. **CENTRAL STATES SALES**, Box 1645, Tulsa, Okla. x

FIVE ROCKETS, PLUG IN, \$35.00 EACH— 1/3 cash with order. **C. & A. NOVELTY CO.**, 134 W. 12th St., Sioux Falls, S. D. x

WANTED — NOVELTY MERCHANTMEN. State serial numbers and meter readings. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. mh2

COSTUMES—WARDROBES

BARGAINS — MINSTREL SUPPLIES, UNIFORMS, Costumes. Thousands of them, 50c upwards. Free catalogue. **KLEIN COSTUMERS**, 66 Shawmut Ave., Boston, Mass.

BARGAINS SCENERY—EVERY DESCRIPTION. 10c brings lists. Mess Jackets, \$2.00; Chorus Wardrobe, Minstrels, Tuxedo. **WALLACE**, 2416 North Halsted, Chicago.

SIOUX INDIAN BEADWORK AND COSTUMES —Free catalog. **LYON**, Clinton, Neb. fe23

FORMULAS

ARTIFICIAL HONEY, LB., 4c; BAKING Powder, Formulas, \$1. **RALPH BROOKS**, Arkansas, Wis.

FORMULAS — ALL KINDS, GUARANTEED; catalog free. **KEMICO**, B-66, Park Ridge, Ill. frnx

FORMULAS — INTERESTING LITERATURE free. **H. BELFORT**, 4042 N. Keeler, Chicago. fe9x

GREINER'S CHILI IS THE BEST—NO BETTER Chili made. No Chili better made. Make money with Chili retail and wholesale. Formula for sale by retired Chili King. Established 42 years in one place. Price of formula 25c complete. Address **GREINER**, Box 242-B, Ogden, Utah. fe

NEWEST GUARANTEED FORMULAS — BIGGEST catalog free. Special prices, leads. **GIBSON**, Chemist, B-4704, No. Racine, Chicago. x

PROVEN FORMULAS—PRACTICAL BUSINESS plans. Big special offer! **BARRETT**, 4245 Keystone, Chicago. fe23x

SIXTEENTH ANNIVERSARY SPECIAL — February only, fifty famous formulas, 50c coin. **KENTUCKY SOLDER CO.**, Forrest City, Ark.

THAXLY TECHNICALLY-TESTED FORMULAS, practical processes, chemical consultation, analytical service. Catalog sent free. Write **Y. THAXLY CO.**, Washington, D. C. fe9x

WOMEN CULTIVATE YOUR BEAUTY — Scherl's System of Beauty Culture shows how to attain beauty. Contains many valuable beauty formulas. Complete system, \$1.00. Write **R. C. SHERMAN**, Box 98, Auburn, N. Y. x

3,000 MONEY-MAKING FORMULAS IN LEE'S book of priceless recipes. Only \$1.00; literature free. **MITCHELL**, 2506 52d, Kenosha, Wis.

FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, ORDER DIRECT —AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. fe23x

CHAMPION CORN POPPERS AND GASOLINE Burner Supplies, etc. Write for new wholesale prices. **IOWA LIGHT & MANUFACTURING COMPANY**, 125 Locust, Des Moines, Ia. fe16x

CHIPPEWA INDIAN—BEADED BAGS, BELTS, Necklaces, Moccasins, War Bonnets, War Bags, Head Dresses, Deer Foot Vases, Buck-Skin Coats, Chaps, Shirts, Vests and Cauntlets, Birch Bark Canoes, Baskets and Bird Houses. **BEMIDJI NOVELTY CO.**, Bemidji, Minn.

NEW SALES BOARD MANUFACTURER wants to hear from all Operators, Jobbers, Merchants. Get our attractive prices and samples. They are something new and different, classic and sells on sight. Either blank or made to order. **MAY'S NOVELTY CO.**, Nashville, Tenn.

PHOTO OUTFIT, 4 FOR DIME STRIPS — Greatest value ever offered. Our new Photostat junior model complete, \$140.00. Direct Paper, Folders, Enlargers, Supplies. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. fe16

FOR SALE—SECOND-HAND GOODS

CRISPETTE MACHINE AND PEANUT Roaster, **CHAS. MACK**, Box 933, Springfield, Ohio. mh9

FANCY TRUCK BODY WITH MUSICAL UNIFORM mounted therein. **VSS BEVERAGE CO.**, 2916 Locust Blvd., St. Louis.

FOR SALE—SHOOTING GALLERY AND PENNY Arcade Equipment. **THAD LAWSON**, Warren, Pa.

SKATING RINK, COMPLETE WITHOUT TOP, only \$400. **M. HUBBARD**, Centerville, Ill.

WHOLESALE PRICES—POP CORN MACHINES, Kettles, Burners, Tanks, Supplies. **NORTHSIDE CO.**, 2117 20th, Des Moines, Ia. ap13

FOR SALE—SECOND-HAND SHOW PROPERTY

A REAL BARGAIN — 2,000 MARATHON slightly used Steeblitt Bleachers. **CORRY BLEACHER CO.**, Corry, Pa. fe23

BALLROOM AND STAGE LIGHTING EFFECTS —Crystal Showers, Spotlights, etc. **NEWTON**, 253 W. 14th St., New York. fe9

FOR SALE—ADULTS CHAIRPLANE, KIDDY Carrousel. **CALVIN CRUNER**, Pinckneyville, Ill. fe16

MODEL CITY FOR SALE OR TRADE—SEND stamped envelope for particulars. **KING'S SHOW**, Carrollton, O.

SEE OUR ADVERTISEMENT CARNIVAL Section. **WEIL'S CURIOSITY SHOP**, 20 South Second, Philadelphia.

SHOOTING MAN FROM CANNON—SACRIFICE, sell, trade. **GREGGS**, Plymouth, Wis. fe9

STRIP PHOTO MACHINE, COMPLETE, \$450.00 outfit; perfect condition, only \$95.00. **HASSAN**, Box 971, Parkersburg, W. Va. fe9

WAX FIGURE HEADQUARTERS—SHOWS, IL-lustrations, Tents, Banners, Games, Mice, Curiosities. Sacrificed. **WORLD'S WONDERS**, 849 Cornelia, Chicago.

HELP WANTED

MED. SINGLES, DOUBLES, STATE ALL, LOW-est. **LEWIS**, care Billboard, New York.

WANTED — CARROUSEL, SHOWS, CONCESSIONS, play North Dakota. Must have own transportation. 3900 Beard Ave., Robbinsdale, Minn.

WHITE FACE CLOWN — EXPENSES AND props furnished. Send late photo, lowest salary. **BOX 30**, Billboard, Chicago.

HELP WANTED—MUSICIANS

FOR CIRCUS BAND—MUSICIANS WHO CAN sing or do specialty; others write. 2233 Oak Jacksonville, Fla.

GIRL MUSICIANS—TRUMPET IMMEDIATELY. Address **BOX 334**, Woonsocket, R. I.

LEADER WANTS ORGANIZED BAND WITH transportation. **BOX 561**, care Billboard, New York.

WANTED — ORGANIZED COLORED DANCE Band, Entertainers. Write **Box 733**, Hollywood, Fla.

MAGICAL APPARATUS

JOIN MAGICIANS' FRATERNITY! MONTHLY Magazine, sample 10c. **INTERNATIONAL MAGICIANS**, Mount Morris, Ill. fe16

MAGIC, MENTAL ACTS — RAINY, 623 1/2 E. 2d Street, Little Rock, Ark.

NEW 112-PAGE CATALOGUE, ILLUSTRATED, Mental Magic, Mindreading, Apparatus Spirit Effects, Books, Horoscopes and 27-page 1935 Astrological Forecasts, 1, 4, 7 and 27-page readings. New Personal Character Analysis sheets for graphology, numerology and personal appearance. Giant catalogue and sample, 30c, none free. **NELSON ENTERPRISES**, 198 S. Third, Columbus, O. fe9

PUNCH — VENTRILOQUIAL AND MARI-onette Figures. Lists free. **PINXY**, 62 West Ontario, Chicago.

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A-1 SIDESHOW BANNERS — MANUEL, THE ARTIST, 3544 North Halsted, Chicago. fe9

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AT LIBERTY MARCH 15 — High-class organized 8 to 10-Piece Dance Band and 6-Girl Floor Show. Address **LARRY FULLER**, Hollywood, Md. fe16

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WANTED TO BUY—USED PIN GAMES; LATE models; any quantity. State price. **SHY BROS.**, 1201 W. Mitchell St., Milwaukee, Wis. fe16

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WILL PAY CASH FOR USED ELI WHEEL—Write **WILLIAM FORT**, General Delivery, Reno, Nev. fe16

SIX-PIECE ORCHESTRA for location only. Prefer East, Illinois or Ohio. Soft, sweet, smooth arrangements that make us sound like a big band. Feature vocalist, good trio. If your job isn't stand investigation, don't write. Prefer you come and hear the band. Competent men, girl vocalist, available to augment. **BOX C-824**, Billboard, Cincinnati. mh2

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4-PIECE ORCHESTRA desires tavern, ballroom or show engagement. Address **DATUS GOODWIN**, 3921 Prairie Ave., Chicago, Ill.

AT LIBERTY CIRCUS AND CARNIVAL

PUNCH AND VENTRILOQUISM—FOR SIDE Show, 1935 tenting season. **ANTHONY HARTNEY**, R. F. D. No. 2, Box 15B, Lowell, Mass. fe16

THE TALL CLOWN—HIGH STILTS, SIGNS and scenic. **DRESSLE**, Central Park Station, Houston, Tex. fe9

TRAINED DOGS, PONIES, MONKEY, FIVE acts; Calliope. Have transportation. **OBERT MILLER**, General Delivery, Macon, Ga. fe16

AT LIBERTY after this week—Sensational High Diving, Midway, Dog Works through Hoop of Fire, 50-ft. Ladder (will book for 65 ft.), newly painted, into net. Have own transportation for carnival or circus. Write or wire **SAILOR SANDERSEN**, care Billboard, Cincinnati, O.

CIRCUS LUNCH STAND—Operated by man and wife, always neat and clean, wants lunch and juice privilege for coming season on circus that really pays people. Prefer one using merchant's tickets. **IVAN MILLER**, Hotel St. George, Lancaster, Pa.

SIDE SHOW MANAGER — Strong openings. **Punch, Ventriloquism, Wife: Musical Act, Golden Organ Chimes, Sleigh Bells, Four-in-Hand Swiss Bells, Steel Marimbaphone, Trick Violin, Cornet, Bag Pictures, GRAM AND KING MUSICAL SHOW**, Carrollton, O.

TATTOOED TATTOO ARTIST—At liberty April 1 for contract during 1935 season. Circus or large carnival. Tattooed in flashy colors. Photos on request. Sober. State all. **LARRY**, 1819 College, East St. Louis, Ill. fe16

AT LIBERTY COLORED PEOPLE

TRUMPET—Experienced all lines, reader. Loca-tion preferred. Only reliable offer considered. Give full particulars. Can join immediately. **VAN**, 620 Dix Ck., Scranton, Pa.

AT LIBERTY DRAMATIC ARTISTS

DRAMATIC ACTOR—24, 5 FT., 11 IN., LEADS, Characters and Heavies. Experienced stock. Anything cast for. **BOX 557**, care Billboard, 1564 Broadway, New York.

AT LIBERTY—Ingenue Lead, 25 years old, five feet, three inches weight one hundred. Appearance, wardrobe. Reasonable salary. Rep, stock or circle. BOX C-327, Billboard, Cincinnati.

TEAM—Man, Leads, Characters, age 23. Ingenue, 21. Stock and rep experience. Specialties, BOX 64 care Billboard, 1564 Broadway, New York, N. Y.

AT LIBERTY MAGICIANS

AT LIBERTY—Well-known Magician and Mentalist, fifteen years experience. Anything worthwhile. MAGICIAN, 3125 N. W. 21st Ave., Miami, Fla.

AT LIBERTY—Crystal Gazer, Six Changes, Small Magic, Straights in Acts, Candy Pitch, Blindfold Drive, Window Sleep, Buried-Alive, Balys, Own car, Wardrobe, go anywhere, private readings and satisfy them. Plenty press dope, Cuts, slides, trailers. Open now. Best offer. PRINCE ELMER, 2311 Scioto Trail, Portsmouth, Ohio. fe16

AT LIBERTY MISCELLANEOUS

AT LIBERTY—FLEA CIRCUS. JOHN LYNCH, care Billboard, 1564 Broadway, New York.

YOUNG MAN, 33, well educated. Previously had Hawaiian act Girl Show on road. Capable organizing, managing, lecturing, public speaking, handling help, concessions, supervising details efficiently, accurately, etc. Unfortunately lost everything. In desperate circumstances. Will tackle anything legitimate. Go anywhere. Also want to hear from old friends who are interested in organizing Hawaiian Show. Will answer all letters. Write MICHAEL WEINTRAUB, 317 East 114th St., New York City.

AT LIBERTY MUSICIANS

TENOR SAXOPHONE Player or C medley, age 22, desires position. Write or wire ADRIAN BRINCK, West Point, Ia. fe16

A-1 SOUSAPHONIST—EXPERIENCED. GOOD reader, young, reliable and union. Good rhythm. Write full particulars. AL LONG, 104 6th, S. W., Mason City, Ia.

BRASS AND STRING BASS PLAYER—EXPERIENCE, union. Write or wire D. O. WRIGHT, Mid-City Hotel, Tyler, Tex.

DRUMMER—NICE SMOOTH RHYTHM, NICE Drums. Dance and some night club experience. Can read some. Steady, reliable work preferred. Have car, age 20, non-union, references. DRUMMER, 355 Evernia St., West Palm Beach, Fla.

GUITAR DOUBLING BANJO—READ, SING, take, smooze. Modern and rumba rhythms. Would join union. GUITARIST, 1314 Montana, El Paso, Tex.

PROFESSIONAL DRUMMER—15 YEARS' EXPERIENCE M. C. A. bands, rep shows, or what have you? Cut it with anything. Young, single, sober, reliable. Join on wire. Only steady, reliable jobs considered. Ham bands lay off, as I am professional. Prefer West, but will consider anything that pays off. Wire, write, stating all. BEN FAVISH, 3792 Talman, Bellaire, O.

TENOR SAX DOUBLING CLARINET WANTS job with hard working and growing band. Non-union, but can join if necessary. Prefer location job in Texas. Write or wire PHILIP CHERRY, Granbury, Tex.

TROMBONE—PREFER COMING NAME BAND. LONNIE POPE, 419 Summit Ave., El Dorado, Ark.

VIOLINIST—LEADER OR SIDE MAN. A-1 for vaudeville night club, hotel, radio. Library. Personality and appearance; age 33; union, Local 10, Chicago. 15 years' experience. PAUL STELTER, 1141 Chicago Ave., Oak Park, Ill. fe16

A-1 STRONG EUPHONIUM—Baritone Soloist. Repertoire, name concert band and circus. Musician or director. Plenty references; have diploma. DE WABLO, 313 Walnut, Macon, Ga. fe16

ALTO SAX—Double Clarinet, now working, desires change. Modern, concert, at sight, take-off. Play Sax and Clarinet same time. Character B. H. Floor Show, P. O. K. 6712 Deary, E. E., Pittsburgh. Phone, Highland 0768.

ALTO SAX-CLARINET at liberty—Young, neat, reliable, plenty modern dance experience. Would like ocean liner engagement. Address JOE AWKES, Milner Hotel, Kearsley & Harrison, Flint, Mich.

AT LIBERTY—Rhythm Drummer. Plenty of music. Young, union, experienced. HAROLD JONES, 306 Quaw St., Wausau, Wis. fe9

AT LIBERTY—Bass and Tuba. Name band, network recording experience. Single, age 26. Consider anything that pays off. SPONER KRUMM, K. of C. Hotel, 8th Ave., at 51st St., New York. fe23

DRUMMER—Smooth or hot. Read. Modern outfit. Have car. Go anywhere. Sober and reliable. 19 years old. HARRY FLANNERY, 313 Francis St., Jackson, Mich.

DRUMMER—Modern. Age 30. Thoroughly experienced. Flashy. Have Packard sedan, wardrobe. No booze. Join immediately, but must be satisfied. DANCE, Hotel, Reeves, Clubs, Wire JACK LAMPTON, 2621 Cheltenham Rd., Toledo, O.

FAST DRUMMER—Fine outfit, modern style, handle anything. Xylophone Specialties. Single, car, have ability, appearance and experience. Go anywhere. BURNS, Billboard, Woods Building, Chicago.

GOOD SWING DRUMMER doubling Vibraphone. Six years' experience dance and show; go anywhere. Union, neat, reliable, age 23. Can sing several fine men. Best references. ED LIGHTFOOT, 647 Tennessee, Gary, Ind.

GUITARIST-ARRANGER—Young, neat, reliable, union. Solid rhythm, sight read, some solo. Modern arranging style. Vaudeville, network business, night clubs and ballroom experience. Will locate as arranger or guitarist or both. Will travel, but prefer location near New York. Consider any work. BOX 559, Billboard, 1664 Broadway, New York.

MODERN RHYTHM DRUMMER—Read, ride or pick sweet. Sing, arrange modern. Prefer night club, dance hall or hotel location. No jobbing or part time work considered. Sober, reliable, young, congenial, neat appearing entertainer. All communications answered. BOX No. C-328, Billboard, Cincinnati.

MUSIC TEACHER—Wishes directorship industrial, municipal, school or Shrine Masonic bands. Best of experience. All letters answered. BOX C-297, Billboard, Cincinnati, O. fe6

PIANO-ACCORDIONIST—Minstrel Show experience. Bill-Billy Band, Radio, Dance Band, Stroller, Night Club. Consider Traveling Band or Minstrel Show. Can dance some. Write, stating full particulars in first. BOX 21 Allerton, Ill.

TENOR SAX CLARINET—Eight years' experience. Good reader. Opening for hotel, night club or bar garden engagements. Write J. LIMA, 76 Wallis Ave., Jersey City, N. J. fe23

TRUMPET—Thoroughly experienced in all lines. Read, take, tone and range. Young, single, willing to go anywhere. MUSICIAN, 420 Jefferson Ave., Washington, Pa. fe9

TRUMPET—Read, arrange, take, take off. Thoroughly experienced. Prefer location. But will consider. TRUMPET PLAYER, care Clarke Steamship Co., New Northland, Miami, Fla.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE jumpers; boys and girls; now on Southern Tour. Wire or write for prices. THOMPSON BROS. BALLOON CO., Aurora, Ill. fe16

AMERICA'S BEST HIGH WIRE—THE Calvert outstanding hit attraction. An act with drawing power. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. fe16

ARMSTRONG'S FAMOUS COMEDY FORD ACT. Well known, one other act. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. fe23

SOUND MOTOR CAR FOR ADVERTISING—Amplified music for fairs, carnivals, city and country parades, indoor and outdoor equipments, latest musical hits for classical and dance programs exquisitely electrically transcribed. Microphone and radio. Book now for attractive low rates. Write R. D. WAGNER, 1909 No. Capitol, Washington, D. C. mh9

CLOWN MOTORCYCLE COP—(On Funny Machine; comedy scream; protected original; also Jive with Walk-around. Serious act; sensational novelty. Wire act. ART ATTILA, Billboard, Chicago.

CONCESSIONS—For Park or Beach. I have two Ball-Throwing Games, Huckle-Buck, Ring Game, and Novelty Dart Shooting Gallery. Will book all or any part of same with good Amusement Park or Beach on percentage basis. Write GAMBANCE, 782 Marlon Avenue, S. E., Atlanta, Ga. fe16

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, rhythm, cues, all essentials. BOX C-300, care Billboard, Cincinnati, O.

PIANIST WANTS LOCATION. RELIABLE propositions only. Experienced all lines. Good reader. State all in letter. Prefer South. LAWRENCE SCHEBEN, General Delivery, West Palm Beach, Fla.

YOUNG RHYTHM Dance Pianist—Experienced vaude, tab, pit and dance. Union, read, fake, improvise, take off, sing, piano, ride, modern style. Will drive anywhere; prefer South. WAYNE BOREL, Marshall, Mich.

AT LIBERTY VAUDEVILLE ARTISTS

GOOD COMEDY TEAM—MAN, BLACK; Woman, Straights; know the med acts. Have car. Low, sure salary, or what have you? Change two weeks. ARDOE, care Walters Camp, R. D. 1, Brunswick, Ga.

AT LIBERTY—Good Comedy Team. Man, Black, Irish, eccentric, Woman, good. Straights or Comedy Characters. Put on acts and bits. Sober, reliable. Have car and living trailer. Low sure salary, or what have you? BOX C-322, Billboard, Cincinnati, O.

AT LIBERTY—Comedian. Age 30. Specialties. Have car. Join on wire. Address COMEDIAN, 1034 Jacobs St., Shreveport, La.

AT LIBERTY—Man and wife, for vaudeville, musical comedy, etc. Accordion, Piano, Singing any kind. Straights. Versatile. Have car. Write or wire BETTY BROWN, General Delivery, Asheville, N. C.

LADY WILL MAKE HERSELF generally useful in beer tavern. Good Singing, plays Piano, will also help with cooking and wait on tables. South preferred. Address full particulars to DELLA COSTELLA, Savannah, Ga. fe16

MED. LECTURER—Straight or system, on percentage. Age 40. Musical Novelty Singles on Violin, Piano, Musical Chimes. Feature old-time "Fiddlin'", also Holsum Singles. Straights or Comedy in acts and bits. Wife, 30, Character Costume, Singing and Accordion Specialties. Work acts and bits. Both double Piano; change strong double sketches. Join as music team for reasonable low, sure salary, with privilege lecturing or just as team. Plenty wardrobe, congenial hard workers, positively no booze. Have own car and baggage trailer. Wire or write immediately. L. R. ELLIOTT, 168 So. Main, Juneau, Wis.

OPEN TIME—Four people, fast Juggling and Acrobatic Act, combined. Comedy Wire Act and Performing Dogs. Also Fifteen Acts. Can work or wire TIERNY TROUPE, 1401 Henning Ave., Evansville, Ind.

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STANDARD XYLOPHONE ACT for review, unit. High-powered single, flash, ability, showmanship. Best wardrobe, finest instruments in the business. Rare bills offered only. Write. BOX CHI-28, care Billboard, Woods Building, Chicago.

VAUDE-PRESENTATIONS

A Adler, Larry (Pal.) London Feb. 1-28. Acron, Emilie (Grosvenor House) London Feb. 1-28.

Allan, Edwards & Reese (State-Lake) Chicago. Ames & Arno (State-Lake) Chicago. Anatole's Affairs of 1935 (RKO Pal.) Rochester, N. Y.

Apollon, Dave & Co. (Met.) Boston. Aristocrats, Twelve (Memorial) Boston.

Arkin, Ted (Loew) Jersey City, N. J. Arky, Four and One-Half (Orph.) Portland, Ore. (Orph.) Seattle, Wash. 8-14.

Arnaut Brothers (Grosvenor House) London Feb. 1-28. Ausie & Czech (Variety) Prague, Czechoslovakia Feb. 1-28.

Austin, Gene (Mich.) Detroit. Avery, Gertrude, Diamond Revue (Avon) Watertown, N. Y. 6; (Capitol) Albany 8-14.

B Ballard, Jerry (State-Lake) Chicago. Bari, Babe Dancer (New York).

Beavers, Louise (Ambassador) St. Louis. Bell & Grey (Hi Hat Club) Jackson, Mich.

Bell's Hawaiian Revue (Stevenson) Rock Hill, S. C. 6; (Carolins) Orangeburg 7; (Reel) Sumter 8; (Carolina) Greenville 9; (Paramount) Hickory, N. C., 10-11; (Alva) Morganton 12; (Playhouse) Statesville 13.

Bennett's, Owen, Vanities of 1935 (Paramount) Miami, Fla., 8-10; (Florida) St. Petersburg 12-14; (Pala) Lakeland 15; (Jefferson) St. Augustine 15.

Berie, Milton (Penn) Pittsburgh. Boles, John (Chicago) Chicago.

Bowen, Sibyl (Albany) Brooklyn. Boyd, Harold, & His Juggaws (Marbro) Chicago.

Brachards, Four (Pala) Providence. Britton, Frank & Mill, & Crazy Gang (Paramount-Astoria) Astoria Feb. 1-28.

Buck & Bubbles (Roxly) New York. Burke, Johnny (Orph.) Boston. Burns, Moriarty & Prill (Plymouth) Worcester, Mass.

Bushey, Dorothy (Loew) Jersey City, N. J. Byrne Sisters, Three (Marbro) Chicago.



ROUTE DEPARTMENT

When no date is given the week of February 2-8 is to be supplied. In split week houses the act below play February 6-8.

Cobb's, Gene, Rambles in Rhythm (Plaza) El Paso, Tex.; (Sunshine) Albuquerque, N. M., 13-15.

Connors, Frankie (Fox) Detroit. Cooper, Betty Jane, & Lathrop Bros. (Dorchester Hotel) London Feb. 1-28.

Costello, Don, Revue (Orph.) New York. Crooker, Dorothy (Stanley) Pittsburgh.

D Daniels, Helen (Gates Ave.) Brooklyn. D'Arcy Girls (Roman Pools) Miami Beach, Fla.

Danvills, Seven (Lyric) Indianapolis. DeBe's, Leo, Laugh Roundup (Riley) Ft. Wayne, Ind., 5-8; (Indiana) Richmond 9-10.

DeComa, Marie (Globe) Bridgeport, Conn. DeGuchis, Five (Earle) Washington, D. C.

DeLima, Buffalo, Buffalo, Vaudeville, network DeRoze (Chicago) Chicago.

De Wolfe, Metcalf & Ford (Alhambra) London Feb. 1-28.

Denim, Helen, Revue (Gates Ave.) Brooklyn. Dixon & Pal (Scalia) Berlin Feb. 1-28.

Doro, Grace (RKO Albee) Providence. Drayton Sisters (Capitol) Atlanta, Ga.

Dubois, Wilfred (Pal.) Minneapolis. Duncan Sisters (Met.) Boston.

Du Pave, Grace, & Co. (RKO Boston) Boston.

E Ellington, Duke, & Band (Mainstreet) Kansas City, Mo.

Gobs, Four (Coliseum) London Feb. 1-28. Geray Jr., Joaquin (Marbro) Chicago.

Gautier's Toy Shop (Fox) Washington, D. C. Geraldine (Marbro) Chicago.

Ghezis (Loew) Jersey City, N. J. Givot, George (Stanley) Pittsburgh.

Gleason & Allyn (America) Colorado Springs, Colo., 4-7; (Uptown) Pueblo 8-10.

Gold, Ray & Cross (Valencia) Jamaica, N. Y. Gordon & Winona (Grosvenor House) London Feb. 1-28.

Gomez, Paul (Harris-Alvin) Pittsburgh. Gordon, Reid & King (Capitol) New York.

Gordon, Vera, & Co. (Valencia) Jamaica, N. Y.

Gory, Gene, & Roberts (Capitol) Portland, Ore. 10-16.

Gould, Venita (State) Newark, N. J. Gray Family (Globe) Bridgeport, Conn.

Green, Margie (Marbro) Chicago. Green, Mital (Mich.) Detroit.

Grofe, Ferde, & Orph. (Pal.) Chicago.

H Halperin, Nan (Earle) Washington, D. C. Haines, Jimmy, Revue (State) Newark, N. J.

Hall, Bob (Globe) Bridgeport, Conn. Harmony Co-Eds (Academy of Music) New York.

L Labere & Handman (Lyric) Indianapolis. Large & Morgner (RKO Boston) Boston.

Lauren, Guy, & Co. (Apollo) New York. La Vie Paree (Oriental) Chicago.

LaVoia, Don (Shrine Circus) Salina, Kan. Lawrence, David (Roxly) New York.

Lewis, Ted (Manly) Brooklyn. Line Girls (Fay) Providence.

Living Jewels (State) New York. Lorraine & Digby (Orph.) Boston.

Lucky Boys (Mich.) Detroit. Lufford, Jimmy, & Co. (Paramount) New Haven, Conn.

M Mack, Freddy (Roxly) New York. Mack, Tommy (Fay) Providence.

Mehoney, Will (Pal.) Manchester Feb. 1-28. Manhattan Steppers (Earle) Washington, D. C.

Marcus, A. B., Show (Oriental) Chicago. Marsh, Carolyn (Paradise) New York.

Marvey, Gene (Orph.) New York. Mauss, Willie (Valencia) Jamaica, N. Y.

Maximo (State) New York. Maxwell, Fred (Capitol) New York.

Mayo, Flo (Lyric) Indianapolis. McDonald, Barbara (Fox) Detroit.

McGary & Dawn (Colonial) Dayton, O. McKenna, Joe & Jane (RKO Boston) Boston.

McGley & Dugre (RKO) Providence. Melton, James (Buffalo) Buffalo.

Merrifield, Benny, & Band (Pal.) Cleveland. Merrifield, Mathea (Palladium) London Feb. 1-28.

Michael, Master (Memorial) Boston. Mills & Cappy (Pal.) Minneapolis.

California Revels (Marbro) Chicago. Capps, Kendall, & Junior (Riverside) Milwaukee.

Fanchon & Marco Show (Fox) Philadelphia. Felovis (Fox) Detroit.

Harris, Clare & Shannon (Chicago) Chicago. Harris, Turner & Loretta (Pal.) Chicago.

Oliver, Gene, 1935 Varieties (Dickinson) Great Bend, Kan. 9-9; Lawrence 11-16.

Prentice, George (Palladium) London Feb. 1-23.
R
Radio Ramblers (RKO Boston) Boston.
Ray, Ellis & LaRue (Palladium) London Feb. 1-23.
Ray & Sunshine (Albee) Brooklyn.
Rhythm Redheads (Earle) Philadelphia.
Rimacs, The (Earle) Philadelphia.
Ripa, Bob (Chicago) Chicago.
Ritchie, W. E., & Co. (Globe) Bridgeport, Conn.
Robin, Margo & Libby (Tower) Kansas City.
Rollins, Mimi (Orphe) Boston.
Rooney, Pat, & Pat III (Century) Baltimore.
Rose Marie, Baby (Fox) Detroit.
Roxy Rhythm Orch. (Roxy) New York.
Rudie, Ruth (Lyric) Indianapolis, Ind.
Runaway Four (Globe) Bridgeport, Conn.
Russell, Marconi & Jerry (Earle) Washington, D. C.

S
Sailors, Three (Drury Lane) London Feb. 1-23.
Saieli Varieties (Albee) Brooklyn.
Savo, Jimmy (Paradise) New York.
Senna & Dean (Colonial) Dayton, O.
Sherman, Hal (Albee) Brooklyn.
Skelly, Monica & Ann (Orph.) New York.
State Bros. (Earle) Philadelphia.
Small, Mary (Pal.) Chicago.
Smith, Bert, Show (National) Richmond, Va.
Smith, Strong & Lee (Riverside) Milwaukee.
Stalace Bros. & Pearl (State-Lake) Chicago.
St. Claire & O'Day (Smalley) Johnstown, N. Y.
Small, Mary (Pal.) Chicago.
Stone & Lee (State) New York.
Stratford & Mayberry (Tower) Kansas City.
Stuart & Lash (Orph.) New York.
Stuart & Vale (Grosvenor House) London Feb. 1-23.
Sweet & Lowe (Reno Club) Omaha, Neb.
Sykes, Harry (Capitol) Atlanta, Ga.

T
Taylor, Peggy, & Co. (Roxy) New York.
Therrien, Henri (Academy of Music) New York.
Tim & Irene (Fox) Washington, D. C.
Timberg, Herman (Century) Baltimore.
Tip Top Girls, Five (Ambassador) St. Louis.
Traban, Al & Co. (Buffalo) Buffalo.
Tranger, Don, Orch. (Avon) Watertown, N. Y., 6, (Capitol) Albany 8-14.
V
Valeida (Coliseum) London Feb. 1-23.
Varieties on Parade (Capitol) Atlanta, Ga.
Vermillion, Irene, & Co. (RKO Albee) Providence.
Vetch, Eddie (Dorchester Hotel) London Feb. 1-23.
Violet, Ray & Norman (Troadero) London Feb. 1-16.

W
Waiman, Harry, Saxophonettes (Colonial) Dayton, O.
Waldeck & Mizzi (Valencia) Jamaica, N. Y.
Walton, Bert (Ambassador) St. Louis.
Weaver Bros. (Orph.) Minneapolis.
Williams, Herb (Fox) Detroit.
Williams & Charles (RKO Boston) Boston.
Willow, Les (Orph.) New York.
Wills, Frances, Revue (Paradise) New York.
Wilson, Keppel & Betty (Wintergarten) Berlin Feb. 1-23.
Winn, Lee & Norris (Pal.) Minneapolis.
Winn & Dolly (State) Newark, N. J.
Wood, Britt (Colonial) Dayton, O.
Wyckoff, Audrey (Fay) Providence.
Wynn, Mas, & Co. (A B C & Rex Theaters) Paris Feb. 1-23.
Wynn & Wayne (Marbro) Chicago.

Y
Yacops, Great (Memorial) Boston.
Yvonne, Princess (State) Greenville, O., 6-7; (Murphy) Wilmington 8-9; (Pal.) Marion 14-16; (Paramount) Middletown, O., 17-20.

BANDS AND ORCHESTRAS

Following each listing in this section of the Route Department appears a symbol. Persons consulting this list are advised to fill in the designation corresponding to the symbol when addressing bands and orchestras as a means of facilitating delivery of communications. In many instances letters will be returned marked "Address Insufficient," if proper designations are not made.

EXPLANATION OF SYMBOLS
b-ballroom, c-cafe, cb-cabaret, cc-country club, h-hotel, nc-night club, ro-roadhouse, re-restaurant, and t-theater.

(Week of February 4)
A
Adams, John Q. (Rendezvous Gardens) Dayton, O., re.
Acock, Jack (Open Door Cafe) Philadelphia, re.
Aikin, Jack (Savarin) Buffalo, c.
Alexander, Willard (Levaggi's Supper Club) Boston, c.
Armstrong, Mrs. Louis (Vendome) Buffalo, h.
Arnold, Jimmy (Club Royale) San Antonio, Tex., nc.
Arnheim, Gus (Chez Paree) Chicago, nc.
Austin, Shan (Eastert Star) Detroit, c.
Ayers, Herb (Worthy) Springfield, Mass., h.
B
Barnett, Charlie (Roosevelt) New Orleans, h.
Barron, Duke (King Cotton) Greensboro, N. C., h.
Bartel, Jeno (Ambassador) New York, h.
Baste, Bob (Frank White) Dinkirk, N. Y., re.
Baumann, Orlo (New Celestial) Baltimore, Md., re.
Becher, Keith (Stevens) Chicago, h.
Belasco, Leon (Casino de Paroe) New York, cb.
Berms, Frank (Silver Star) Sulphur Springs, Fla., b.
Berge, Jack (Astor) New York, h.
Berge, Matt (Club Picardy) Chicago, c.
Bergere, Max (Park Lane) New York, h.
Berrens, Freddie (Flying Trapeze) New York, re.
Bonelli, Michael (Dempsey) Macon, Ga., h.
Bronberg, Sam (Cloud) Chicago, c.
Brown, Herb (Vendome, 23 W. 56th St.) New York, nc.
Brown, Ted (Venetian Gardens) Scranton, Pa., b.

Buckley, Joe (Harry's N. Y. Cabaret) Chicago, c.
Builey, Percy (Recreation Gardens) Benton Harbor, Mich., b.
Bundy, Rudy (Casa Madrid) Louisville, Ky., nc.
Burnett, Earl (Netherland Plaza) Cincinnati, h.
Buzze, Joe (Heights) Albuquerque, N. M., b.
C
Campbell, Jimmie (Marquette Club) Chicago, c.
Campbell's Washington & Lee (Marigold) Rochester, N. Y., re.
Carson, Percy (Skirvin) Oklahoma City, Okla., h.
Carver, Jack (Japanese Gardens) Detroit, b.
Cetlan, Len (Lang's North) Buffalo, re.
Cato's Vagabonds (Riviera) Daytona Beach, Fla., nc.
Chernavsky, Josef (Congress) Chicago, h.
Christian, Tommy (Trianon) Cleveland, h.
Clegg, Frank (Hoosegov) Chicago, c.
Clevenger, Augie (Trianon) Ft. Wayne, Ind., b.
Coburn, Jolly (Rainbow Room) Radio City, N. Y., nc.
Coleman, Emil (Plaza) New York, h.
Collier, Hal (Chase) St. Louis, h.
Conli, Eddie (Coral Gables) E. Lansing, Mich., b.
Cornelius, Paul (Swiss Garden) Cincinnati, nc.
Cortes, Carmen (Club 4-U) Chicago, nc.
Crawford, Al (Mayfair) New York, nc.
Cuban Boys (Hollywood) New York, cb.
Cugat, Xavier (Waldorf-Astoria) New York, h.
D
Delley, Frank (McAlpin) New York, h.
Davis, Charlie (Congress) New York, cb.
Dean, Eddie (Como Restaurant) between Asbury Park and Freehold, N. J., nc.
Del Campo (Roosevelt) New York, h.
Deanman, Hal (Melody Club) Kokomo, Ind., nc.

E
Elliott, Duke (Mainstreet) Kansas City, t.
Engles, Charlie (Hogan's) Chicago, c.
Evans, Tommy (Gay Nineties Music Hall) Cleveland, nc.
Everette, Jack (Cosms Rendezvous) Salt Lake City, Utah, nc.
F
Fatchild, Cookie (Algonquin) New York, h.
Fallon, Bob (K. of C.) New York, h.
Feldon, Happy (Shadowland) San Antonio, Tex., nc.
Fernando, Angelo (Great Northern) New York, h.
Fernando, Don (Club Arcada) St. Charles, Ill., nc.
Fields, Elmer (Pierre) New York, h.
Flelds, Al (Billy Gallagher's) New York, nc.
Finn, Eddie (Club Cavalcade) Chicago, nc.
Fisher, Buddy (Peabody) Memphis, Tenn., h.
Fisher's Ensemble (Russian Kretschma) New York, cb.
Fisher, Mark (Lowry) St. Paul, Minn., h.
Fisher, Scott (Park Central) New York, h.
Fischer, Charles L. (Grotto Club) Kalamazoo, Mich., nc.
Fodor, Jerry (Evergreen Supper Club) Detroit, nc.
Fred, Carl (Gates Ave.) Brooklyn, t.
Fulcher, Charlie (Forest Hills) Augusta, Ga., h.
G
Gendron, Henry (Oriental Gardens) Chicago, c.
Gilbert, Jerry (Cornaga) Far Rockaway, L. I. N. Y., re.
Gill, Emerson (Webster Hall) Detroit, h.

H
Hall, George (Taft) New York, h.
Hall, James (Club Havana) Chicago, nc.
Handler, Al (Limehouse) Chicago, c.
Hart, Ruth (Brown's Spanish Villa) Detroit, b.
Hathaway, Jack (Parody) Chicago, c.
Hawkins, Jess (Merry Garden) Chicago, b.
Haymes, Joe (Meadow Brook) Meadow Brook, N. J., cc.
Hazard, Bill (Vans Grill) Rensselaer, N. Y., nc.
Hornack, Ray (Cafe De Paroe) Los Angeles, nc.
Hiatt, Hal (Michelob Inn) Chicago, c.
Hill, Teddy (Ubangi) New York, nc.
Himber, Richard (Ritz-Carlton) New York, h.
Hoff, Carl (French Casino) New York, cb.
Hoffman, Earl (Casa de Alex) Chicago, c.
Hollander, Will (New Yorker) New York, h.
Howell, Buddy (Paradise) San Antonio, Tex., nc.
Hutton, Ina Ray (Stanley) Pittsburgh, t.
Hyde, Alex (Valencia) Jamaica, N. Y., t.
J
Jarrett, Art (Blackhawk) Chicago, c.
Johnson, Johnny (Commodore) New York, h.
Johnson, Jerry (Floridian) Miami Beach, Fla., h.

K
Kane, Allen (885 Club) Chicago, c.
Kassel, Art (Bismarck) Chicago, h.
Kaufman, Whitey (Kaufman) Lebanon, Pa., h.
Kavelin, Al (Detroit Athletic Club) Detroit, b.
Kay, Herbie (Edgewater Beach) Chicago, h.
Kemp, Hal (Pennsylvania) New York, h.
Kranedy, Jimmy (Nut House) Chicago, c.
King, Henry (Waldorf-Astoria) New York, h.
King, Wayne (Aragon) Chicago, b.
Kirwin, Bob (Club Picardy) Chicago, c.
Kirpatrick, Jess (Washington - Youree) Shreveport, La., h.
Klitz, C. W. (Navajo Club) Rapid City, S. D., nc.
Kupp, Orville (Beverly Wilshire) Beverly Hills, Calif., h.
Kroll, Nathan (Vanderbilt) New York, h.
Kurtis, Gordon (Byerly Crest) Irwin, Pa., nc.

L
Lamb, Drexel (Casa Loma) South Bend, Ind., nc.
Lane, Eddie (Bossert) Brooklyn, N. Y., h.
Lanin, Howard (Town Casino) Philadelphia, nc.
Larr, (Piccadilly) New York, h.
Leard, Arnie (Old English Tavern) Richmond, Va., nc.
Lee, Larry (Opera Club) Chicago, c.
Lewis, Ted (Met.) Brooklyn, t.
Lidgerton, Louis (Metropolitan Club) Poplar Bluff, Mo., nc.
Light, Enoch (Roney Plaza) Miami Beach, Fla., h.
Lisbon, Henri (Royale-Frolics) Chicago, nc.
Litt, Jack (Lexington) New York, h.
Littfield, Frankie (Delmar Club) Galveston, Tex., nc.
Livingston, Jimmy (Dempsey) Macon, Ga., h.
Lochaby, Johnnie (Blossom Hevri) Oklahoma City, Okla., b.
Lohman, Carl (The Farm, Bronxriver Parkway) White Plains, N. Y., nc.
Lombarda, Guy (Ambassador) Los Angeles, h.
Lopez, Vincent (Deauville Casino) Miami, Fla., nc.

M
MacCord, Jack (Coliseum) Billings, Mont., b.
McCoy, Clyde (Rice) Houston, Tex., h.
McDonald's Music Mixers (Sunrise Beer Garden) Danville, Pa.
McGraw, Ed (Broadhead) Beaver Falls, Pa., b.
McKinney's Cotton Pickers (Cotton Club) Cleveland, nc.
McSherry, Frank (Sea Breeze Swim Club) Daytona Beach, Fla., nc.
Madriguera, Enrie (Weylin) New York, h.
Maitland, Johnny (Fershing) Chicago, b.
Makins, Eddie (830 Club) Chicago, nc.
Manfield, Dick (Frenze) New York, re.
Manni, Joe (Club Leisure) Chicago, c.
Mares, Paul (Harry's N. Y. Cabaret) Chicago, c.
Margraf, Irving (Blackstone) Chicago, h.
Martel, Paul (Arcadia) New York, b.
Martin, Freddy (St. Regis) New York, h.
Martin, Joseph (Roosevelt) Hollywood, Calif., h.
Masters, Frankie (Clover Club) Hollywood, Calif., nc.
Mayno, Artie (Belmont Grill) Bridgeport, Conn.
Mecker, Bobby (Clairidge) Memphis, Tenn., h.
McGraw, Ed (Broadhead) Beaver Falls, Pa., b.
Meyer, Fritz (Tantilla Gardens) Richmond, Va.
Merrick, Wally (Pelham Club) Hurley, Wis., nc.
Merrif, Benny (Pal.) Cleveland, t.
Messner, Dick (Lincoln) New York, h.
Meyers, Jack (Club New Yorker) New York, nc.
Michel, Marti (Montclair) New York, h.
Mietti, Freddie (Club Frolics) Springfield, Ill., nc.
Milton, Al (Hollywood Club) Chicago, c.
Monush, Jos. (Woodrow Wilson) New Brunswick, N. J., h.
Moss, Joe (Vanderbilt) New York, h.
Moyer, Ken (El Studio) Beach, Fla., b.
Mulligan, Norvy (Radisson) Minneapolis, h.
Murray, Bethune (Talk of the Town) Chicago, nc.
Myers, Stan (Terrace Garden) Chicago, c.

N
Nance, Ray (Club Morocco) Chicago, nc.
Neibaur, Eddie (Casino Moderne) Chicago, c.
Neury, Orsie (New Yorker) New York, h.
Noury, Walter E. (Plaza) Haverhill, Mass., h.
O
Olsen, George (College Inn) Chicago, nc.
Olson's Nighthawks (Good Eagle Pleasure Club) Lancaster, N., nc.
P
Pablo, Don (Lido Club) Dayton, O., nc.
Paige's Band (L'Aiglon) Chicago, c.
Pancheo (Pierre) New York, h.
Panico, Louis (Canton Tea Gardens) Chicago, c.
Parfait, Al (Bessmer) Harrisburg, Pa., b.
Parker, Ray (Avalonian) Chicago, c.
Farker, Bill (Edgewater Gulf) Buoni, Miss., h.
Parker, Jack (Club St. George) Charlotte, N. C., nc.
Pellegrino, Nick (Casino) Chicago, c.
Peterson, Eric (Club Edgewood) Albany, N. Y., nc.
Pierce, Al (French Casino) Chicago, nc.
Pless, Hubert (Patton) Chattanooga, Tenn., h.
Pioneer, Franz (Red Lion Inn) Chicago, c.
Platt, Earl (Rifle) Harrisburg, Pa., h.
Purnell, Benny (Cactus) Austin, Tex., re.
Pyles, Howard (New Celestial) Baltimore, re.
R
Rapp, Barney (Gibson) Cincinnati, h.
Renard, Jacques (Coconut Grove) Boston, re.
Reznick, George B. (Arrowhead Gardens) San Bernardino, Calif., b.
Richards, Barney (St. Anthony) San Antonio, Tex., h.
Reichman, Joe (Statler) Boston, h.
Reisman, Leo (Central Park Casino) New York, re.
Resh, Benny (Club Bohemia) Detroit, nc.
Richards, Barney (St. Anthony) San Antonio, Tex., h.
Rodriguez (El Morocco) New York, nc.
Rodriguez (Versailles) New York, cb.
Rosen, Tommy (Wisteria Gardens) Atlanta, Ga., c.
Roth, Eddie (Club Alaham) Chicago, nc.
Roxy Rhythm (Roxy) New York, t.
S
Sammarco, Gene (Hendrick-Hudson) Troy, N. Y., h.
Sanders, George (Club Carlioca) Chicago, c.
Saxe, Phil (Hiller's Music Box) Pittsburgh, b.
Selzer, Irving (Dixie) Chicago, c.
Shelton, Lou (Lamb's) Chicago, c.
Sheridan, Phil (Davenport) Spokane, Wash., h.
Sherman, Dick (Shadowland) Kimberley, Ida., b.
Simons, Seymour (Schroeder) Milwaukee, h.
Siry, Larry (Weylin) New York, h.
Sissle, Noble (French Casino) New York, cb.
Smith, Joseph C. (Versailles) New York, cb.
Snyder, Frank (Subway) Chicago, c.
Snyder, Lloyd (National) Amarillo, Tex., h.
Snyder, Fred (Embassy Club) Chicago, c.
Snyder, Mel (Gibson) Cincinnati, h.
Stanley, Stan (Jefferson) St. Louis, h.
Stanton, Maurice (Club Misset) Chicago, nc.
Straight, Charley (Brookly) Chicago, h.
Stone, Jesse (Club Morocco) Chicago, nc.
Swanson, Warnie (Whitehall) Chicago, c.
T
Tate, Erskine (Arcadia Gardens) Chicago, c.
Teter, Jack (Wisconsin) Pitt Milwaukee, b.
Thorn, Otto, Bavarians (Ritford Inn) Pittsford, N. Y., nc.
Tinsley, Bob (Colostmo's) Chicago, nc.
Todd, Mitch (Subway) Chicago, c.
Tobler, Ben (Grossman) Lakewood, N. J., h.
Tee, Michael (Elitavore) New York, h.
Trini, Anthony (Governor Clinton) New York, h.
Tropfer, Harry (Midway Masonic Temple) Chicago, b.
Tyler, Ted (Jockey Club) Charleston, S. C., nc.
V
Vallee, Rudy (Hollywood) New York, cb.
Vagabond, Charles (Voo Doo Tavern) Victoria, Tex., c.
Velas, Esther (Roosevelt) New York, h.
(See ROUTES on page 56)

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Dickerson, Carroll (Grand Terrace) Chicago, nc.
Duchin, Eddie (Central Park Casino) New Conn., nc.
Dulow, Art (Chop House) Hartford, Conn., nc.
Duprey, Bob (Colony House) Detroit, c.
Durso, Mike (Delmonico's) New York, nc.
E
Ellington, Duke (Mainstreet) Kansas City, t.
Engles, Charlie (Hogan's) Chicago, c.
Evans, Tommy (Gay Nineties Music Hall) Cleveland, nc.
Everette, Jack (Cosms Rendezvous) Salt Lake City, Utah, nc.
F
Fatchild, Cookie (Algonquin) New York, h.
Fallon, Bob (K. of C.) New York, h.
Feldon, Happy (Shadowland) San Antonio, Tex., nc.
Fernando, Angelo (Great Northern) New York, h.
Fernando, Don (Club Arcada) St. Charles, Ill., nc.
Fields, Elmer (Pierre) New York, h.
Flelds, Al (Billy Gallagher's) New York, nc.
Finn, Eddie (Club Cavalcade) Chicago, nc.
Fisher, Buddy (Peabody) Memphis, Tenn., h.
Fisher's Ensemble (Russian Kretschma) New York, cb.
Fisher, Mark (Lowry) St. Paul, Minn., h.
Fisher, Scott (Park Central) New York, h.
Fischer, Charles L. (Grotto Club) Kalamazoo, Mich., nc.
Fodor, Jerry (Evergreen Supper Club) Detroit, nc.
Fred, Carl (Gates Ave.) Brooklyn, t.
Fulcher, Charlie (Forest Hills) Augusta, Ga., h.
G
Gendron, Henry (Oriental Gardens) Chicago, c.
Gilbert, Jerry (Cornaga) Far Rockaway, L. I. N. Y., re.
Gill, Emerson (Webster Hall) Detroit, h.

NEW PAPER FOR RINGLING

Big Advance Ticket Sale

CANTON, O., Feb. 2.—Orrin Davenport, whose winter circus unit was premiered here last week, informed a representative of *The Billboard* that advance ticket sale at both Detroit and Cleveland is fully 30 per cent ahead of last year, with every indication that business at both spots will be the best in the history of the indoor shows. Clyde Beatty will be on program in both cities and the original unit which broke in here will be augmented for the two big city stops on the tour, which will end early in March at Denver, Colo.

"Interest in winter circuses is more evident than at any time in recent years," Davenport said, and added: "I have had numerous inquiries from cities wanting winter shows and several more spots will be added next winter."

He also stated that Columbus, O., will have a winter circus this year, the date being week of March 4, immediately following the two weeks' engagement at Cleveland. Jess Adkins, of the new Cole Bros.—Clyde Beatty Circus, negotiated for the new spot.

Business Good for Polack

TOPEKA, Kan., Feb. 2.—Polack Bros.' Indoor Circus has been playing to good business. The show had a good opening here last Monday in spite of cold, ice and snow and had a very good week. At Pine Bluff, Ark., show opened on January 17 in a downpour of rain, but biz was good, also for the remainder of the week. Good crowds attended at Springfield, Mo., week of January 14, despite cold weather and rains.

Felix Morales narrowly escaped serious injury here on January 24. In sliding on his head on the wire from balcony to stage, he lost his balance and saved himself from falling by quickly grasping the wire. Manager I. J. Polack sprained his wrists when he stumbled over a guy wire, as he backed from stage after making an announcement.

Riggs in Barn at Union, Neb.

UNION, Neb., Feb. 2.—Riggs Society Circus and Wild Animal Show closed its 1934 season December 15 at Papillion, Neb., and came into quarters here. Show was in this State, Iowa, Kansas, Missouri and Oklahoma. William Kemp Smith is working stock and breaking a new dog, goat and monkey act. Riggs and Riggs, acrobats, and Jack Bogart have returned from an engagement in Omaha.

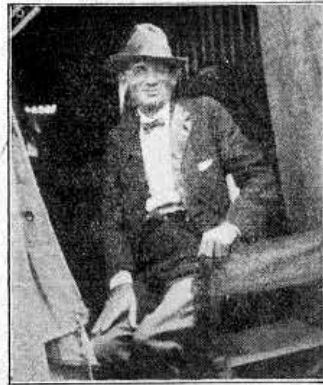
The No. 1 band wagon has been overhauled and is ready for paint shop. A lion cage and a 26-foot semi-trailer will be built. New band and prop uniforms have been received. Jack Roddy, legal adjuster, is taking care of quarters while Mrs. Lillian Riggs is away. Robert Stevens was a recent visitor.

Wallett Troupe Re-Engaged With Seils-Sterling Show

CINCINNATI, Feb. 2.—Will Wallett states that he will again have one of the feature acts on the Seils-Sterling Circus, the Will Wallett troupe of bareback riders, featuring Wallett, with Verne Wallace, Rose Heller, Nellie Miller and Orval Lindemann. After playing the Detroit and Cleveland shows, he will leave for Mt. Vernon, Mo., the Seils-Sterling winter quarters, and break some new stock. It will be his second season with show.

New Paper for Seils-Sterling

MT. VERNON, Mo., Feb. 2.—William Lindemann, Roy Roberts and Art Miller, of Seils-Sterling Circus, are spending a great deal of time at printing houses in Mason City, Ia., and Milwaukee, completing arrangements of new paper. In addition to the two new trucks added to the advance last August, two more new ones will go out of quarters here this spring.



TAKEN BY DEATH SAME DAY—Ernest Haag (left), owner of the Mighty Haag Shows, and Sam B. Dill, for a number of years owner of the Sam B. Dill Circus, and last season a partner of Tom Mix in the Sam B. Dill Circus and Tom Mix Wild West Show. The date of their passing was February 1, the former at Marianna, Fla., and the latter at Los Angeles. Details appear on the Final Curtain page.



Patronage at Ringling Quarters Ahead of Last Year

SARASOTA, Fla., Feb. 2.—No figures are available but anyone at the Ringling-Barnum winter quarters here will say without hesitation that the patronage of visitors to the quarters is far above last year, when a new record was set. Cars from every State in the Union, carrying from two to seven persons each, pass thru the quarters in a week's time.

At one time this week *The Billboard* correspondent counted cars from 31 States, three Canadian provinces and Puerto Rico and Cuba on the parking lot. In addition the municipal bus and other means of transportation bring visitors.

General Manager Sam W. Gumpertz, commenting on winter-quarters attendance this year, said: "We are more than satisfied."

Jordans Again With Mix

CINCINNATI, Feb. 2.—Johnny Jordan and his act, the Nine Jordans, will again be with the Tom Mix Circus. The act is now playing vaude dates on the West Coast and will close at Paramount Theater, Portland, Ore., on February 12. The Jordans then will go to Compton, Calif., winter quarters of show. New members of troupe are Omar Stone, fast tumbler, and Grenadine Johnson, top-mounter.

Officials of Cole-Beatty Show Honored by Business Interests

ROCHESTER, Ind., Feb. 2.—The business interests of this city, in a banquet held Monday evening with the Rochester Kiwanis Club as host, honored the officials of the new Cole Bros.—Clyde Beatty Circus.

More than one hundred guests were present, including Zack Terrell, Floyd King, Arnold Malley, John Smith, Allen King and Merritt Belew, of the show proper, and A. C. Bradley and Jess Murden, directors of the Indiana Circus Corporation.

A bronze plaque bearing the inscription: "A Community's Appreciation to Jess Adkins and Zack Terrell and Associates for adopting voluntarily our city as the home of the Indiana Circus Corporation; for the prosperity and world-fame brought to our door," was presented on behalf of the Kiwanis Club and the business men of the city to Mr. Terrell. Bronze lamps bearing suitable inscriptions acknowledging the services rendered by Messrs. Bradley and Murden were presented them.

The Cole management were hosts on Thursday to a group of Indiana State officials and their party, including Miss Louise, daughter of Governor and Mrs. Paul V. McNutt, Myron Rees, director of State Parks, A. L. Deniston, director of

Cole Acts to Detroit

ROCHESTER, Ind., Feb. 2.—A special train consisting of five baggage cars and two sleepers departed Friday night for Detroit, there to join other units in a two weeks' engagement at the Shrine Circus.

The train, in charge of J. H. Adkins, carried the Beatty lion and tiger act, 17 elephants, 108 head of ring stock, ponies, dogs, seals and other animals.

Following Detroit they will work at the Cleveland Grotto show and other engagements.

Backell, Mahara, Willard On Cole-Beatty Advance

PHILADELPHIA, Feb. 2.—William Backell, Frank Mahara and Clyde Willard have been engaged by Floyd King, general agent of Cole Bros.—Clyde Beatty Circus, to manage the different advance departments. Backell, who has managed the Hagenbeck-Wallace, John Robinson, Seils-Floto and the 101 Ranch advertising cars, will manage advertising car No. 1. Mahara, who has managed the Seils-Floto and 101 Ranch brigades, will manage advertising car No. 2. Willard, who has managed the 101 Ranch, John Robinson and Downie Bros.' advertising cars, will manage the brigade.

production, Indiana penal institutions; John Wheeler, of the Indiana State Highway Commission, and others. The officials and their friends were taken on an inspection of the quarters by Mr. Terrell.

Recent guests at headquarters were E. T. Randall, *Cleveland Plain Dealer*; Elmer H. Jones, Warren (Pa.) showman who was en route to Hot Springs, Ark.; Arthur Nelson, Paul Nelson and wife, Robert, Rozina and Mrs. Estrella Nelson, all of Mt. Clemens, Mich., en route to Dayton, O., on a vaudeville engagement.

Jess Adkins returned from a two weeks' stay in Providence, R. I., where he attended the Buck Owens cowhand trial.

A shipment of seven menage horses and high jumpers arrived from Lexington, Ky., Thursday.

Rehearsing daily in training barns under direction of Capt. John Smith are Anna Butler, Dorothy Johnson, Betty Stephens and Billie Cook.

Earl Lindsay, assistant secretary of the show, is convalescing at his home here following an operation at Woodlawn Hospital. His wife, Pat McLaughlin, who also was a patient in the same hospital, has returned to her home.

Extensive Line Of Pictorials

Many innovations in way of color combinations for the three shows

SARASOTA, Fla., Feb. 2.—The three Ringling circuses, the Ringling Bros. and Barnum & Bailey Combined Circus, the Hagenbeck-Wallace and 4-Paw-Sells Bros.' Combined Circus and the Al G. Barnes Circus, will have one of the most extensive lines of pictorial billing in circus history for the coming season, it was learned here today.

Retaining all the best features of the old pictorials and at the same time incorporating many innovations in the way of color combinations and the like, the paper from tack cards to 24-sheets will be spanning new.

Roland Butler, general press representative for the Ringling combine, himself a pictorial artist of note, has been working several weeks on the new paper, and General Manager Sam W. Gumpertz has taken a deep interest in the new material. In addition press books, the magazine and daily review and other publicity matter will be new. Butler has an excellent set of new photographs for the season, it was learned.

Ledgett To Direct Russell Program

ROLLA, Mo., Feb. 2.—Fred Ledgett, well-known equestrian director, will be in that capacity of Russell Bros.' Circus and his wife, Irene, will be a valuable acquisition to the program.

Marguerite Thompson has assumed charge of the wardrobe department and with her assistants is busy with new costumes and designs. She is also coaching the famous Webb chimpanzee Topsy to do a feature act in program.

Ernie Peterson will again be chief mechanic, making his eighth season with show.

Ira Watkins' troupe of 36 monkeys, two baboons and chimpanzee will be one of the concert features.

Bob Fisher's Five Fearless Flyers, one of the hits of show last season, has rebuilt his rigging and entire outfit, which was destroyed by fire. Act will be heavily billed by new special paper.

Pearl Harris, impersonator and hippodrome track worker, will again be with show.

W. H. McDaniels, familiarly called "Mac" by the Russell Circus folks who consider each of his dinners a banquet, will again be the steward. He and his crew will find an enlarged new cook-house tent from Baker & Lockwood waiting for them on the first lot.

R. M. Harvey was here last week for several days in conference with the management. He is enthused over the season's prospects and also over the steady progress in every way of the Russell show.

A new and modern ticket wagon is being built at Springfield, Mo., by the Springfield Wagon Works. This factory recently shipped a new office wagon to the Ringling circus quarters.

Another new truck is being added to the advance fleet, and the advance staff will be increased this season.

Tiger Bill Show To Play Several Fairs

BELLEVEUE, Mich., Feb. 2.—Col. E. D. Snyder and Glenn McIntosh, of the Tiger Bill Shows, were in Saginaw last week conferring with Charles Schram, the show's band leader, who is to have one of the best small bands on road. They also took in the meeting of the Michigan Fair Secretaries at Detroit. The show will be at several of the smaller fairs this year as a grand-stand attraction.

Jim Carter is rehearsing a novelty musical number for the kid show and also breaking in two new members for the Spanish Troubadours in the concert.



With the
Circus Fans

By THE RINGMASTER

President, CFA. Secretary, W. M. BUCKINGHAM, Thames Bank, Chicago, Ill. (Conducted by JOHN SHEPARD, Editor "The White Tops," 609 Fulton St., Chicago, Ill.)

Joe E. Minchin, chairman of the Felix Adler Tent, Paterson, N. J., writes that the Tent will have a meeting early part of February. He has visited a number of circus folk playing theaters in and around New York City. He also saw CFA's Clark and McCullough in their new show *Thumbs Up*, playing the Metropolis. One member of the Adler Tent, Hugh Higgins, is the only American CFA who belongs to the British CFA. Higgins sent a cablegram to the British CFA at the time of their recent banquet and on behalf of the Adler Tent. Minchin was greatly pleased to receive a copy of the *Sawdust Ring*, organ of the British CFA. Joe recently received a letter from Wells Hawks, who, after a long illness, is improving rapidly. Minchin also visited with Burns O'Sullivan, for many years assistant equestrian director of the old Barnum Circus, and past year manager of the Gorman Bros. Circus.

E. A. MacLennan, genealogist, of Morrison, Ill., has received a letter from R. Bingham Adams, of London, Eng., wanting lineage data and information on William Myers, who was married in 1836 to Laura Seguin and had children, Rosa, Virginia and William, all circus people.

MacLennan is national secretary of Dan Winget Memorial Association, connected with Buffalo Bill Memorial Association, Cody, Wyo.

George W. G. Piercy, of Kokomo, Ind., is a circus enthusiast. He has a miniature outfit which he built during spare time.

Recent callers at Hotel Cumberland Circus Room, New York, under direction of CFA Harry D. Baugh, were Charles L. Douglass, Burt Young, Lilla Blow, New York City; Benny Willis, formerly on Curtis-Gregg Circus, Chicago; William H. Kniering, Caldwell, N. J.; Joe Gerlach and Louis Mango, Cervone's Band, Pittsburgh; CFA Hugh Higgins, Ridgewood, N. J.; G. F. Davis, Rutland, Vt.; John Brody, of Hunt's Circus; Joe Minchin, CFA, of Paterson, N. J.

W. L. (Bill) Montague, CFA, of West Hartford, Conn., writes from Bradenton, Fla., that he had received word that John (Gusky) Reinman passed away at the Elks' Home in Bedford, Va., on January 12. "Gusky" was an ex-circus troupier and Montague had corresponded with him for several years.

Savannah Jottings

SAVANNAH, Ga., Feb. 2.—Don Montgomery is spending the winter months as day clerk at Hotel Gilbert, showfolks' headquarters here. His wife, Maude, is with him.

John E. Van Arnam's Minstrels played here recently to SRO business. Benny Waters, bandmaster of Famous Robbins Show, paraded with minstrels opening day of the engagement.

Charles Bernard is a frequent visitor at Hotel Gilbert lobby sessions, exchanging reminiscences of the old days of the Walter L. Main Circus with showfolks wintering here.

Mr. and Mrs. Bert Wallace, of Famous Robbins Circus, have returned here after visiting relatives on Long Island, N. Y.

Sallie Hughes Walker and Paul Linger were recent visitors while playing in vicinity of this city.

Sam Golden and wife are spending winter months at Daytona Beach, Fla.

Barney in 10th Week Of Winter Tour

CLINTON, La., Feb. 2.—Barney Bros.' Circus is now in its 10th week of the winter tour. Business continues good.

The show crossed the Mississippi River at Baton Rouge, La., the first stand being Oak Grove. Gonzales was lost on account of a snowstorm, but the following day the show went up in the air and did fair business at French Settlement, La.

Ponchatoula was the best stand of the season so far, doing capacity biz at both shows.

General Agent John D. Foss is doing well with his newspaper tieups. Jerry Kerns is doing well with banners.

Mr. and Mrs. Tom Atkinson have purchased a new Chevrolet sedan and the Dick and Powell Side Show a new one-and-a-half-ton Chevrolet truck.

Lloyd (Peggy) Stoltz is receiving much praise for his fine band concerts before the show. Jack and Lois La Blair continue keeping everybody happy with their splendid cookhouse.

Mique Noble and Peggy Waddell are making new wardrobe, and Brownie Atkinson new parade wardrobe for the spring. Laura Bear is a recent addition to the side show.

Page Craver spent several days visiting friends on the show. Page formerly had the elephants on the Walter L. Main show. He is now married and working for the Standard Oil Company.

The newly formed Monthly Club will give its first dance on February 5, in honor of Ruth Reno and Peggy Waddell's birthdays, reports Billy Dick.

Lot at Lakewood, Atlanta

ATLANTA, Feb. 2.—The fairgrounds at Lakewood Park here will be available for circuses this year. With relief labor the fair association has graded a large lot to be used for shows and for the parking of autos. The show lot is at the end of a private railroad siding leading into the grounds. A thru traffic boulevard direct from center of town enters the grounds at the same place and street car entrance is only a few hundred feet away.

Bertram W. Mills President

LONDON, Feb. 2.—Bertram W. Mills, manager of Mills' Olympia Circus, was recently elected president of the Showmen's Guild for this year.

Holland Opens Under Canvas

MACON, Ga., Feb. 2.—E. S. Holland opened his show under canvas at Dry Branch, nine miles from here, on January 28.

Since the close of the Cole & Rogers Circus last season, the Holland Circus unit has been playing theaters and auditoriums. Has played as many as four schools in one day and several big engagements, a week at Charlotte, week at Columbia, three days at Savannah, and now the show has been enlarged and is under a 70-foot top.

Program consists of Captain Rudolf's trained animals; Big Rosie, elephant; Songs, performing camel; Prince, small horse, and Astor, Great Dane. Keenen Family, Hollywood comedians, featuring nine-year-old Hank and his trained pony, Bill; Tin-Horn Hank, the drug store cowboy, with his contrary mule and his bucking horse, Steamboat; Hall's three ponies, three dogs, five monkeys, three pigs, three goats, two sheep, one bear, coyote and three doves. Mr. Hall has 25 performing animals, featuring his pony with the human brain.

Holland handles the advance, with the assistance of Al Smith; Virginia Naegly is treasurer; Mrs. Bessie Keenen, secretary; Rudolf Muller works elephant act; Danny Ryan takes care of Rosie and drives the truck; Little Hank Keenen, who has played in many movies, is the star; Big Hank with his mule and horse furnishes the comedy.

Charles R. Hall has two assistants and Andy James has charge of the big top. Show moves on three trucks and three trailers. Hall has his new semi-trailer, 36 feet long. Half of it is his home on wheels and the other half for his animals.

Harriman in Washington

WASHINGTON, Feb. 2. — Jerome T. Harriman, general agent of Downie Bros. Circus, has spent the last several weeks here, renewing friendships with many old acquaintances. He was guest of honor at a luncheon given by Dr. William M. Mann, director of the National Zoological Park; also conferred with Deputy Administrator William Farnsworth of the National Recovery Administration.

Harriman was requested to serve on the ticket committee for President Roosevelt's Birthday Ball held here and to assist in handling the many thousands of celebrities in attendance. He also placed before the entire congressional delegation from Maine a matter of great importance. After a few more days here he will proceed to Macon, Ga., to begin another season with the Downie Show.

Primrose Ahead of Lewis

CINCINNATI, Feb. 2.—C. S. Primrose, who is spending the winter at home, Oak Park, Ill., states that he will be general agent of Lewis Bros. Circus and that B. F. Von Pliskl will have charge of the advance crew. Manager Paul M. Lewis will have new special lithograph paper.

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Under the Marquee

By CIRCUS SOLLY

BERNICE KELLY Circus Revue recently completed an engagement at Edgewater Beach Hotel, Chicago.

FRANK B. HUBIN is plugging hard to have a circus with parade show in Atlantic City this season.

HOWARD E. BROOKS and **Athleta** are wintering in Cleveland. Brooks is with the Clorobon company.

CHARLES W. BODINE, agent, postcards that he again will be on the road this season.

JAMES R. HAMBE, of New Bedford, Mass., advises that there is a new paper in that city, *The New Bedford News*.

ARCHIE C. BLUE will again have charge of side-show band with **Barnett Bros.** Circus, his third season with show.

MRS. WILLIAM CARESS, formerly with circuses, is still operating her **White Spot Cafe** in Decatur, Ind.

BOB EUGENE troupe, for many years an aerial feature on Ringling-Barnum Circus, is booked for Shrine Circus, Detroit, and Grotto Circus, Cleveland.

"MAJOR" JOHN MERTZ, famous as a circus midget a generation ago, recently celebrated his 81st birthday anniversary at his home, Salisbury, N. C.

JIM CURRY is clowning in Indianapolis for Central Theater Company and is also playing club dates for **Burton Theatrical Exchange**.

TOM KILLIEA, formerly with the Ringling Show, was in New Orleans recently in charge of publicity for the **Guy Lombardo** show.

FRANK FRANCE, formerly one of owners of the old Hart & France Circus, living at Decatur, Ind., and wife are preparing for their annual trip to Bradenton, Fla.

BOZO MURRAY is still clowning at Capitol Theater, Oswego, N. Y. Says that **Fred Timon**, part owner of Cooper Circus last season, will not troupe this year.

SALLIE HUGHES WALKER and brother, **Ed**, have a combination picture show and small zoological exhibit in the South. Sallie for years was connected with the **Walter L. Main Circus** when owned by **Andrew Downie**.

WALTER L. MAIN is now at his home at Geneva, O. Says that he recently received holidays' greeting card from

Anthony Lowande, who is in Brazil. He was a rider with the original **Main Circus**.

SILVERLAKE TRIO (**Archie**, **Billie** and **Jonnie Mae**), who are wintering at **Marianna, Fla.**, will present their **Roman ring**, **Iron-jaw**, **Spanish web**, **swinging ladders** and **double trapeze acts** with a motorized show. **Mabel** and **Swede Johnson** art also wintering at **Marianna**.

LATHAM'S Trained Animal Show is in its 13th week in the South, playing to very satisfactory business. Show moves on two trucks and a trailer, with one car in advance, in charge of **John S. Scott**. It is the company's second season in Southern territory.

CHIEF KEYS was recently in **Wright City, Okla.**, and met his old friends, **Mr. and Mrs. Amen Simms** and **Mr. and Mrs. Bob Morris**, who were playing a theater. He hadn't seen the Simms since 1926 when they trouped on **Zelmar Bros.' Circus**.

CAPT. TOM HICKMAN is again in the saddle as head of the **Texas Rangers** and has assumed command of his old **Company B** at **Fort Worth**. **Hickman**, known as the "greatest of the great Texas Rangers," has at various times been with circuses.

AMERICAN LEGION POST of **Rochester, Ind.**, honored executives, department heads and ex-soldiers who are employed by the **Cole Show** at a banquet at the Legion home. Executives of the circus who attended were **Zack Terrell**, **Jess Adkins**, **A. C. Bradley** and **Jess Murdon**.

AERIAL SMALLS (**Millie**, **Ethel** and **Walt**) recently played the **Old Mill Inn**, night club of **York, Pa.**, with their comedy bar act and **Millie**, **Jake** and **Walt** presented comedy acrobatic turn. **Jake** is of the **Aerial Shellys**. **Millie** is working night clubs around **York** with her tap and acrobatic act.

MERLE EVANS, who conducted the band at the **Canton (O.) Shrine Circus**, left for **Detroit**, where he will spend several days assisting with the rehearsals of the spec which will be a feature of the annual **Detroit Shrine Circus**, opening **February 4**. The spec was written and will be directed by **Rex de Rosell**.

FLYING HAROLDS, who were at the **Shrine Circus, Canton, O.**, did not accompany the unit to **Grand Rapids, Mich.**, but remained at **Canton** for a few more days' practice before proceeding to **Detroit** to take part in the indoor circus there. Two injured members of the act are improving.

GLYDE BEATTY was the subject of a page writeup in the feature section of *The Detroit News* on **January 27**. The article was written by **Walter W. Fuller**, of **Rochester, Ind.**, and featured **Beatty's** training of a new company of "cats," which will make their debut at the **Detroit Shrine Circus February 4**.

EDDIE VAUGHN, legal adjuter for **Ringling-Barnum Circus**, was in **Youngstown, O.**, last week "on business." He would not divulge the nature of his business, but intimated it was in connection with the playing of the **Hagenbeck-Wallace Circus** there last year. He hinted that **Youngstown** would again be included on this year's tour of the big show.

H. H. CARUTHERS advises that he recently met **J. C. Admire**, who has been selling **Sells-Sterling Circus** as a grandstand attraction to fair secretaries in the South, Southwest and East since **Christmas**. Two crews will be in advance of show. **No. 1** crew will have eight men and four trucks, and **No. 2** crew four men and two trucks. **Town billing** and country routes will be done off the first crew while the second will do the tacking and mostly programing.

Picked Up in Houston

HOUSTON, Feb. 2.—**Clarence Shelton** and **Tom Everett**, old-time "buddies," recently met in a local hospital, **Shelton** suffering from injuries received in an auto accident while **Everett** was riding himself of a bad case of influenza. Both are now out and going about their affairs.

Mie, **Florence**, high-perch act, will again be booked over a fair circuit, filling in with the **Landes Shows**.

Willie Karbe was one of the ace acts at the local tent theater last week.

Here and There

WASHINGTON, Feb. 2.—**Maximo**, wire performer, a feature of the **Ringling Show** for many years, was at **Loew's Fox Theater** here recently.

Bill Inman, formerly with **Downie Bros.** and other shows, is wintering at his home near **Lumberton, N. C.** Will troupe this season.

A leopard was born recently at **Brookside Zoo, Cleveland**, of which **Curley Wilson** is superintendent.

Tom Dees, of **Bessemer City, N. C.**, recently was visited by the **Long Family** en route to **Charlotte, N. C.** **Millie Long**, acrobatic dancer and contortionist, is playing some dates besides conducting her dance studio at **Spartanburg, S. C.**

Al F. Wheeler, who had side show with the **Almond Show**, left for **Silver Bros.' Circus** in **Florida** at closing of **Almond Show**. **Col. Edward Schmid**, local pet show owner, is at **Miami, Fla.**

Vernard McArdie is managing **Gorilla Village** at **Hialeah, Fla.** This attraction was a feature of **A Century of Progress** in 1933. **McArdie** took charge of the exhibit last season at **Coney Island** and had it at the **Canadian National Exposition** at **Toronto**. Is moved on six trucks, all with glass fronts. Features two gorillas and eight chimps. Staff: **Vernard McArdie**, manager and head trainer; **Dick Kroner**, assistant trainer and keeper; **Leslie Burroughs**, scenic artist and lecturer; **Joe Yates Sr.**, tickets; **Everett Lowell**, front door; **John Meyers**, mechanic, and **C. Butts**, boss canvasman. Show is exhibiting under **Legion auspices** at **Hialeah** during racing season. Animals recently photographed by **Paramount News**. **Joe Mendi**, a feature of show, played **Bijou Theater, Savannah**, and a return date at **Flamingo Park, Miami**. **McArdie** was with **Bill Dressman** on the **Ranch Show** when the latter had **Susie**, the **Graf-Zepelin gorilla**, there.

Jack Lorenzo has been added to staff of trainers at the **Manchester (N. H.) Zoo**, and is working the lion act. **Dr. N. E. Olzendam**, **Circus Fan** and an authority on circus history, is a daily visitor to the training barn where **Captain Slim Walker** is putting the big mixed group thru the paces.

REX M. INGHAM.

Canton (O.) Shrine Show Doubles Last Year's Gross

CANTON, O., Feb. 2.—Despite near zero weather and ice-covered roads the first half of the week, patronage improved steadily after the midweek, to give the **Canton Shrine Trundrum** double last year's gross for its second indoor circus effort in city auditorium here last week. The show gave 11 performances and even with improved industrial conditions and untiring promotion the show lacked several hundred dollars of getting the nut, according to **L. G. Harman**, general chairman of the local committee. **Glen Mansard**, co-worker of **Harman's**, did excellent work on the promotion again this year. Last year the promotion dropped better than \$3,000.

Activity at Christy Quarters

HOUSTON, Feb. 2.—Activities around **Christy Bros.' winter quarters** for last two weeks have been centered around the repairs and improvements to buildings, and it is understood that work will soon start on the reconditioning of cars. The purpose for which the cars are to be used has not been revealed as yet, neither the number of cars to be put in shape for immediate service. It is evident that something is due to "break" in a few days. Rumor has it that a recent visit of **Mrs. Al G. Barnes** has some bearing on these activities, and it is no secret that local showmen are freely prognosticating a **Barnes-Christy** hookup of some kind. When interrogated by *The Billboard* representative, **George W. Christy** merely smiled and said: "Just fishing and resting." **Harold Christy** has the **Lee** show ready for the road, but no people have been signed.

Christy Unit Indoors

HOUSTON, Feb. 2.—The **Christy Circus** unit is playing indoor dates, with 3 elephants, 6 ponies, 10 horses, monkeys, dogs, goat, donkey and 10 people. Unit has four 35-foot trailer trucks, including one big band-wagon truck.

LLOYD SENTER, contortionist and Roman-ring performer, is playing vaude dates in the South with the **Big 4 Comedy Company**.

Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, Feb. 2.—The following acts arrived this week: **Geddis Trio**, **Cole** and **St. James**; **Three Cheers**, who have almost recovered from their recent accident; **Karl Marx** and **Jordan** and **Bonta**. **Cole** and **St. James**, dance team, just closed at the **Canton Tea Gardens**, which finishes 37 successful night-club weeks in **Chicago** and out of town. A birthday party was held at the club in honor of **Primo Velly**.

Machedon Brothers, horizontal bar act, are preparing to leave **Chicago** en route to **Tampa, Fla.**, to join an aerial bar act. They will play with a railroad show on the **West Coast**. The **Fantinos** arrived in town this week after playing **Midwest** vaude dates.

Jackie Teeter opens at **Shrine Circus** in **Detroit** week of **February 4**. At last meeting the following were elected to membership in the **Performers' Club**: **Emma Raymond**, **O. E. Fantino**, **Edward Morton**, **Ted Davis**, **Yvonne Verlatne** and **Bob Allen**.

Olympia Desvali and **Company** are back in the **East** playing **New York** houses. **Novelle Brothers** stopped off for a few hours' visit prior to leaving for the **East**. **Lamont's Cockatoos** have closed in the South and will spend remainder of the winter in **Tampa, Fla.**

Lido and **Livorno** are playing night clubs in and out of the **Twin Cities**. **Walter Powell** is playing vaude dates in **New England States**. **Ben Beno** is wintering at **Atlanta, Ga.**

Ben Bey troupe of **Arabian tumblers** arrived in town after playing **Midwest** vaude engagements. **Toy Ana** troupe of **Japanese acrobats** returned from the **West Coast**.

Members out of town, kindly be advised that a membership drive for the club is on and the secretary will be glad to mail applications upon request. Do your bit.

Elephants Killed in Fire

PARIS, Jan. 28.—Fire broke out in one of the stables at the winter quarters of the **Cirque Pinder**, at **Tours**, on **January 15** and two big elephants were trapped in the flames. By the time the fire was brought under control one of the elephants was dead, and the police shot the other one, which was crazed by burns and fright. **Cirque Pinder** is one of the most important of the French tent circuses.

Mix Back to West Coast

CHICAGO, Feb. 2.—**Tom Mix**, owner of the **Tom Mix Circus** and **Wild West**, was in **Chicago** on business early in the week. He left for the **West Coast** by plane. **Jack Burslem**, in charge of concessions, and **O. P. Stephens**, formerly with **Sells-Floto** and now cashier on the **Mix Show**, also were in town and left early in the week for **Los Angeles** by auto.

Leaves To Join Barnes

NEW YORK, Feb. 2.—**M. T. Cook** left here on **Wednesday** for the **Pacific Coast** to rejoin the **Al G. Barnes Show** as manager of the grab store. Traveling in his own car.

Miami

MIAMI, Fla., Feb. 2.—Friends of **John G. Robinson** will be glad to know that in spite of a cold contracted recently he is coming along splendidly after those severe operations he underwent in **Cincinnati**. **Mrs. Robinson** is very much gratified, a fact that could be gleaned from the inflections in her voice on the phone. Their home is the mecca for many visitors.

Among callers this week were **Carmelita Nelson** and **May Wirth**, whose husband, **Frank**, is here for a sojourn, too.

Things are not very well with the tent brotherhood since **Sam Gumpertz** issued an edict that prevents anyone under contract with the **Ringling** shows from engaging in any vaudeville or other shows during the winter season. Hereafter it was always possible to pick up one's rooming expenses and to get at least "tea and cakes" while enjoying the **Florida** sunshine and waiting for the engineer to start show trains rolling.

FOR SALE

Two complete Truck-Trailer Outfits. Fully equipped. Good rubber. Steeper Cabs. Studebaker and GMC One Highway Trailer. Other one GMC Trailer. One 16-Footer. Other 20-Footer. Both easily haul 11 tons. Cheap for Cash. Will sell both outfits as is, separately or as needed. Asking \$1,200.00 cash for two Tractors and two Trailers COMPLETE. \$1,400.00 on term basis. Parties interested write VIO OWENS, 604 Leitchworth Drive, Akron O. Forced to sell on account of ill-health. Must go to Arizona or stay here and die. HURRY . . . HURRY.

DOWNIE BROS.' CIRCUS WANTS

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308 West 44th Street, New York City.



THERE ARE MANY locations (indoor and outdoor) for winter rodeos.

MIAMI and its thousands of winter visitors would get a big and real rodeo if some local business selfishness could be overcome.

CY COMPTON has been busy with preparations for the staging of a circus-Wild West during the Pageant de Sota at Sarasota, Fla.

JIM AND ALICE FOSTER, late of Hagenbeck-Wallace Circus, advise from their home city, Wilmington, O., that they will be with the Cole Bros.-Clyde Beatty Circus this season. Jim will have charge of the Wild West contingent.

JAMES B. HAWK, roper, last season with C. L. (Jack) Raum's Hippodrome and two years ago at A Century of Progress, Chicago, is in Cincinnati for a while and spent a few minutes at The Corral desk last week.

RED LUNSFORD (with the missus and their son) at the close of the regular season for Bar-Brown Shows in the South, closed his Wild West and has been operating some concessions in Florida with a winter unit of that amusement company. His brother, E. (Pee Wee) Lunsford, is with Jones Bros.' Wild West Circus in Florida.

RODEO PURSES for the three-day show at Tucson, Ariz., have been boosted about twice what they have been in other years. The events committee which boosted the purses includes Jack C. Kinney, chairman; A. L. Condon, secretary; Bud Parker, Roy Adams, Ed Echols and Johnny Mullens.

JERE W. SHELDON, trick rider and roper, has been putting in the winter in Southern California playing occasional vaude dates and practicing diligently. Incidentally, Jere was recently re-elected president and a member of the executive committee of the Madrone Rodeo Association.

HUGH BENNETT, of Ft. Thomas, Ariz., won a two-day calf-roping contest at Safford, Ariz., January 19-20, and the \$500 purse that had been posted. Everett Bowman, of Ft. Thomas, placed second. Others competing were John Bowman, of Dallas, and James Bristo, of Duncan, Ariz. A crowd of several thousand saw the contests.

AMONG rodeo and Western boys appearing in the first Mascot picture starring Tom Mix, *Mitralis Rider*, directed by Breezy Eason, at the Mack Sennett studios on Ventura boulevard, north of Hollywood, where Mascot is now making films, are Herman Nolan, Vern Goodrich, Frank Gusky, Jack Knapp, Jay Wilsey, Bud Geary, Tex Cooper, Life McKee, Bill Nestell, Hank Bell, Bud Fine, Bert Lindley, Dick Curtis, Frank Ellis, Dick Alexander, Charles Brindly, Harry Hay, Hal Boyer, Phil Armenta. Among Indians are Chief Standing Bear, Black Hawk, Betty and Gertrude Chore, Jim Spencer, Tip O'Neal.

HOLLYWOOD—Word was received recently from Iron Eyes Cody and High Tower, Indians with the McColl Wild West Show in Australia, that everything was going fine. The Wild West show, which was organized by J. Stewart McColl, of Melbourne, director of the Wild Australian Stampede, after the close of the stampede last fall, is touring many of the provinces of Australia. Those of the group who left Hollywood last September are Johnnie Schneider, Clay Carr, George Marcel, Ned Winegar, Iron Eyes, High Eagle, Steve Clemente, Jack Sletsky, Basil Stadnick, Basil Glasskoff and Serge Protzky.

BOB DE FOREST wrote of some old-time Wild West shows and performers, in part as follows: "There was the old Washburn & Arlington Wild West. Jim Kid was there. Wild Horse Mike went under neck and belly of a horse in trick riding. Don't forget Charley Howard, bucking horse rider from Wyoming. (You tellum, Edna Gardner Hopkins, of San Antonio.) Also, don't forget Vic Cody, rider and roper. Cowgirl riders

included Miss Baldwin and Miss Gardner. Josie Ashton, later the great circus rider, got on her first horse with that show. The writer had to hold or help her stay in saddle during parade. Wichita Jack was a fine rider and roper. And don't forget, in 1888, the Frank A. Robbins Circus. Texas Jack did about everything. Don't forget the first Wild West of Dr. Carver and Buffalo Bill. They went to court at Hartford, Conn. While there Carver did his shooting of 60,000 glass balls in six days. Will the truth ever be told? The writer was with Pawnee Bill. I still go out with my son, Tex Bob DeForest, fancy roper, at fairs and rodeos."

HOLLYWOOD PICKUPS—Pete Knight and wife, Babe, since their return from the Denver Rodeo, where Pete split second and third bronk riding finals with Nick Knight, are staying with Yakima Canutt and wife until they drive their new Chevrolet for the Tucson Rodeo.

Hazel McCart is pining for Hawaii and says she is going back to Honolulu this spring. She did trick riding with the Fernandez International Rodeo there last fall. . . . Paris Williams is happy. She is now able to walk, her broken ankle healing rapidly. Received the injury when her horse slipped on wet ground while with the Fernandez show in Hawaii. . . . Paul Panfiloff is the only Cossack who returned from Australia. He says he will be taking out his naturalization papers soon and did not want to let anything interfere with that important matter. . . . Pinky Barnoski has been busy in a vaude act here since returning from Hawaii, working with Felix Vallee. . . . In a roping match at Andy Jauregui's ranch recently, for a purse of \$100, Lloyd Saunders beat Hugh Strickland by two seconds. . . . Eddie Woods did not return here after the Denver show, but with Harry Knight went to Tucson. . . . Pete Knight worked on a picture with Yakima Canutt for a few days. . . . Sam Garrett will trick rope and ride at the Lakeside Rodeo. . . . Among those going to Tucson Rodeo are Turk Greenough, Hugh Strickland, Lloyd Saunders, Leonard Ward and Smoky Snyder. . . . Pat Woods is wintering at Newhall. . . . Charles Murphy, who was with the 101 Ranch Wild West Show in 1910, has been working in pictures here since 1912. . . . Johnnie Tyke, who contested several years ago, is in the Hollywood Hospital, where he underwent an operation for injured ligation

in his shoulder. . . . Walter Waldron, contestant, who has a pack train out of Camp Nelson, near Yosemite, is spending the winter here. . . . Rose Smith is making her home with her mother, Mrs. Mary Sandy, in Los Angeles, and plans going out with a circus this season.

Peru Pickups

PERU, Ind., Feb. 2.—Helen Adkins, daughter of Mr. and Mrs. Jess Adkins, left for Indianapolis, where she will enter nurses' training school at Methodist Hospital.

Ray and Bobby Collins left Sunday for Sarasota, Fla., for two weeks' stay. Will receive acquaintances with Ringling-Barnum attaches.

The Walter Neiss Troupe, which has been practicing daily on Wallace Theater stage, worked date at Grand Rapids, Mich., indoors.

Christiana Riding Troupe and William Brown, in 1934 assistant to Roland Hebel, in charge of seals with H-W past road seasons, entrained past Sunday. Brown has had six new seals from California coast in training since close of road season and Christianas have been working out daily at farm.

Mrs. Emory Stiles, wife of H-W menagerie superintendent, was out to farm past Sunday, first time in months. Is recovering from illness.

Orrin Davenport recently was guest of Fred Young, of Jockey Club.

Douglas Detamore, circus farm attaché, is receiving treatment for badly lacerated left hand.

Brownie, assistant seal man on H-W, received painful injuries when bitten by one of charges past week.

Bull and cat barns are being renovated with paint and whitewash under direction of Cheerful Gardner and assistants.

John Grant, eight-horse driver, former emcee of Ringling Lodge, south side home here of many Ringling-Barnum drivers, is working shifts in the Brady H-W big shop.

Buster Rooney, son of the late Charles Rooney, boss of baggage stock on H-W, is in charge of big truck at circus farm. Jim Peffers and Billy are here awaiting the call. Harry Smith is in charge of bat truck.

Said that Al Dean, steward on H-W for many years, is contracted for the Cole Show.

Grand Rapids Show Opens to Capacity

GRAND RAPIDS, Mich., Feb. 2.—The annual Shrine Circus opened here January 28 in the Civic Auditorium with a capacity house and an advance ticket sale of 10,000 tickets, according to Clayton H. Hoffman, chairman of the show committee. The record sale compares with 2,200 tickets sold in advance last year.

As an added feature this year the management opened the basement of the auditorium until 15 minutes before the show started, permitting the audience to inspect the menagerie.

Heading the billing among the equestrians was the world-famous Christiani troupe of five men and two women. The Bert Doss troupe thrilled with its aerial work. The Pichianni troupe received a big hand with the four-man high mounts and shoulder-to-shoulder somersaults. Bombayo performed on a bounding rope and was a big favorite.

Other acts included Cyse Odell, spinning over her shoulder in midair; the Four Pol Brothers, working on a perch; the Neiss troupe of trampoline casters; five elephants, under direction of Miss Allen; Jorgen Christiansen troupe of liberty horses. Christiansen and Miss Machaquita, his assistant, performed some difficult tricks on barebacks of horses.

The clowns included Joe Lewis, Otto Griebing, Joe Christy, Earl Shipley, "Jo-yo," Roy Barrett, Kinko, Abe Rade-maker, Bill Harding, Shorty Flemm, Paul Jerome, Chester Barnett and Emmett Kelly.

A side feature was the presentation of Margaret Ann Robinson, the "Human Doll." She is 18 years old, weighs 16 pounds, and is 18 inches tall. Margaret is presented after the regular performances.

The management has been host to many dependent children's organizations thruout the week at matinee performances.

Funeral of Charles Hatch

LOS ANGELES, Feb. 2.—Funeral services for Charles Sterling Hatch, who passed away January 25 at Alvarado Hospital following an operation for a ruptured appendix, were held at the Gillette Funeral Home. Services were conducted by Los Angeles Commandery No. 9, Knights Templar, and Pacific Coast Showmen's Association. Active pallbearers were Stanton L. Bruner, William Melkeljohn, Bernie Bernard, Al Comey, Archie Clark and Jack Grimes.

Honorary pallbearers, representative of the business life, stage, screen and outdoor show business, were S. L. Cronin, Orville Crafts, Tom Mix, Sid Grauman, Bert Levy, M. D. Howe, Angus Campbell, Zack Farmer, J. Ben Austin, Roy McCray, Ben Piazza, Theo. Forstall, Sheriff Gene Biscalluz, Scotty Brown, Mel Smith, Joe Anfenger, J. W. Conklin, Jack Afferbaugh, Mark Kirkendall, Pierre Bayne, Hugh Fowler, Ross R. Davis, Steve Henry, Hal Miller, Everett Mattoon, Bert Chipman, Dudley Valentine, W. I. Tupman, C. F. Zeiger, H. Pengilly, Frank Downie, Felix Burk, Lew Littlefield, Ernie Hearst and Jack Schaller.

The funeral home could not accommodate the crowds and there were many floral tributes. Interment in Showmen's Rest, Evergreen Cemetery, where PCSA conducted services, with Chaplain Burr McIntosh officiating.

Robinson Again With Mix

JACKSONVILLE, Fla., Feb. 2.—Carl Robinson, who has been working with Wendell Furry's Ten Aces at the Coliseum here since closing with the Tom Mix Circus, will again have charge of the band with that show. He recently fell, breaking his left arm and suffering a few minor injuries.

Carter With Cole-Beatty Show

CANTON, O., Feb. 2.—Nick Carter, for the last two seasons in charge of the Pullmans on the Hagenbeck-Wallace Circus train, will act in the same capacity for the Cole Bros.-Clyde Beatty Show, he informed a representative of *The Billboard* here. In addition to his train duties he will also have charge of the backyard refreshment concession. Carter, during the next several weeks, will handle the concessions with the Orrin Davenport indoor circus unit at its Midwest dates. Dorothea Carter, his wife, will work elephants with the Cole show. She is now at winter quarters in Rochester, Ind., breaking two new acts.



Circus Saints and Sinners Club

For the Troupers—and a Home

That the Chicago Tent is on the job is gleaned from the following, clipped from *The Chicago American* of January 17: "Thorne Donnelly . . . who has a finger in every pie, it seems . . . has just been officially elected president of the Chicago Tent; Edward Gorey, secretary; Edwin Brashears, treasurer. . . . the executive committee is headed by General A. F. (Tony) Lorenzon, friend and confidant of President Roosevelt, and includes, in addition to the officers mentioned above, such prominent as Lester Armour, Orville Taylor, Samuel Carson Prie Jr. (whose wife is one of the Bennett School alumnae in charge of the Goya Dance Concert at Orchestra Hall on February 3) Tom Gowenlock, Alvin Kramer, Ben Marshall, Hays MacFarland, Elmer Layden, Charles Glare, Weymouth Kirkland, Miles Trammell, Bud Waller, Tom Higginson, Alf Whitney, Judge Dunne and Major Reed Landis. Among the charter members who meet the last Thursday in every month at the Blackstone are Philip Wrigley, Jimmy and Jack Simpson, Larry Callahan, Charles S. Dewey, I. Newton Perry, Bud Boyden, and Stuart Logan, a figure of national prominence whose identity is being closely guarded and will be the Fall Guy for the first initiation. The committee is still chuckling over Thorne's description of the New York Tent's initiation of Elliot Roosevelt, whose amateur tattooing brought back memories of Mae West. Thorne has postponed his trip to Florida until February because of the circus."

Thissa-and-thatta: The Chicago Tent has a very snappy letterhead. A trumpeter or herald on the right side of the paper in red and a list of officers and executive committee running down the left side of the paper in black. The first reservation in for the Benefit Night at Madison Square Garden on

April 11 is, as always, our good friend Chris Dalton. Chris, one of the greatest athletic timers this country has ever had, knows the value of coming in first.

The last meeting of Dexter Fellows Tent, New York, was the "best yet" if the 101 present are telling the truth . . . we think so, too, if for no other reason than the pickaninny gag worked to perfection . . . sorry we are not allowed to tell you about it. . . . Jack Chiley was there and so many others of prominence that we cannot record them . . . just look thru your newspaper and pick out some of the headlines . . . they were all there, it seemed that way at least . . . despite a cold, Jolly Bill Steinke was, as always, good. . . . Thorne Donnelly was on from Chicago to attend the meeting . . . a great piece of work was when Jolly Bill walked to an easel holding an immense drawing pad and sketched thereon a caricature of the Fall Guy, "Bugs" Baer; then Prexy Tony Sarg walked to the board and also drew "Bugs" from another pose. "Bugs" then turned and caricatured Steinke on the same pad . . . great work by great artists . . . the initiation consisted in the two flunkies . . . Fred Pitzer and Carlton Hub, if you must know, bringing in a pair of wings and a bug's head, and, at word from the club members in unison, these wings and head with antennae were placed on the great humorist and he looked like a typical bug. This trick was received with much applause. When it was all over and Mr. Baer received his huge medal, he is designated as producing clown, his insignia of having been taken into the club, he turned to Prexy Sarg, and said: "I never dreamed there was a club of this kind in existence, and I thought I knew them all."

F. P. PITZER, National Secretary.

M.-D. PIER IS TO SPLURGE

Young's To Get \$50,000 Setup

Changes in A. C. pioneer amusement structure are projected at conference

ATLANTIC CITY, Feb. 2.—In an ace location due to geographical changes in center of the resort's transportation facilities, Young's Million-Dollar Pier will in the coming season embark upon a \$50,000 improvement program and step out after big acts and attractions, marshaling a larger all-flesh bill than has been on this old amusement structure for some seasons.

This was revealed exclusively to *The Billboard* following a conference here of the pier's owners and operators who this year will conduct activities themselves instead of letting them out on lease as in the last three seasons. Councilman Clarence Crosson, Philadelphia; Filbert Crosson, Judge Thompson, Walter Hanstein, Counselor Johnson, Capt. John L. Young and General Manager Al Hill were in the huddle.

To Modernize Front

One move will be to change the entire front of the pier, bringing it up to modern conceptions of amusement "fronts." Million-Dollar Pier, pioneer amusement structure, was built when band concerts and dancing were principal attractions besides legitimate shows and will undergo many improvements to suit modern needs.

Egyptian Ballroom, kept open this winter for the first time since it was built, will be greatly enlarged, an open-air ballroom being considered. Main ballroom, one of the largest in the East, and which during the past three seasons housed Buck Taylor's Circus and Wild West, will be prepared for a special attraction. The old Hippodrome, scene of Emmett Welch's triumphs, will also undergo changes. At present no films are contemplated.

Hill Slated as G. M.

A sports program also is contemplated with many stars as features or instructors. The company may make use of the large outer pier structure, now used only for fish hauls. Plans are for water acts or boats. As fish hauls are always a draw for visitors, they will be continued.

Al Hill, amusement figure here many years and who has guided destinies of the pier thru trying years, will be general manager, it is said.

Sarchet, To Operate Brady Lake, Has Started Booking

BRADY LAKE, O., Feb. 2.—C. A. Sarchet, president and general manager of Sarchet Amusement Company, operating Brady Lake Park here, has denied a report published last week from Ravenna, O., that he would not operate Brady Lake Park next season.

Mr. Sarchet declared that he will be in charge of the spot for the season of 1935 and that he has already booked several outings for next summer.

He declared that the season of 1934 was a most successful one.

Paris Park Receipts Drop

PARIS, Jan. 28.—Gate receipts at Jardin d'Acclimatation, Paris amusement park and zoo, dropped from \$146,235 in 1933 to \$132,274 in 1934. Receipts of the Miniature Railway, biggest money maker of the park, dropped from \$42,475 in 1933 to \$37,361 in 1934.

To Enlarge Paris Resort

PARIS, Jan. 28.—Plans are being drawn for a swimming pool, theater and dance hall for the suburban resort of Engbein-Jes-Bains, near Paris. Resort is a popular race-course spot with a big casino, lake for boating and other attractions.



FRED L. MARKEY, secretary of New England Section, National Association of Amusement Parks, Pools and Beaches, which will meet in the New Bedford Hotel, New Bedford, Mass., on February 26 and 27. The Section is given credit by him for a number of accomplishments for amusement park business in the East.

Seasonal Biz Tax Proposed in A. C.

ATLANTIC CITY, Feb. 2.—Seasonal merchants, restaurant and amusement people will find the going tough here next summer if plans of the Chamber of Commerce go thru. It has launched a campaign for high taxes on seasonal biz and asked the city commission for approval. Several commissioners have voiced approval for some time.

That such a tax is legal was borne out in Florida, where the State Supreme Court held constitutional the Florida itinerant merchant tax, placing a high fee on shopkeepers who operate for only a few months in the year.

"The merchant who stays here 12 months a year is, under the present system, being penalized for the benefit of those who come in summer months only," reads the Chamber's statement, in part.

Beverage men of the city are framing a like measure to ban summer limited licenses.

Bathing Tax Plan Dies

LONG BEACH, L. I., N. Y., Feb. 2.—The plan to charge admission to bathers, which first cropped up a couple of years back, is completely out, as far as local officials are concerned in their efforts to raise money for the city purse, which has depleted considerably during the last few years. Such a plan, it has been decided, would be impractical and would reduce attendance.

Village Takes Badger Spot

EAST TROY, Wis., Feb. 2.—East Troy Amusement Park was purchased on January 19 by the village of East Troy at sheriff's sale for \$1,250.

Fenced, Pay-Beach Policy Gains Headway Along Coast in Jersey

ATLANTIC CITY, Feb. 2.—With Wildwood already making definite announcement on plans to charge admission to a number of beaches and Atlantic City considering possibilities of the same course, Ventnor City, adjoining, and possessing a long stretch of excellent beach, made known this week that it, too, will fall in line with the new idea, which has been taking like wildfire along Coast.

Ocean City is said to be considering the policy. Mayor Isaac B. Sweigart, Ventnor, this

Dog Racing as Section Subject

New Englanders expected to discuss regulations in New Bedford this month

EXETER, N. H., Feb. 2.—Massachusetts amusement men are especially interested in regulations to be made governing dog races, which were oked by voters at the polls in December, said Secretary Fred L. Markey, New England Section, National Association of Amusement Parks, Pools and Beaches, from his office here, referring to the seventh annual meeting of the section in the New Bedford Hotel, New Bedford, Mass., on February 26 and 27.

"Subjects of vital importance to all Eastern outdoor amusement men will be discussed," said Secretary Markey. "These New England meetings are well known in the East. They have always been well attended, not only by park men, but by legislators of New England States."

"It has been thru these meetings that we have been able to overcome many of the blue laws in Massachusetts, Connecticut and Rhode Island."

Program will start at 1 p. m. on February 26, with banquet and entertainment that night at 6:30. Executive session will be held the next day from 10 a. m. until 1 p. m.

Lace Suit Publicity Draws

ATLANTIC CITY, Feb. 2.—Pool biz here took a spurt in the last few days, following much publicity given pools thru Harry Resnick, city publicity director. Ambassador and President pools announced increases despite zero weather. Publication of pictures of new lace bathing suits said to be worn by pool mermaids were also responsible for large galleries at both places nearly every evening, managers report, and which, according to Resnick, is proof that pool biz can be doubled if right publicity tactics are used.

Rockaway Landmark Goes Up in Flames

NEW YORK, Feb. 2.—With the thermometer registering freezing weather, the Prince Hotel, Arverne, was destroyed by fire on Monday. Hotel contained 400 rooms, an auditorium, ballroom, bowling alleys and cafe. An adjoining beer garden was wiped out, but near-by concession property was saved. Five alarms were turned in which brought 33 fire companies totaling about 200 ladders.

Henry Prince, the owner, said the property destroyed was valued at around \$200,000. Structure was put up in 1888.

Wildwood To Use Depot Site

WILDWOOD, N. J., Feb. 2.—An attractive amusement park is scheduled to replace the old Pennsylvania Railroad station, New Jersey and Oak avenues. This was announced yesterday by Mayor Doris W. Bradway, who said the Pennsy had given the city an easement deed on part of the property.

Fame Spreader

ATLANTIC CITY, Feb. 2.—Mayor Harry Bacharach was given the annual medal of the Press Club this week as being the citizen who "did most to spread the fame of Atlantic City during 1934." Presentation was at a dinner-meeting in the Ritz-Carlton Hotel. Karl Flaster and Vittorio Gianini, local men, who wrote the opera "Luceddia," which recently had its premiere in Europe, were named as runners-up for the honor. Joseph H. Shinn, press commission, and Harry Resnick, city publicity director, were praised for publicizing the city the past year.

Mutual Insurance

By A. JOSEPH GEIST

This address by A. Joseph Geist, president of Rockaways' Playland, Rockaway Beach, N. Y., caused considerable discussion in Toronto, where it was delivered before a session of the National Association of Amusement Parks, Pools and Beaches on November 27. The talk won the Dentzel Memorial Award for the best one delivered at the convention.

(Continued from last week)

For that incompetency and for that inability on the part of the casualty companies the people that took out insurance from those companies necessarily must pay the bill. They do not write this insurance with the idea of taking losses. They write the insurance with the idea of making a profit. If their inefficient methods cause a large overhead and cause a larger expenditure of money than should be spent in connection with the preparation of those cases and the defense of those cases the public has to pay for it. And we thought that if we took our chances in the matter we could probably limit these excessive and outrageous verdicts, and we could eliminate the amount of settlements and make the settlements more reasonable and compatible and consistent with the facts in each case as they developed, and at the same time use some of the money that we were having to pay out to the insurance companies in making a greater effort to keep our park and our equipment and our walks and everything else in better condition and in a better state of repair, which in the long run would satisfy the public, and we would not be mulcted out of any sums of money that we should not have to pay and would not be able to pay, and in that way we accomplish the purpose involved.

Big Saving Is Seen

Our estimates are that if we had maintained our insurance in the last two years we would have expended approximately \$13,000, whereas we have only expended \$5,000, which includes the verdicts rendered against us in cases that we tried, the amounts of moneys we expended for settlements, the attorney's fees that had to be necessarily paid, as well as the doctor's expenses and the maintenance of our first-aid room in the park.

You see by these figures that there has been an actual saving of some \$7,000 in this small unit located at Rockaway Beach, Long Island.

Now if this thing could be developed, if it could be developed more substantially and more advantageously, if there should be several other parks that would join in under some mutual arrangement, there would be an additional saving. I do not mean to say that the parks that would be involved in any such transaction should each contribute towards the losses that might be sustained by each individual park, but rather in a certain district, like the city of New York, where there are several parks operating, and a number of cities thru-out the country where there are parks situated in the same sphere of things, and in the same territory, investigation offices could be maintained at mutual expense, lawyers' fees could be arranged at a mutual expense, and the result would be that these investigations and the retention of competent and able (See MUTUAL INSURANCE on page 56)



The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, care of New York Office, The Billboard.)

Receiving announcement of the newly formed Park Swimming Club, which is to be the official team of Park Central indoor pool, New York City, I couldn't help wondering on the value of commercial tanks having aquatic clubs to represent them. I understand quite a few outdoor and indoor natatoriums throuout the country support teams and some spend a great deal of mazzama doing so. Does it pay?

Of course, regardless of what some pool men say, primary purpose behind a privately owned tank's swim team is to gain publicity and exploitation for the pool it represents. The better the team, naturally, the more attention it attracts for the aquadrome. Therefore many operators of commercial tanks go to great extremes to obtain ace mermaids and mermen to represent them. I know of one case where a so-called amateur swimmer, belonging to the exalted ranks of the Amateur Athletic Union, receives \$30 per week to compete for a certain Eastern pool.

Now I'm not trying to illustrate that swimming teams for commercial tanks aren't a good thing. They do help gain favorable advertising and also, if worked right, can result in direct business for the pool. But they shouldn't be substituted for other forms of publicity and exploitation, as some tanks are doing.

The biggest pool swimming club that I know of is the Dragon Club, representing the mammoth St. George indoor tank, Brooklyn, N. Y. Starting as a small aquatic team, this club developed into one of the most powerful men's and women's swimming aggregations in the country and has branched out where it now has a track team and representation in other sports, too.

There's plenty of irony connected with that club, tho'. Formed primarily to grab publicity for St. George pool, when the organization joined the AAU it was forced to drop the St. George from its name and be known only as the Dragon Club. And so now, tho' it has a big name, and tho' it wins the majority of the meets it enters, all of the resulting ballyhoo goes to the Dragon Club, with no mention whatsoever made of the St. George.

When Park Central indoor tank decided to have its own team and made application to the AAU, it, too, could not use the Park Central name and hence the new group is known as the Park Swimming Club, nearer to its original name than the St. George, to be sure, but still defeating its original purpose.

And so I say, as I've said many times before, something should be done about it. It's swell to have a swimming team represent a tank. But what good is it if the name of the club is not the same name as the pool? And what good is it if the club is otherwise mismanaged.

For example, some pool operators, in their anxiety to get up their own teams, often allow their team members into the tank free of charge, giving them season passes. This also defeats the original purpose, for a well-organized pool swim team should pay for itself in season admissions to the pool.

Yes, a commercial pool's swimming team should charge its members. Of course, a special season rate can be made to them, but one of the biggest results that can be obtained from such a tieup is continual repeat business. Otherwise a team is of no value.

Then, too, if a pool supports a team and sends that aggregation around to every other pool, without running any meets itself, it is also acting very unwisely, especially since no publicity can be obtained for the pool if the team cannot sport its name.

The solution, as I see it, is to have a regular swimming-pool league in various communities. If the AAU wouldn't recognize such a procedure, why doesn't the national pool owners' association, now jointly connected with the park group, form such a league? I should like to hear views of the officers of the pool association on this point. One of the main duties of the pool association

is to help its members, to show them where and how they can better their business. Well, this business of having a swimming team represent a pool is a problem and one that cries for help.

As part of a big publicity campaign for Sullivan County, New York, a number of championship amateur and pro swimming meets are being planned for that section next summer. This information was sent to this department exclusively and further reports on this will probably not appear in the daily newspapers until late next month. However, Elmer Rosenberg, one of the officials of the Sullivan County Association, has asked me to instruct all amateur and pro swimmers interested in competing for prizes and cash awards in that section next summer to write to this column. He is anxious to learn how many swimmers are available. So shoot in your letters, boys and girls, and who knows but they may run a big marathon in Sullivan County next summer with pre-depression prizes?

DOTS AND DASHES—Alan, of the comedy team of Murray and Alan, still raving about the back dive he took last fall in the Gal Ves outdoor tank, Galveston, and patrons there are probably still talking about it. . . . Sea Cliff pool, San Francisco, still pulling 'em in with the special-temperated waters—Writing about temperature water reminds me of the fine things I've been hearing lately about the radium water of El Dorado Springs (Colo.) outdoor pool, and one wonders why there aren't more tanks of this kind. . . . Bert Nevins, the p. a., has moved his publicity offices from 120 West 45th street to the Park Central Hotel, New York City.

Seashore Breezes

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 2.—Resort for first time in recent years was hit by zero weather which, with a blizzard, kept outside action at low ebb. . . . Director Casey requested \$30,000 for Boardwalk repairs and new uniforms for beach and boardwalk workers. . . . will be attired in sailor uniforms.

Steel Pier drew nearly 2,000 for the President's Ball, with Alex Bartha furnishing music. . . . "Pop-Eye" in person scored at Steel Pier over the weekend, as one of aces of big bill including Daphne Pollard. . . . Pier making several improvements to exhibit quarters. . . . Condition of Evelyn, 3-year-old daughter of Mr. and Mrs. Frank P. Gravatt, reported fair after second relapse.

Doc Gordon closes Eden Muse on Million-Dollar Pier after two years' run . . . finds museum biz not so good . . . space will be used by pier for improvements to ballroom, etc. . . . Fame of the Light Festival at Christmas has spread to Europe . . . letter received by Chamber of Commerce from Dr. W. G. Nelson, Belfast, Ireland, requesting photos of winning displays, as a duplication of the fete is planned on the other side. . . . National commander's rally for the American Legion will be held here on April 27 to consider means of bringing the national convention in '36. . . . Minstrelsy returned to Steel Pier in midwinter with annual show of DeMolay.

NAAPPB

Manufacturers and Dealers' Section

By R. S. UZZELL

The apathy prevailing among amusement park men for some time is changing to a new and better attitude. This in itself is encouraging, but most of us like results on which to base an opinion. We like now to see courage in action.

As might well be expected, Chicago is again the vanguard. They are running true to form. What other city in this country could have put over A Century of Progress Exposition in these strenuous times?

At the same time it had more handicaps than any other large American city. Its teachers in the public schools had not been paid for many months. The same was true of the police. Chicago bonds were at a big discount, so credit was almost nil. It wiped this all out and pushed to a

successful conclusion America's best exposition.

Chicago New Pilot

Now an amusement park is projected on a more beautiful scale than the famed Playland, Rye, N. Y. Chicago deserves the credit and rightfully should be awarded the praise for having the bravery to again lead the procession. Those still in the storm cellar will rub their eyes in amazement at the news—they who said Playland on Long Island Sound was the last major amusement park.

On the banks of the Hudson were many who watched Robert Fulton's little boat, the Clermont, and said it would never go. Then after it steamed by, others and some of the same pessimists said it would never stop. Chicago is to lead as pilot of the first "great" park after the depression. Many readers will know they will hear again, "Where is this flame of building amusement parks to be quenched?"

Speed Brussels Deal

A. R. Hodge takes to this task a wide experience which will enable him to steer the craft wide of many rocks and shoals which parks of the past have hit in the dark. It is given to few men to build a useful monument while they still live. Success to your efforts, Al. After you are well out on your course turn in the pilot house and look aft for those who were late in launching. They will then be too enthusiastic to signal why you pushed off in advance.

Richard P. Lusse was at our last manufacturers' meeting. He also is a gloom dispeller. Dick Lusse, Harry G. Traver and Leonard Thompson, of Blackpool Pleasure Beach, have organized Parc d'Amusements, which will entirely construct and operate the amusements at the Brussels (Belgium) Exposition this year. Mr. Thompson will loan the money to the company for the whole undertaking.

Dick Lusse claims the amount of the loan is to be 100,000 pounds, English sterling. The air trip from London to Brussels was made and the completed deal consummated in one day. This deal measures up to modern speed, while the financing sounds like a J. P. Morgan transaction.

Magic in a Name

When L. A. Thompson signed a concession contract for a new park, when he was in his prime, the park was made. Frederic Thompson did things in a large way while at his best. Now Leonard Thompson is hitting an equal stride. That name Thompson still carries some magic in the amusement world. We all wish this trio an abundance of success. Some of us will see them on the Belgian exposition grounds soon.

Lusse Brothers, of Philadelphia, will handle all the American business for this Belgian enterprise, which will open on April 15 and close on November 1 this year. Any of our manufacturers desiring information on this international fair may get it from this well-known Philadelphia concern.

"Things are surely beginning to move. For some time we have tried to plant firmly the idea that the park business is not all over. This recitation of facts as reported to us gives us new courage to drum away at the downhearted. Who is next to slip the hawser and steam out of the bay of the disconsolate?"

SALT LAKE CITY.—"If you don't want them, I want them; if you won't take them, I'll take them." This, in substance, is what Mayor Harmon Peery, Ogden, told Mayor Louis Marcus, Salt Lake City, when the latter informed Robert Murray Stewart, president of Salt Lake Zoological Society, that the city commission would not be responsible for debts of Hogel Gardens Zoo and that unpaid bills must be met out of the 1935 appropriation. President Stewart answered Mayor Marcus and Mayor Peery declared Ogden would be glad to take the animals off Salt Lake's hands. Newspapers played up pictures and front pages on the story, but no action has been taken.

Long Island Patter

By ALFRED FRIEDMAN

FROM ALL AROUND: It's been a good, long spell since the Island saw anything like the blizzard that took it by the throat last week. Highways were crippled to such a degree that the largest number of road places were compelled to close shop. Amusement biz in general took a terrible smack. Charley (Monsieur) Londelle, of Freeport, is sort of skeptical about all of the snow melting in time for summer openings around this neck of the woods!

It's a sad story that is attached to Atlantic Beach. The spot may not be America's most exclusive bathing area, but it certainly presses very closely the two or three that surpass it. A stretch some five miles in length, it is the outcome of the dream of a Far Rockaway amusement realtor, who lost his grasp on it when the financial going got bumpier than he anticipated.

The whole of Atlantic Beach was put together a mile or more off the Long Island shore thru a fill-in process. Sand was drawn from the Atlantic Ocean's bed. Observers said that the thought of ever carrying out the project completely was a dream held up by the feeblest threads. But the answer to the mocking was a reiteration of the Far Rockaway realtor's intentions to go right ahead with it all despite the colossal amount of coin necessary. He was close to the point of having reached the goal when the going became unbearably tough. Atlantic Beach, his lifelong dream, slipped thru his paws into the hands of big money interests, which were financially capable of shouldering everything.

Today, they say, he rarely ventures near the place, tho he lives not far from it, because it all brings such a tug to his heartstrings. As for Atlantic Beach itself, the spot has unlimited possibilities for the future.

ROCKAWAY BEACH: Had not there been snow on the roofs of adjoining concession places while the giant Hotel Prince was going up in flames most of them, too, would probably have burned to embers. . . . Willie Klein is considering a lunch wagon for the Walk. . . . George (Chamber of Commerce) Wolpert is already designing fireworks plans.

From the Florida front Fred Thorpe sends cheery word about biz. . . . A. J. Geist, Playland's head man, is one of the leaders in the fight against municipally operated amusement and bathing projects on the Rockaway Peninsula.

LONG BEACH: Point Lookout Beach, near here, is getting into shape for early spring activity in a preliminary way.

Long Beach's Police Commish Morris Rosner will soon make known (to this department) his plans for Boardwalk concession control. . . . Eddie Baxter, Doc Flynn and Meyer Waylord were the most recent departees for Florida.

DETROIT—Belle Isle Park Zoo has a shortage of hay because of drought. Henry W. Busch, commissioner, reported. He asked an additional three months' appropriation of \$1,800 for hay for animals. In recent years fodder has been grown in Rouge Park by the city, but dry season reduced output from 330 to 25 tons. Cost of hay has gone up 50 per cent.

SPACES TO LET AT REVERE BEACH

The Playground of New England. One Lot 150 feet by 100 feet, and another 100 by 100 feet. On the Boulevard facing the Ocean. Suitable for any legitimate device for Summer Amusements. Rents reasonable. Apply at 101 6th Ave., N. E., St. Petersburg, Fla., or JOHN GONOVAN, Derby Race, Revere Beach, Mass.

WANTED RIDES

For Park Opening in May. GRAND VIEW PARK MOBILE, ALA.

1935

Auto-SKOOTER-Water

THE RIDE THAT ENJOYED GREATEST POPULARITY AND BIGGEST NET PROFITS AT "A CENTURY OF PROGRESS," CHICAGO, ILL.

AUTO SKOOTER. LUSSE BROS., INC., 2309 North Fairhill Street, Philadelphia, Pa. U. S. A. LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

RECORD CONCLAVE IN TEXAS

Dallas Meeting Best in History

Proposed Centennial reported practically assured—Burris is president

DALLAS, Feb. 2.—Annual meeting of Texas Association of Fairs in the Baker Hotel here on January 25 and 26 had by far the largest number of registrations since formation of the association, according to announcement by President M. D. Abernathy, Longview. About 45 fairs were represented, each with from one to five delegates.

The 1936 Texas Centennial was subject of much discussion and, according to speakers, it is practically assured. Its status probably will be definitely decided while the present Legislature is in session.

Delegates were welcomed by J. Ben Critz and Roy Rupard, Dallas, and response was by W. H. Moore, manager Collin County Fair, McKinney. Making Agricultural Exhibits Educational was the topic of E. A. Miller, agronomist, Extension Service, College Station, followed by Miss Lida Cooper, district agent, College Station, on County Fair and Home Demonstration Department. The subject of J. D. Motley, manager Runnels County Fair, Revising the Carnivals and Concessions, brought considerable discussion, led by B. N. Watts, Cooke County Fair, Gainesville. Frank Thompson, Sherman, talked on Budgeting the County Fair. Secretary Ed C. Burris, Lufkin, read his annual report, followed by a luncheon at which Mr. Burris was toastmaster and Victor Schoffelmayer, agriculture editor The Dallas News, was principal speaker.

Pick Dallas for 1936

Friday afternoon session was presided over by Richard W. Knight, manager Houston County Fair, Crockett. Talks and speakers were: Free Fairs, M. B. Martin, manager Central East Texas Fair, Marshall; Getting Agriculture Exhibits, C. E. Bowles, county agent, Crockett; Racing Associations in Texas, O. L. (Ted) Taylor, manager Tri-State Fair, Amarillo; Growing Importance of Vocational Agriculture Exhibits, J. C. Dykes, director agricultural education, besides a talk on the Centennial by J. E. Stanford. Discussions were led by Claude Holley, Gonzales, and William J. Lawson, Huntsville.

Saturday morning session had George Barber, Mineral Wells, in the chair. Following a talk by Joe Leopold, Dallas, on the Centennial, short talks were made by J. C. Watson, Graham, on Chamber of Commerce and County Fairs, and W. O. Cox, Tyler, on Fair Advertising and Publicity.

These officers were elected: Ed C. Burris, Lufkin, president; Frank Thompson, Sherman, secretary-treasurer. Regional vice-presidents and directors, F. B. Sullivan, Linden, East; W. O. Barwell, Palestine, Central; J. C. Watson, Graham, West; A. L. Brooks, Harlingen, South; O. L. Fowler, Denton, North. Dallas was unanimously chosen as the 1936 meeting place.

The first night banquet and ball in the Peacock Ballroom of the Baker Hotel Friday night had more than 100 in attendance. Mr. Abernathy was toastmaster, and Col. Robert Knight, past president of the State Fair of Texas, was principal speaker.

Rodgers Works on Centen

Among attractions people and showmen present were M. H. Barnes, Barnes-Carruthers; Art Brise, Thearle-Duffield Fireworks Company; E. C. Cogburn, Cogburn's Free Attractions; S. L. Kelly, John Rogers Producing Company; W. A. (Snake) King; Manuel King, boy lion trainer; Frank Weaver, Weaver Badge and Novelty Company; Frank Sharp, Regalia Manufacturing Company; Hal Worth, Worth Amusement Company; H. F. Aday, Kemper-Thomas Company. (See RECORD CONCLAVE on page 47)



ED ZIMMERHAHL, Caledonia, new president of Minnesota Federation of County Fairs. He has been secretary of Houston County Fair 16 years. He was a director of the State federation six years, treasurer three years and vice-president two years. For 35 years he was identified with amateur and semi-pro bands, orchestras and shows. Houston County Fair has never been in the red.

Chapman Death Brings Out More Syracuse Aspirants

SYRACUSE, Feb. 2.—Death of John E. Chapman, Syracuse business man, on January 24 has complicated the situation regarding a successor to J. Dan Ackerman, director of New York State Fair, said to be slated for removal by the new Democratic administration.

Mr. Chapman was reported to have been the choice for the post. There are now nearly a dozen aspirants in the field. A legislative squabble is said to be responsible for delay in removing Charles H. Baldwin, Republican, as commissioner of agriculture.

London Palace Shows Loss

LONDON, Jan. 28.—Alexandra Palace, noted London show place, in constant use for exhibitions and fairs, shows a loss of \$29,555 for the year ending December 31, 1934.

Keystoners Eye Mutuels for Race Meetings in Addition to Annuals

HARRISBURG, Feb. 2.—At the 23d annual convention of Pennsylvania State Association of County Fairs here on January 29 and 30, the most enthusiastic and best attended in a number of years, with 40 fairs represented, the subject most discussed was that of racing bills introduced at this session of the Legislature. Five have been presented to license mile tracks, with use of part-mutuel betting.

The executive committee met Monday night to consider what effect these would have on racing at fairs, and it was decided that the association would not back any particular bill but would, as a committee, wait on the members of the Legislature and propose that an amendment be added to allow fair boards use of part-mutuel machines during their fairs and for a certain number of other days during the year so that they might have the right to run trotting and pacing meetings in addition to fairs.

No specific amendment was adopted, as it would be necessary to write one to suit the bill that may finally be passed by the Legislature. In this way the right would be given to half-mile tracks on fairgrounds. Joseph McGraw, familiar with the subject because of his connection with race meetings, spoke fully as to how operation of machines was handled on tracks last year in Ohio and as to what the additional revenue was to fairs. The secretary and other of-

Carnival Men Pledge Clean Midways to New Fairs' Org

Southeastern meeting in Winter Haven hears representatives promise co-operation against undesirables on grounds—Millican sounds warning on outdoor taxes

WINTER HAVEN, Fla., Feb. 2.—First annual convention of the Association of Agricultural and Industrial Fairs of the Southeast closed a two-day session here on January 25 with fair attendance, despite adverse weather, with considerable benefit to fairs and allied interests and with prospects that the new association will develop into an organization of power. Sessions were in the Haven Hotel. On Friday luncheon was served, with Florida Orange Festival officials as hosts. President M. M. (Mike) Benton, Southeastern Fair, Atlanta, turned the meeting over to John B. Guthrie, general manager of the Orange Festival, who welcomed the 50 visitors. Response was by L. B. Dean, secretary East Alabama Fair, Alexander City, who was elected a vice-president from Alabama.

Dominion Gov't Asked To Raise Aid to '30 Status

WINNIPEG, Feb. 2.—At annual meetings here in the Fort Garry Hotel Western Canada Association of Exhibitions, A Circuit, and Western Canada Fairs Association, B Circuit, a resolution was adopted which urges the federal government to restore grants to fairs on the scale that existed up to 1930.

The A Circuit named J. E. Lunney, director of Regina Exhibition, as its new president; J. E. Rettie, Brandon, Man., re-elected vice-president; Sid W. Johns, Saskatoon, Sask., re-named secretary-treasurer. No band contract was given, as local bands will be employed.

The B Circuit elected: President, Irwin Dean, Estevan, Sask.; vice-presidents, Dr. J. R. Gunne, Dauphin, Man.; H. F. Hedley, Melfort, Sask.; S. E. Heckbert, Vermilion, Alta. Secretary-treasurer, Keith Stewart, Portage La Prairie, Man., re-elected. De Waldo Attractions, St. Paul, were contracted by the B Circuit.

GRAND RAPIDS, Mich.—Six work horses perished in a fire which leveled the north speed barn on Western Michigan Fair grounds here on January 27. Three horses were saved. Damage of \$850 was covered by insurance, according to Elmer Swanson, manager Comstock Park Association. A favorable wind saved the other barns.

Bartlett Arraigns Grift

N. G. Bartlett, secretary Greater Kinston (N. C.) Fair, and secretary of Eastern Carolina Chamber of Commerce, says six fairs were held in his territory last year and that probably 10 or 15 would be held this year, arraigned carnival owners who permit grift and said the situation had become so bad in his section that some fair officials had decided to put a stop to it or to stop their fairs.

He asked co-operation of reputable carnival owners and showmen, stating the limit has been reached by "gamblers and racketeers in imposing upon fair officials and people of various communities and that the fairs are determined to put a stop to it." Secretary Bartlett is a native of Richland, Ga., and he and E. Ross Jordan, secretary of the association and of Georgia State Exposition, Macon, put on the 12th District Agricultural Fair in Dublin, Ga., for the first time in 1913. His comments were roundly applauded and each carnival owner present pledged best efforts to eliminate objectionable concession features this year.

Judge Guy Elliott, Kinston, president of Eastern Carolina Chamber of Commerce, seconded his remarks and predicted a good year for fairs. A resolution was unanimously adopted inviting all North Carolina fairs to join the association.

Among carnival representatives making short talks were Jack V. Lyles, Johnny J. Jones, Exposition, who pledged efforts of that show to eliminate undesirable features. (See CARNIVAL MEN on page 47)

Halleck Wins for Congress; Called Showfolks' Champion

RENSELAER, Ind., Feb. 2.—Running for congressman in a special election on January 29 in the Second District, Charles A. Halleck (Republican), secretary of Jasper County Fair here and former president of the Indiana Association of County and District Fairs, defeated George E. Durgan, La Fayette (Democrat), by more than 5,000 votes, winning 11 of the 13 counties. In this district are some circuit winter quarters and some 600 show-people voters. Mr. Halleck has been prosecuting attorney of Jasper and Newton counties since he was 21. The youthful congressman-elect goes to Washington as one of the most aggressive sponsors of the rights of show people that has been sent there in many years, declares Earle Reynolds, of roller-skating fame, who, altho a Democrat, worked for Mr. Halleck's election.

(See Keystoners Eye on page 47)

Maine Strong For Race Bill

Managers unanimously endorse proposed law to benefit fairs of State

WATERVILLE, Me., Feb. 2.—Delegates to the 24th annual meeting of Maine Association of Agricultural Fairs here on January 22 unanimously went on record favoring legislation legalizing pari-mutuel betting on harness racing in Maine. The bill, as drafted and accepted by the association, is for trotters and pacers only, bangtails and dogs being excluded. Besides Maine fair executives speaking on the measure, remarks were made by W. H. Gocher, Hartford, Conn., secretary National Trotting Association, and Dr. Charles Stevens, race secretary Rochester (N. H.) Fair.

The bill, to be presented at this session of the Legislature, was read by Fred W. Weston, secretary of Skowhegan Fair, who pointed out that it was for benefit of Maine's agricultural fairs. No license would be issued other than to fair associations between August 1 and October 20, so that no outside interest would interfere with fair programs between these dates.

Irish Is President

Business session was in the Elmwood Hotel, retiring President Ralph A. Jewell, Fairfield, presiding. Reports of Secretary James S. Butler, Lewiston, and Treasurer F. W. Hill, Bangor, were accepted. A moment's silence was observed in memory of I. R. Morrill, Brunswick; Stuart Kollins, former Boston representative of George A. Hamid; Fred Field, Brockton, Mass.; Chalmers Tracy, Madison, and Larry Boyd, formerly of Boyd & Wirth.

Invitation of Gorham Fair to hold the 1936 meeting in Portland was accepted. These officers were elected: President, Dr. Harley Irish, South Windham; vice-presidents, Herbert W. Kitchen, Presque Isle; Robert McKinley, Union; secretary, James S. Butler, Lewiston; treasurer, F. W. Hill, Bangor. Legislative committee is Senator Francis H. Friend, Skowhegan; Senator F. E. Burkett, Union; Representative Charles W. Proctor, Naples; Stanley Wheeler, of South Paris; pari-mutuels committee, Fred W. Weston, Skowhegan; Joshua Stewart, Bangor; Lawrence McCracken, Brunswick.

More Contracts Signed

Attractions representatives included: George Hamid, Joe Hughes, Paul Denish, George A. Hamid, Inc.; Phil Wirth, Buck Taylor, Phil Wirth Attractions; Mrs. Eleanor Leonard, Beacon Entertainment Exchange; Henry Rapp, Al Striano, American Fireworks Company; Joe Hughes, Ben Williams Carnival; Coleman brothers, Coleman Shows; Archie Perham, Pine Tree Shows; Art Smith Shows; Howard Jones, Pearl Fireworks Company; George Ventry, Stetson Shoe Band; James S. Butler, E. G. Staats Company; Joshua Stewart, Fair Supply House; Carleton C. Coffin, Royal Amusement Company; Gordon Bros.; Suffolk Electric Company, Rexford D. Morrill; G. Milton Hatch, American Horse Breeder; Fred Ditmer, R. H. Carlton, concessions; David Whalen, The Playhouse; Francis E. Croteau, Skowhegan, The Billboard.

Agencies reported more contracts were signed at this meeting than at any other session in five years, and these calling for larger expenditures for outdoor attractions. Practically all Maine fairs made large profits last year and are planning more pretentious programs for 1935.

The banquet was in the Elks' Hall at 6:15 p.m. More than 100 members of the Skowhegan delegation gathered at the Elmwood Hotel and paraded to the hall, escorted by a fife and drum trio in Colonial costumes to represent "The Spirit of '76," and a large banner giving Skowhegan Fair dates, the unusually large representation from the Somerset town to indicate the spirit of 1935.

Banquet Is Turnaway

Fifty members, late in securing reservations, were turned away when it was found that only 275 could be accommodated. Governor Louis J. Brann said people of the State should co-operate in rehabilitating fairs, not only for pro-

Fair Meetings

Association of Connecticut Fairs, February 19, Hotel Garde, Hartford. Leonard H. Healey, secretary, Hartford.

New York State Association of County Agricultural Societies, February 19, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, Albany.

SECRETARIES of associations should send in their dates, as inquiries are being made.

South Texas Pat For Racing Law

Fair body would have license provision for book-makers—Staats new head

GONZALES, Tex., Feb. 2.—South Texas Fair Association, meeting in the Plaza Hotel here on January 21 and 22, went on record in an appeal to the Legislature now in session in disapproval of any attempt to repeal the Texas pari-mutuel racing law which was placed in the statutes about 18 months ago.

It was also resolved that the Legislature enact a law requiring an adequate license from book-making establishments and that the law require applications, newspaper advertisements, bonds, permits and supervision to and by the State Racing Commission the same as owners of racing plants operating in the State.

Reports from delegations showed that fairs and race meets showed profits during the past year far in excess of previous years. Eleven fairs were represented by two or more delegates and three sent messages setting dates.

J. E. McDonald, commissioner of agriculture, and Senator W. K. Hopkins laid stress on advancement of agriculture and the amount of good the Texas racing law has brought since its enactment.

Annual banquet in the hotel banquet room was the largest ever given by the association. Following the affair those present were escorted by the entertainment committee of the Gonzales Fair Association to the Princess Theater where a special performance was presented.

Edwin G. Staats, New Braunfels, was elected president; Claude Holly, Gonzales, vice-president, and George J. Kempen, Seguin, was re-elected secretary-treasurer. L. C. English, Victoria, and O. W. Kellogg, Kingsville, were chosen directors. New Braunfels was selected as the 1936 meeting place.

Among visitors were J. George Loos, Loos Empire Shows; Roy Gray, Jess Wrigley, Big State Shows; W. H. (Bill) Hames, Theodore Ledel, J. C. Roberts, Hames Shows; Harry Hennies, Joseph S. Scholibo, Hennies Bros.' Shows; John Francis, Southern Exposition Shows; D. E. Hill, U. H. Hill, concessioners; Walter Stanley; S. T. Jessop, United States Tent and Awning Company, and Frank Capps, Baker & Lockwood Company.

No Aid Needed in California

SACRAMENTO, Feb. 2.—California State Fair is in such good financial condition that no appropriation will be asked from the Legislature meeting here, President A. B. Miller said. He announced that profit of \$31,000 from the 1934 fair, added to the \$100,000 revolving fund set up by the last Legislature, will provide ample financing for 1935. Sum of \$1,000,000 will be sought from federal funds for a new horse-show coliseum, buildings for future farmers, 4-H Clubs and other needed structures on the grounds.

moting agriculture but to furnish entertainment to summer visitors. He declared that if the Legislature passed the pari-mutuel bill it would have his immediate signature.

Agencies furnished entertainment, the finest in years. George Hamid announced the acts: Mickie Flynn, comedian, and Al Rubin, pianist, by Phil Wirth Attractions; Ann Sullivan, piano accordion; Ardeala Paterson, soprano; novelty acrobatic team, Bente Brothers and Rita; Crystal Trio, roller skating act, George A. Hamid, Inc.; Frank and Alma, barrel jumping acrobatic act, by Beacon Entertainment Exchange; Art Snow, vocalist and cop comic.

West Expects Upturn in '35

California convention sees bigger crowds, more fairs —will boost for exposition

SAN FRANCISCO, Feb. 2.—There'll be bigger crowds, more fairs, rodeos, fiestas and festivals in California, Oregon and Washington this year than for the last four years, members of Western Fairs Association, in the Whitcomb Hotel here, were told during the annual meeting on January 25 and 26.

Optimism prevailed among the 110 delegates, who reported greater attendance and interest than in several years, and executives of shows reported a most encouraging outlook for 1935. E. G. Vollman, secretary San Joaquin (Calif.) County Fair and president of the association, said there was a 25 per cent increase over last year in number of dates already set for 1935.

Convention talk drifted quickly to horse racing, recently legalized in California. While the association officially withheld any comment on horse racing as a benefit to outdoor attractions, there appeared to be split opinion among members. Some fired questions at H. J. McGuire, assistant secretary California Racing Board, regarding adequate State supervision of racing meets at county fairs. California State Fair, Sacramento, San Joaquin County Fair, Stockton, and Pomona Fair have tracks for race meets.

Lieginger on Racing

A. J. Elliott, secretary-manager Tulare County Fair, reported several cases of "bootlegging" at county race meets because of alleged lack of competent stewards, officials and means of controlling betting. Other spokesmen voiced a plan for portable betting machines in charge of State racing supervisors. Frank Lieginger, racing secretary of the association, in his annual report stated that Western Fairs Racing Circuit of 1934 saw 33 racing days, during which \$103,885 in purses was distributed.

Julian McPhee, State manager Future Farmers of America, urged support for the junior division of the 4-H Club. It was voted that the incoming president confer with Mr. McPhee in his work among junior agriculturists.

The first day's meeting was climaxed on the Whitcomb Hotel Roof Garden with a banquet and entertainment at which Tevis Paine, son of Charles W. Paine, association secretary, saw to every detail. No less busy was George K. Edwards, assistant manager California State Fair, who acted as assistant secretary. Thomas Lee Artist Bureau, under direction of Ellis Levy, presented a floor show of 15 outstanding acts. Banquet was attended by about 200.

Vollman Is Re-Elected

Amusement interests were represented by Edward M. Foley, L. G. Chapman, Foley & Burk Shows; O. N. Crafts, Roy E. Ludington, Charles Curran, Crafts 20 Big Shows; Mike Krekos, W. J. Jessup, West Coast Amusement Company; George W. Pugh, Walkshaw Productions; Fred S. McCargar, secretary California Rodeo Association.

Officers were re-elected as follows: E. G. Vollman, president; W. Coburn Cook, secretary Turlock Melon Carnival, vice-president, and Charles W. Paine, secretary-manager California State Fair, secretary-treasurer.

A motion was carried providing that the association give all publicity possible

to the San Francisco Bay Bridge Exposition to be held here in 1938. A resolution was adopted on the death of Joseph F. Geisler, assistant manager Foley & Burk Shows, who died on October 8, 1934. Altho no date or place was selected for next year's convention, it seemed tentatively agreed that the meeting be held in San Francisco.

Fair Elections

NEW WATERFORD, O.—C. A. Klein was elected chairman of the 1935 Street Fair to be held here on August 22-24.

TROY, O.—Miami County Agricultural Society elected Charles Hance, president; Jacob Reichman, vice-president; Vergil E. Hale, treasurer; E. O. Ritter, secretary.

LIVONIA, N. Y.—Hemlock Lake Union Fair Society re-elected Edward Westbrook president; William A. Miller, Adolph Walkley, vice-presidents; treasurer, Walter L. Short.

WOODBURY, Tenn.—Cannon County Fair Society elected Rex C. Turman, president; D. F. Williams, vice-president; Mrs. James H. Cummings, secretary-treasurer.

DENTON, Tex.—Denton County Fair Association elected W. S. Long, president; Ben Heath, C. F. Pierce, vice-presidents; R. W. Bass, treasurer; O. L. Fowler, secretary.

CANANDAIGUA, N. Y.—J. Lewis Salisbury was elected president of Ontario County Agricultural Society to succeed E. E. Calman; vice-president, Harold Soper; secretary, Carleton B. Gauss; treasurer, Clifford N. Strait.

LEXINGTON, Va.—Rockbridge County Fair Association elected W. S. Moore, president; H. T. Kirkpatrick, C. C. Crist, vice-presidents; C. C. Humphries, secretary.

(See FAIR ELECTIONS on page 56)

GEORGE A. HAMID Inc.
General Amusement

YOU CAN'T TEACH

... an old dog new tricks. And you can't offer old tricks, even in a new grand-stand layout. You must have NEW show, NEW tricks, NEW faces, NEW pep. If it's new it's from HAMID ... and vice-versa.

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SENSATIONAL CIRCUS ACTS
AERIAL and PLATFORM

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MIDWINTER INDOOR CIRCUS

Auspices Junior Order U. A. M., Henry Clay Council No. 53

FEBRUARY 28-MARCH 1-2-4-5, 1935.
Want Legitimate Concessions Handling Stock Only.
Address **CIRCUS MANAGER, Care Phoenix Drug, Inc., Main and Limestone Sts., Lexington, Ky.**

NOW BOOKING FREE ACTS FOR SIX WEEKS CIRCUIT FAIRS
BEGINNING SEPTEMBER 23.

We are now booking our Grand Stand Acts for a Six Weeks' Circuit, beginning September 23. If you have a real entertaining Act let us hear from you.
N. G. BARTLETT, Sec'y, Kinston, N. C.

MID-WINTER FAIR AND CIRCUS
COLISEUM, ST. LOUIS, MARCH 4-10
10c GATE, WITH OVER 1,500,000 TO DRAW FROM.

WANT Side Shows and Attractions for Big Midway. Booths and Space for Sale to Demonstrators, Pitchmen and Novelty Men.

All Address **A. P. RAUER, Director, 315 Washington Avenue, St. Louis, Mo.**

ARCOLA HOME-COMING FAIR, JULY 29-AUG. 3

(Now ready to consider proposition for a Big Carnival Co., 10 Real Acts, Band and Dance Orchestra. (Coun-Sanders and Wayne King Orchestras played our last two dances.) Celebration given every third year. Arcola is hub of Bloomer growing district—1934 crop sold for three million dollars. Last Fair played to 21,000 paid admissions on three Homecoming Days. It comes just ahead of the other Fair. Our Celebrations during the past 21 years have been outstanding events in Central Illinois. Made money for Carnivals and Concessions. Address
THOMAS F. MONAHAN, General Chairman, Arcola, Ill.

Hamid Stirs MAFA Meet

Bay State delegates hear experiences — tribute to the late Stuart Kollins

NORTHAMPTON, Mass., Feb. 2.—Besides hearing about the good break given Massachusetts fairs by the new State racing law, as reported in last issue of *The Billboard*, Massachusetts Agricultural Fairs Association, in annual meeting in Northampton Inn on January 24 and 25, heard a stirring address by George Hamid.

Only a few minutes before General Cole's address George Hamid, president of the MAFPA, Inc., making his first appearance at a MAFPA meeting, literally stole the show with an hour's talk on the methods employed in putting the North Carolina State Fair in Raleigh over the top in the two years he has been co-lessee, 1933 and '34. His topic was *Selling the Fair to the Public*, and he sold it to the assembly with a home run and triples to boot. Mr. Hamid urged firemen and police days, picnics and outings, signs throughout grounds, good racing, exploitation of agriculture as the backbone of any fair and balanced and interesting grand-stand shows.

He reviewed his experiences with a State fair that had been on the fade for years until he and his associate, Norman Y. Chambliss, took the reins and made the event pay big dividends. All this was said not in a spirit of boastfulness, but with a view to establishing the fact that anything could be done if the proper forces were gathered and the proper co-operation given. His speech was pronounced one of the most constructive ever given at a Bay State annual and was, in fact, made the subject of a tribute in the resolutions brought in by Milton Danziger, Eastern States Exposition, yesterday morning. The finish of the address was punctuated by a deafening ovation.

Bean on Buildings

The opening session on Thursday morning brought an address of welcome by City Solicitor A. D. Moss, representing Mayor James P. Moand, who is ill with pneumonia, and greetings were also extended by W. H. Dickinson, president Northampton Fair, George H. Bean, in his presidential address, appealed to the delegates to convert useless buildings into useful ones and lauded the co-operation from the various State agencies, the extension service of State College at Amherst among them, as well as the department of agriculture itself and the department of reclamation, soil survey and fairs.

Secretary Lombard's annual report touched on legislation, mechanical exhibits, especially the new mechanical apple, which was effectively displayed in the lobby; radio broadcasts and the success enjoyed from two broadcasts over major stations and several announcements over smaller stations; the New England conference with Ralph H. Gaskill, of Topsfield, the MAFPA delegate; the work of the executive committee and other subjects.

George Farley, of the junior department at State College, spoke on exhibits, urging the greater utilization of young people.

Always an interesting visitor and speaker at the association's annual get-togethers is Will Davis, manager Rutland (Vt.) Fair. The Vermont Agricultural Fairs Association met here on Thursday afternoon after having enjoyed such pronounced success when it met for the first time in conjunction with the MAFPA last year in Greenfield. Mr. Davis' pet subject is the Rutland night show. "Get out to other fairs," Mr. Davis said. "Talk with people and get their slants. At Rutland we had to get something different, so we tried a revue. We are entirely sold on the revue and we are buying as good a show as we can afford. Start in with a small revue and build up, because if you start right in with the biggest you're in trouble the next year when you try to offer something bigger. Bring your show up near the grand stand, or the effect is lost. Buy acts that fit easily into the revue type of show."

Boston on Research

Other talks were delivered by Robert P. Parmenter, of the State conservation department, who spoke on wood-chopping contests; Wallace Gilpin, of Barton, Vt., who humorously described the Barton event and presented his "success formula"; Frank H. Kingman, Brockton, who discussed water sports at the Boston Garden and at Brockton, saying that sale of space and the show end are the two most important features and that Brockton will profit from its 1934 experiences with a guides' tourney; Prof. C. J. Fawcett, on the dynamometer and its financing; Paul P. Ives, breeder, exhibitor and judge and editor of a poultry magazine in Connecticut, who boosted poultry shows as worthy features on any fairgrounds; Laurence B. Boston, director of the division of reclamation, soil survey and fairs, who turned back the pages to the fairs of Revolutionary days and brought his topic up to date with the statement that 1935 will be successful "if you appoint a research committee to study operation of fairs from various angles and don't postpone your financial obligations." He also pushed for bringing back the old features "by polishing them up for 1935 'best sellers'."

The banquet Thursday evening and the entertainment following were described as the best in the history of the organization. George Hamid was master of ceremonies and he was assisted by Paul N. Denish, manager of the com-

Bears. Every turn was received with enthusiasm, and Hamid himself contributed some of his familiar tumbling and a Russian solo dance. At the finish President Bean, who had mounted a table to view the show at a vantage point along with Commissioner Kirk and others, called for a round of applause as the MAFPA's thanks to Hamid and Denish, as well as to Henry Rapp, of the American Fireworks Company, for the noisemakers, novelties and favors.

The concluding session Friday morning brought action on suggestions made by Secretary Lombard the day before. A recommendation to hold the annual meeting at Amherst was left to the executive committee. A motion to maintain a clearing house for fair information and equipment was passed, as was a motion to have the association work closely with State agencies in the interests of better fairs. The Vermont group brought in a resolution thanking the MAFPA for its hospitality. Earl S. Carpenter, of State College, and Leon A. Stevens, of Cummington, shared the limelight as the closing speakers. Mr. Carpenter discussed exhibits and presented slides, and Mr. Stevens expounded on exhibition halls in an interesting manner.

The Hamid office made a series of record bookings for this time of year in New England. Signed were Barton and Turnbridge, Vt.; Showhegan, Bangor, Presque Isle, Farmington and Union, Me., and Lancaster, N. H. In Topsfield

Date Deadline Is Fixed in La.

Biggest gates for several seasons reported at annual meeting in Baton Rouge

BATON ROUGE, La., Feb. 2.—When Harry D. Wilson, commissioner of agriculture, opened the annual meeting of Louisiana State Association of Fairs in the new State Capitol here on January 18, with 78 present and 26 fairs represented, without exception, all those who held fairs last year informed the assembly that profits had increased over the past several years.

The commissioner advised delegates that they would be compelled to have fair dates set and in the office of the department of agriculture previous to September 1. It was resolved that fairs that do not have dates set and reported to the department shall lose State aid.

While this might appear a drastic ruling, it was pointed out by the commissioner and prominent fair men that there should be no excuse for managers not being able to do this, so that the department can adjust State aid according to the number of fairs held annually.

Dates were set by delegates present. Mr. Wilson said that next year he would have his personal representatives call on fairs which he will not be able to visit and get confidential reports on how they are operated. He advised that he had done this in several instances and that his investigation had showed that improvements could be made in some of fairs.

Annual banquet in the special dining room of the Capitol was attended by more than 100. Officers re-elected are Mr. Wilson, president; W. R. Hirsch, H. E. Hoppen, vice-presidents, and R. S. Vickert, secretary-treasurer. Jennings was decided upon as the meeting place in 1936.

Among showfolks present were Mr. and Mrs. J. T. McClellan, McClellan Shows; J. E. Clayton, Royal Amusement Company; Cliff Liles, concessioner; Morris Miller, Fred Myers, Miller Bros.' Exposition Shows; C. R. Leggette, C. R. Leggette Shows; Fred W. Miller, Miller's Midway Shows; J. C. Admire, Sella-Sterling Circus, and James (Jimmie) Boyd, Great Sutton Shows.

Bay State Racing

The explanations below represent items picked off during State Racing Commissioner Cole's talk before the MAFPA.

1. Race meetings are divided into three classes: (a) Runners, for which license is \$1,000 per day; (b) Harness, \$200 per day, and (c) Dog Racing, \$200. The fee for racing in the three classes at events for promotion of agriculture is \$100 per day. No other fees may be exacted.
2. The racing season runs from April 18 to October 31. Racing between August 15 and September 30 is banned when conducted at tracks not within the confines of events for the promotion of agriculture.
3. Licenses for running races are granted for a total of 70 days, for dog racing 200 days and harness events 42 days. No limitation at fairs.
4. Certain zoning rules are also considered favorable to fairs.
5. The new law bans bookmaking and none but pari-mutuel bets are permitted.
6. In machine betting, 90 per cent is divided among the winners, with 6½ per cent to the sponsoring association, and 3½ per cent to the State. There are more attractive percentages to associations sponsoring dog racing.
7. The State must receive its revenue in cash on the morning following the race.
8. State policing is paid for by the association.
9. The State's revenue goes back to the cities and towns in proportion to the taxes they pay to the State, and these moneys are in turn shared equally between old age assistance funds and public welfare projects. (Much of this particular clause appears to be modeled after the racing laws in Florida and Maryland).

The commissioner had just arrived back from a meeting in Florida of State racing chiefs and he said that he personally liked the way they conducted dog racing there. He felt that before long dog-racing laws will be unified throughout the country, with national racing rules already under advisement. He said that Oregon, Massachusetts and Florida have dog-racing commissions and sanctioned tracks, and explained the differences in the various totalizers as to prices and methods.

Massachusetts has three commissioners appointed for one, two and three-year periods by the governor and supervised by the governor and council. It is a bi-partisan setup and dog racing is also under the commissioner's jurisdiction. Dog races are permitted to run from 7 p.m. to midnight, but must not start before 7 o'clock and the last race must be run before midnight.

pany's New England office in Boston. On the dais were Lieut.-Col. Paul G. Kirk, State commissioner of public safety; Edgar L. Gillett, commissioner of agriculture, who instituted a departure by attending all the sessions and evincing a keen interest in fairs; City Solicitor Moss, William H. Dickinson, Laurence B. Boston; Charles A. Nash, general manager Eastern States Exposition; Harry A. Ford, Dalton, past president of the MAFPA; William H. Goucher, grand old man of the National Trotting Association, who has been officiating for many years as its secretary, and Fred C. Brown, president of the Vermont association.

Record Early Bookings

Before the acts went on Mr. Hamid brought tears to more than one when he called for taps to be sounded in memory of the late Stuart Kollins, for many years manager of the Hamid company's Boston office and who, as performer, attractions supplier and booster of fairs, was universally beloved and respected. With heads bowed, the large group stood for a full minute to pay tribute to him. Then the show unfolded itself before a crowd that enjoyed every second of its extravagance. The acts, furnished by Paul Denish, were: Miss Patterson, soprano; Pallenberg's Royal Doberman Finchers; Hillbilly Band; Johnny Rexola and his Aristocrat, a combination flash unit; Harry Gribbon, well-known motion picture comedian, and Pallenberg's

and Sturbridge, Mass., and in Rutland additions were made to the show already booked. American Fireworks Company, represented by Henry Rapp and Al Striano, announced bookings in Barton, Union, Presque Isle, Skowhegan and Lancaster.

Commercial and attractions interests here other than those already mentioned were Joseph J. Godin, Pearl Fireworks Company; Frank Melville, acts; Phil Wirth Attractions; Maurice H. Saval, specialty insurance; Porta Mutual Machine, subsidiary of National Register; Nelson Bell, Music Box, Inc., and others. E. H. Platt, of the Connecticut department of agriculture, was an interested observer at the meeting.

It looks like the next annual will be held in Sturbridge in the eastern part of the State.

Members recalled that the biggest turnout ever registered was at the meeting here six years ago. The blizzard kept a few fair representatives away, but virtually all the regulars attended.

Officials Propose Vermont Mutuels

NORTHAMPTON, Mass., Feb. 2.—Principal item under discussion by the Vermont Agricultural Fairs' Association, meeting here in conjunction with the Massachusetts delegation, concerned pari-mutuel betting at county fair tracks. The



SAN DIEGO.—J. R. Knowland, publisher and president of California State Chamber of Commerce, accepted an appointment as honorary committeeman of California-Pacific International Exposition, which opens on May 29, Frank G. Belcher, exposition president, announced.

BEAVER DAM, Wis. — Profit of \$2,082.13 for 1934 Dodge County Fair was reported by James F. Malone, secretary. Gate receipts were \$8,561.03 despite reduction from 50 to 25 cents. Grandstand receipts totaled \$4,014.50.

AKRON, O.—Effort to revive Summit County Fair, abandoned several years ago, has been started with appointment of John C. Haaf as president of Summit County Grange Fair. The county's 12 granges have one representative each on the fair board. Plans are under way to select a site and fix dates.

association went on record as favoring a proposal to institute that kind of wagering. A resolution was drawn up which will be sent to the State Legislature for consideration as the present State law bans betting on races.

Fred C. Brown, of Barton, was re-elected president of the organization, and Glenn W. Rublee, of Rutland, secretary-treasurer. Mr. Rublee, secretary of the Green Mountain Circuit, said that stakes and program for the 1935 season will be announced at the Horsemen's Day banquet to be held on February 6 at the Statler Hotel, Boston.

All but one fair, Morrisville, was represented and there was a total of 19 in attendance.

CARNIVAL MEN

(Continued from page 44)

tures and to co-operate with fair associations, and C. J. Velare, Royal American Shows, playing the Orange Festival, who pledged his co-operation in getting rid of undesirable concessions. He said one cause of the evil is that many free lance concessioners go from one show to another. He declared that if all carnival companies would operate midways themselves or contract with responsible persons to operate them, the drifter and undesirable would disappear. Berney Smuckler, Royal Palm Shows, pledged co-operation to fair officials. R. L. Milligan, Jacksonville Fair, urged Florida fair officials to contact members of the Legislature to prevent influence of moving picture interests from taxing outdoor amusement enterprises out of existence.

Make Gift to Jordan

Gordon S. Chapman, Sandersville, Ga., and C. B. McCullar, Milledgeville, Ga., were appointed to select a suitable gift for Secretary Jordan on behalf of the association in appreciation of his services.

Among those attending were Sam Duke, Orangeburg, S. C.; Gordon S. Chapman, Washington County Fair, Sandersville, Ga.; R. L. Millican, Florida Fair, Jacksonville; Bill Drips, NBC Studios, Chicago; C. P. Helfferstein, Live Oak, Fla.; George B. and Mrs. Jackson, Southern Fireworks Company; S. W. Hiatt, Florida State Marketing Bureau, Jacksonville; E. Ross Jordan, Georgia State Exposition, Macon; M. M. Benton, Southeastern Fair, Atlanta; A. S. Freeman, Florida Fair, Tampa; L. B. Dean, East Alabama Fair, Alexander City, and Mrs. Dean and daughter; John B. Guthrie, Florida Orange Festival, Winter Haven; Judge Ernest C. Wimberly, Winter Haven; Elizabeth Strieder, Tampa; N. G. Bartlett, Greater Kinston Fair, Kinston, N. C., and Mrs. Bartlett and daughter; Guy Elliott, president Eastern Carolina Chamber of Commerce, Kinston; Mrs. P. T. Strieder, Tampa; F. W. Ewing, Southeastern Fair, Atlanta; Leo L. Burr Jr., Russell N. Haas, Winter Haven; George H. Clements, director of publicity, Orange Festival; Mr. and Mrs. C. B. McCullar, Eleanor and C. B. McCullar Jr., Milledgeville, Ga.; J. L. (Red) Edgerton, Atlanta; Berney Smuckler, Royal Palms Shows; Frank Winchell, C. J. Velare, Royal American Shows; A. T. Vitale, Ohio Display Fireworks Company; Thomas Alton, R. E. (Doc) Barfield, Bar-Brown Shows; Joe Redding, Rubin & Cherry Exposition; Jack V. Lyles, Mrs. Johnny J. Jones, Tom Allen, Johnny J. Jones Exposition; M. B. Howard, George A. Hamid, Inc., Bill Breitenstein, Southern Speedways; Joe Lyons, director; Russell Kay, secretary, Florida Fair; John F. May, president Florida Orange Festival; Hugh A. Senneff, general manager, and T. H. Burgess, treasurer, Legion Fair, Fort Myers, Fla.

Legion Fairs Discussed

The next meeting will be in Atlanta in December or January, subject to call of the president and secretary. Manager Guthrie, Orange Festival, and

chairman of the entertainment committee, arranged for those who desired to take a boat trip to Cypress Gardens, to take fishing trips, to visit Bok Tower, Lake Wales and other places of interest. He arranged for those who stayed over Friday night to attend a midnight banquet of the press men in the Haven Hotel. Editor Chapman, Sandersville, Ga.; Mr. Jordan and several Florida editors interested in fairs attended.

While convention attendance no doubt would have been much greater had weather been warmer, officials expressed satisfaction at the turnout for the first meeting. The association, not to take the place of the State association, is to supplement and co-ordinate its work.

There was considerable discussion regarding the increasing number of fairs being operated by American Legion posts. A number of Georgia and Florida fairs are being run by the Legionnaires with excellent results.

RECORD CONCLAVE

(Continued from page 44)

B. S. Gerety, Beckmann & Gerety's World's Best Shows; W. R. Hirsch, United Shows of America; T. J. Tidwell, H. G. Buchanan, T. J. Tidwell Shows; Frank H. Capps, Baker-Lockwood Manufacturing Company; Harry and Orville Hennies, Noble C. Fairly, Hennies Bros. Shows; John Francis, J. Crawford Francis, Southern Exposition Shows; W. H. (Bill) Hames, Theo Ledell, C. R. Fulton, Bill Hames Shows; Roy Gray, Doc Waddell, Jess Wrigley, Big State Shows; J. George Loos, Great Empire Shows; C. A. (Curly) Vernon, George Hall, Great White Way Shows; Si Williams, S. B. Williams Shows; Jack (Dillon) Ruback, Western States Shows; T. A. Fowler, Fulton Bag and Cotton Mills; Carl Kennedy, Carl Kennedy Tent House; Mel Vaught, Harry L. Gordon, State Fair Shows; Ira Burdick, All-Texas Shows; Buddy Ryan, Southern Premium Manufacturing Company; Paul Hunter, Hunter Concession Company; Nat D. Rodgers, Phil Little, Ralph V. (Kaintuck) Ray, James Patterson, Cliff Liles, R. W. (Red) Hickman, Denny Fugh.

Phil Little, the concessioner, much in evidence, said he gathered just two hours' sleep in a 60-hour "marathon."

The State Fair of Texas was represented by Otto Herold, president; Roy Rupard, secretary; J. A. Moore, a director, and E. Paul Jones, publicity director.

Missed from the Big State Shows' delegation were Ed Stretch and Lewis Bright, former operating the Valley Shows in Southern Texas and the latter at his home in Mt. Pleasant, N. C., attending the funeral of his mother.

Fred Beckmann, Beckmann & Gerety's World's Best Shows, was unable to attend because of an ankle injury in San Antonio several weeks ago.

Louisiana State Fair was represented by W. R. Hirsch, secretary-manager; George Freeman, president, and Joseph Monsour, assistant manager.

Art Briese, Thearle-Duffield Fireworks, had a beautiful display and his suite was the mecca of many fair officials and showmen.

The State Fair of Texas delegation were peppered with many questions concerning the proposed Texas Centennial, as was Nat D. Rodgers, who has been in Dallas several weeks working on the Centennial.

Barnes Flies to Meet

M. H. (Mike) Barnes, Barnes-Carruthers, made the trip by plane, as he attended the Illinois meeting on January 23 and 24 in Springfield.

Much credit is due M. D. Abernathy and Ed C. Burris, retiring president and secretary-treasurer of the association, for their work during 1934. They were given a rousing vote of thanks.

Weaver Badge and Novelty Company furnished the ribbons for delegates and donated services of a young lady to register delegates and perform all clerical work for the sessions.

Cooke County Fair, Gainesville, was on hand five strong with Morton Smith, Roy P. Wilson, Ballard Watts, E. C. Haines and David O'Brien.

About 85 or 90 per cent of Texas fair managers or secretaries are affiliated with chamber of commerce work, most of them being presidents or secretaries of their chambers.

George Barber, Mineral Wells, president of the association in 1933, was unable to be on hand for the first day's sessions due to illness of his wife.

KEYSTONERS EYE

(Continued from page 44)

representatives, and others he presented this program of acts thru courtesy of George

A. Hamid, Inc.: Tiny and Rodney, clever acrobatic dancing and contortion number; Bonnie Brownell's Revue in three parts, introducing singing, dancing and acrobatics; Clayton Lampham and Mildred O'Done, Clayton Lampham's Band, in solo cornet and singing numbers; Ruby and Smith, comedy knockabout acrobatic specialty; Balabanow European Troupe, introducing features on accordions interspersed with specialties of contortion and acrobatic dancing, an elaborate presentation. Finale was the whole company on the stage, with George Hamid doing some of his acrobatic dancing, for which he is noted.

Attractions Array Large

Among amusement representatives and visitors were W. C. Kaus, A. J. Kaus, Kaus United Shows; J. W. Wilson, Harry Dunkel, Cetlin & Wilson Shows; Dave and Ralph Endy, Endy Bros.' Shows; William Glick, Lee Schaeffer, William Glick Shows; Max Linderman, World of Mirth Shows; W. McK. Bausman, Dutton Circus Attractions; Ben Davieson, H. Bentley Shows; Billy Ritchey, Ritchey's Water Circus; Buck Taylor, rodeo and circus attractions; Max Gruber, Harry Ramish, Gruber's World's Famous Shows; Matthew J. Riley, Strates Shows; S. A. Kerr, Art Lewis, Art Lewis Shows; Charles E. Sheesley, Mighty Sheesley Midway; H. S. Roeller, John Mayer, Roeller's Amplifying Service; Phil Wirth, Phil Wirth Attractions; Al Striano, Henry Rapp, American Fireworks Company; George Ventrie, Stetson Shoe Band; Ralph A. Hankinson, Hankinson's Speedways; George Hamid, I. Cervone, George A. Hamid, Inc.; B. Ward Beam, International Congress of Dare-Devs.; Paul H. Smith, Smith Awning and Tent Company; R. J. Vitale, Edward Gennock, Dan Ross, Ohio Display Fireworks Company; Frank Cervone, Izzy Cervone, Cervone's Band; Carl H. Barlow, concessions; George Brooks, Rose Tree Hunt Club; E. Eugene Sykes, George Pritchard, John M. Wells, Sykes fair attractions and free acts; William C. (Bill) Fleming, H. W. Pollack Poster Print; John C. Jaekel, fair attractions; W. E. Bretnitz, Donaldson Lithographing Company; Jack Kelly, shows; S. E. Peterhoff, orange drinks; J. C. Pegely, Pegely Amplifying Service; Ben Weiss, Harry Weiss, Ben Weiss concessions; Mr. and Mrs. Berridge, concessions; Tim Murphy, decorator; J. J. W. A. A. E. Conroy, J. E. Ludes, National Ticket Company; John Sorpico, International Fireworks Company; Walter Moore, *The Horseman*; W. C. (Billy) Senior, Gus Sun Booking Exchange; P. D. Fuller, advertising; A. E. Leatherman, *Hoof Beats*; H. G. Goshier, secretary National Trotting Association; C. T. Reddick, and Charles A. Somma, Virginia State Fair; Ernest Raughley, Harrington, Del., Fair; Jacob Shapiro, Triangle Poster Printing Company; B. H. Patrick, *The Billboard*, Philadelphia.

Hamid Mark Is Up

George A. Hamid, Inc., booked the largest number of fairs for attractions in the history of the meeting, having contracted 14 fairs, previous high having been 11 in 1929.

During the dinner John McCloskey, well-known leader of the 108th Regiment Band, led Basile's Band in a most efficient manner.

Word was received that Maj. E. B. Allen, manager of Flemington (N. J.) Fair, and his wife had met with an auto accident while driving to the meeting. They were taken to a hospital in Phillipsburg, N. J., and reports were that neither was seriously injured.

Carnival companies reported these contracts signed: Dodson's World's Fair Shows, Bloomsburg and York; Cetlin & Wilson Shows, Reading, Lewistown, Butler and Ebensburg; Endy Shows, Red Lion and Port Royal.

NAPLES, N. Y.—Naples Fair re-elected Fred D. Delbridge, president; treasurer, George L. Tobey; secretary, Leon H. Cornish.



By CLAUDE R. ELLIS
(Cincinnati Office)

A NEW ENTERPRISE, one of the largest roller rinks in the country. Morton Arena, was opened on February 2 at 11 Rhodes street, Dorchester, Mass., according to Morey Pearl, orchestra leader and widely known amusement man, who is executive manager for the Morton Arena, Inc. Rink is 265x80 feet, decorated in red, white and blue, and has a new dove-tailed corner roller-skating floor to accommodate 1,000 skaters. Manager Pearl declares that as far back at 26 years ago old Park Square Roller Skating Rink had an ordinary dance floor, which was also used for roller skating, but that the floor in the Arena is constructed for roller skating and is something novel in New England. State and city officials attended the opening to put on the first pairs of skates, indicating that Boston and vicinity are coming to the fore in popularizing the roller sport. "Smiling Bill" Lafferty is rostered as general manager.

A FALL, but not on skates, has put William Sefferino, widely known proprietor of Chester Park Roller Rink, Cincinnati, on crutches. He slipped on ice at the rear of the rink and physicians said two bones in his left ankle were fractured.

U. C. GROB, 23 years in skating rink biz, and proprietor of the summer rink in Recreation Park, Asheville, N. C., visited relatives in Cincinnati last week and was a caller at the skating desk. He reports a steady increase for the past few seasons in the rink, which will open about May 11.

EAST LIVERPOOL, O., relay roller-skate team, Red Rhodes, Vic Dray, Hap Jackson and George Eddy, defeated Rock Springs Park, Chester, W. Va., rink team in Windland Auditorium Rink in the former city on January 27. The 40-lap race wasn't decided until the last round. Chester team included these well-known Upper Ohio Valley speed artists: Ernie Workman, Paul Vrabie, Frank Burgess and Eugene Swisher. In the preliminary race of 10 laps for ladies Ruth Hale, East Liverpool, was easy winner over Betty Crawford, Mercer, Pa.

FOUR ROLLING RAMBLERS, former roller-skating act in vaudeville, is part of a floor show in Mandarin Cafe, night club, in Port Wayne, Ind.

BRUNET - JOLYS, champion figure skaters (couples) of France, are appearing in Jeff Dickson's Palais des Sports Rink, Paris. Marc and Mary, roller skaters, are at the Petit-Casino, Paris. Figure-skating contests for the European championships opened in St. Moritz, Switzerland, on January 24.

ED J. LEHNERD, many years identified with roller rinks in the Youngstown, O., area, this winter operating Rayen-Wood Auditorium Rink, has extended activities to Western Pennsylvania, with rinks now operating in New Castle, Butler and Sharon, Pa., and Warren, O. He reports he is doing nicely with Sunday night sessions in Youngstown. He will return to Idora Park there in the spring, where he has operated the park rink for several seasons.

FORCED to vacate because of a change in occupancy, Manager Bill Henning announced that Charles-Mt. Royal Rink. (See RINKS on page 56)

The First Best Skate

QUALITY

RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

WANTED SKATE MANAGER WITH EQUIPMENT

To furnish complete equipment of Skates, to manage and furnish attendants for Park Rink. Have well-surfaced floor, 40x80, also Skate Room and Living Quarters. Percentage basis. Address R. M. SPANGLER, Red Lion, Pa.

AT LIBERTY — BILL HENNING
Rink Manager, after March 1. Address Bill Henning, Cincinnati, O.

WANTED—250 Pairs used Rink Skates. Five or Wheels. Advise make, condition, price and sizes. BOX 31, Billboard, Chicago.

\$1.75 MEN'S NEW WHITE BUCKSKIN SHOES.
All Sizes. Special Price in Dozen Lots.

WELLS' CURIOSITY SHOP.
Philadelphia, Pa.
20 South Second Street.

"CHICAGO" Racing Skates

are exceptionally strong, light and speedy. Used and endorsed by the fastest skaters.

THERE IS A REASON

CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

SHOWS SET FOR TEXAS FAIRS

Six Companies Share in Dates

Announcements made by Hennies, Loos, Tidwell, Western, Hames, Big State

ST. LOUIS, Feb. 2.—At the meetings of the South Texas Fair Circuit, at Gonzales, and the Texas Association of Fairs, at Dallas, the following contracts were announced by show managements:

Hennies Bros.' Shows, Wharton Fair, Wharton; Red River Valley Fair, Sherman; Ennis Fair, Ennis; Walker County Fair, Huntsville, all in Texas.

J. George Loos' Greater United Shows, Kendall County Fair, Boerne; Gillespie County Fair, Fredericksburg; Flatonia Fair, Flatonia; Comal County Fair, New Braunfels; Payette County Fair, Lagrange; Hallettsville Fair, Hallettsville; Little World's Fair, Yorktown; Corpus Christi Fair, Corpus Christi; Rosenberg Fair and Race Meet, Rosenberg; Beeville Fair, Beeville, all in Texas.

T. J. Tidwell Shows, Denton County Fair, Denton, Tex.; Eastern New Mexico State Fair (member Texas Association of Fairs), Roswell, N. M.; Fannin County Fair, Bonham, Tex. They also advised that they have the contracts for the fairs at Anthony, Eureka, Iola, Chanute and Girard, Kan., and Anadarko, Pond Creek and Miami, Okla.

Western States Shows, Iowa Park Fair, Iowa Park, Tex., and Leon County Fair, Graham, Tex.

The Bill Hames Shows were awarded fairs at both meetings but the complete list could not be secured at this writing, likewise the Big State Shows.

DALLAS, Feb. 2.—Among fairs contracted during the Texas Association of Fairs meeting by Bill Hames Shows for this year are the following: Tyler, Marshall, Longview and Lufkin.

Among fairs awarded to Big State Shows are Henderson, Crockett, Center, Conroe, Jasper, Madisonville and San Augustine.

Frank R. Conklin Returns To Winter Quarters City

HAMILTON, Ont., Feb. 2.—Frank R. Conklin, of Conklin's All-Canadian Shows, in winter quarters here, returned early this week from the fairmen's meetings at Winnipeg, during which the Class-A and Class-B circuits of fairs were contracted by amusement organizations. Mr. Conklin informs that Conklin's All-Canadian did not bid on any of the fairs for this year, the visit to Winnipeg being to meet friends and renew acquaintances.

J. W. (Paddy) Conklin for the first time in 12 years did not attend the meetings at Winnipeg, as he is on a visiting trip to California.

J. Harry Six Under Knife

GARRETT, Ind., Feb. 2.—J. Harry Six, of the amusement company bearing his name, is in Sacred Heart Hospital here, having undergone operations for hernia and hemorrhoids. Decision was made to perform the operations when Mr. Six and his wife were passing thru this city en route from their home in Bryan, O., to Louisville, Ky. Otherwise his health was good. He is now doing nicely but will be at the hospital about two weeks and would appreciate letters from showfolk to relieve the monotony of lying abed.

The Sheans to Belgium

CHICAGO, Feb. 2.—Mr. and Mrs. Frank D. Shean leave for New York tomorrow and will sail for Antwerp by the Belgian Line February 5. Shean is going over to handle preliminaries of the Dufour & Rogers attractions that are to play the Brussels Exposition.



F. M. SUTTON, who has operated his Great Sutton Shows many years in the Middle West, is making extensive preparations for the coming season.

Many Outdoor Showfolks Winter in San Antonio

SAN ANTONIO, Feb. 2.—With Beckmann & Gerety's World's Best Shows and Western States Shows wintering here, this city has been a mecca for outdoor show people. At both winter quarters the work of repairing and repainting is under way, so that everything will be in readiness for the *Battle of Flowers* in April.

Mr. and Mrs. J. George Loos are hosts to many showfolks several nights every week at their beautiful bungalow in suburban San Antonio. Mrs. Loos' sister, Violet, is their guest and will remain here until after the George Washington Birthday Celebration at Laredo, where Loos will open his season.

A. (Bobby) Obadal is seen nightly around the different haunts of the showmen, principally the Riverside Gardens and the Alamo Buffet, Jack (Dillon) Ruback, partner with Obadal in operation.

(See MANY OUTDOOR on page 52)

Francis' Motor Fleet Increased at Quarters

HOUSTON, Feb. 2.—There is little likelihood of Southern Exposition Shows taking to rail the coming season, according to information obtained by the local representative of *The Billboard*. Both John Francis and J. Crawford Francis are out of town, hence could not be interviewed, but it was ascertained that a great deal of motor equipment recently purchased by management is being delivered, which assures that this method of transportation will not be abandoned at this time.

All of the rides are being overhauled and gone over, including the Loop, left in quarters last season. Sailor Morgan and his crew are getting some new tops completed. H. S. Smith is looking after the affairs at quarters and Harry Reynolds has the Minstrel Show on a winter tour.

CINCINNATI, Feb. 2.—In the death of Harry Armstrong Sr. is recalled an interesting account of an incident of his boyhood days.

At the time of Mr. Armstrong's passing he was one of a few survivors of the "Editors' Excursion," which was promoted by Horace Greeley and carried thru by George Francis Train in 1867 over the Union Pacific Railroad, which had been extended to Julesburg, Colo. The excursionists went westward on the first train to Julesburg, the newspaper men to write of the trip and "The West."

Young Armstrong's father had a band from Wilmington, Ill., which played during the trip and the youth accompanied it.

Fair-Amusement Co. Praised

EUSTIS, Fla., Feb. 2.—The following editorial appeared in last week's edition of *Eustis Lake Region*:

"Where and when has there ever been a county fair where the visiting populace got more for their money than at the one just ended in Eustis? The exhibits of poultry, dogs, cats, automobiles and various and sundry others were fine. If any person thinks that these exhibits did not come up to expectation, let him remember that this was the first fair in Eustis and that only a matter of days was available for preparation for the event. Not a single arrest was made by the police department for any indiscreet actions displayed on the grounds. Not a single theft was reported to the police.

"When the arrangements were made

between the Lake County Fair Association and the Royal Palm Shows, certain provisions and promises were made the association. Not a single one of those provisions or promises was even slightly violated. The show people agreed to close any objectionable side shows or concessions. This they were not called upon to do. Eustis is fortunate and the fair officials are to be congratulated upon bringing such a clean and up-to-date aggregation to the city.

"Let's hope that next year Eustis will see a far bigger and better fair than the one just passed and that if a different midway is here to add thrills to the exposition, that it will come up to the standard set this year."

Hennies Bros. Make Change to Show-Owned Concessions Policy

HOUSTON, Feb. 2.—Orville Hennies, of Hennies Bros.' Shows, and Noble C. Fairly, their general agent, arrived here Monday, their first visit to Houston since the show was placed in winter quarters a few months ago. Harry Hennies has remained in charge here. When interviewed by the local representative of *The Billboard* the management announced a new policy of show-owned

concessions. "All concessions will be show owned and operated" was the bulletin hung at office headquarters.

Joe S. Scholibo and Alice Melville (Strout) escorted a party of visitors thru quarters, where workmen have turned out some attractive additions to take care of the enlargement of the show. A pride of management is the new 140-foot front for the Illusion Show. There are five sections to the sides and an 18-foot combination marquee and platform. There will be no banners, but gold-fringe drapes and 36-inch electric letters will stand out, with floodlights bringing out the background done in metallic paints. A duplicate of this, only smaller, has been finished for the Hawaiian Show, and finishing touches are being put on a similar one for the Dodson Monkey Show. Lawrence McFarland, the artist and craftsman.

Something new in the cookhouse line has been completed by Eddie Phillon and Tommy Martin. It is a 40-capacity dining emporium, with a kitchen lean-to made of sheetiron and a blower system to prevent cooking fumes from reaching the customers. Tables, booths and stools are arranged in modern cafe style.

Earl Strout's addition to his rolling equipment is a de luxe 20-person bus (See HENNIES BROS. on page 52)

Dumas-Reid to Florida

CINCINNATI, Feb. 2.—William Dumas and J. F. Reid, owners Happyland Shows, stopped here a couple of hours this week while motoring from Detroit to Florida. Their first scheduled visit, the fair at Tampa. They were accompanied by Robert P. Buckley, secretary the Bad Axe (Mich.) Fair. They advised *The Billboard* that their shows have been contracted at fairs for this year at the following cities in Michigan: Milford, Bad Axe, Alpena, Traverse City, Allegan and Fowlerville.

Dufours Back in Chicago

CHICAGO, Feb. 2.—Mr. and Mrs. Lew Dufour returned to Chicago this week after a two-month trip to Europe. As stated in a recent issue, Mr. Dufour arranged to place a number of shows at the Brussels Exposition, opening in the spring. He was fortunate in obtaining excellent space for his attractions and he is confident that the Brussels fair will be a big winner.

Joe Rogers, Dufour's partner, has sold his business in this city and will leave soon for Europe.

Sims to Greystone Shows

MCGEEHEE, Ark., Feb. 2.—J. W. Sims has contracted with Manager Harry Miller of Greystone Shows to do advance work for that company this year. Mr. Sims' family will remain here until the show starts its season. He was formerly with Dodson's World's Fair Shows, C. F. Zeiger's United Shows, West Bros. Amusement Company and other carnivals.

The Boy Killed the Buffalo

At some point on the trip westward Wild Bill Hickok boarded the train to take charge of some hunting expeditions. Later some buffaloes were sighted. Shots at the beasts were fired from many guns and a bison fell but was not killed, and there were many claimants as to whose aim had accomplished the feat. Hickok called to the boy, youngest in the party, gave him his gun and told him to aim at the buffalo, with suggestions of "a little higher," "a wee bit lower" and "pull the trigger." Young Armstrong did pull the trigger and the shot did the trick. Hickok turned to newspaper men and said: "That settles the argument, the kid killed the buffalo!"



Showmen's League of America

CHICAGO, Feb. 2. — Vice-President Jack Nelson presided at the Thursday meeting, which was very interesting. With him at the officers' table were Past President C. R. Fisher, Treasurer Lew Keller, Secretary Joe Streibich, and Brothers Lew Dufour and Charles H. Duffield as guests of honor.

The room was decorated with welcome and farewell signs in honor of the return of Brother Dufour and to express regrets that Brother Frank D. Shean was leaving for Brussels, Belgium. All of the boys wore small French mustaches in honor of the return of Dufour.

Routine matters were handled with precision, and Brothers Duffield and Shean gave interesting talks. Brother Dufour told of his European trip and was given a very great ovation.

A committee has been appointed to arrange for the memorial service to be held at Showmen's Rest in February, the date to be set in conjunction with the meeting of fair secretaries. This committee consists of Beverly White, Col. F. J. Owens, E. Courtemanche, Max H. Brantman, Forest G. Scott and M. J. Doolan.

Brother Charles Duffield stated that he was pleased with his visit to the Pacific Coast Showmen's Association and lauded that organization for its work on the West Coast.

Brother Max Goodman arrived in town from the Canadian fair meeting. Stayed North for the Wisconsin meet and left for Florida, and while here was a regular caller at the rooms.

Past President Sam J. Levy at it again. This time he hands in three applications for membership, those of R. P. Buckley, secretary Bad Axe (Mich.) Fair, and William Dumas and John Reid, of the Happyland Shows. Viri Z. Hill, of Stretor, Ill., was the guest of Brother Sam Solomon at the League rooms. Incidentally, Sam had him sign on the dotted line while here, which makes another to add to the membership roster.

A number of the boys had a night's work at the President's Birthday Ball. Brothers Edward A. Hock and Jack Benjamin had the concessions. Maurice Lightstone, an ex-brother, is the guest of A. L. Rossman at the League. Looks like he may be induced to rejoin.

The committee for the League's big Theatrical Night (March 4) is working hard and indications are that it will be a very successful affair. Past President Sam J. Levy, chairman of the committee, reports wonderful progress.

Received the regular quarterly bound volume of *The Billboard*. The League's library of this publication is getting larger and larger. Brother John R. Castle while in town for a few days dropped in for a visit with the boys. Said that he may be back this way for another call.

The response to the call for dues was encouraging. If you have overlooked yours please attend to it at once.

The Ladies' Auxiliary has made arrangements for a big party to be held in the League rooms on March 9. This is an annual affair and the attendance is always large.

Brother Jean De Kreko is still in town and drops in for his regular visits.

A letter from Brother Lou Leonard stated that he was in Tampa, Fla., expected to work at the fair, and asked that he be sent application blanks. Looks like the membership committee will get more co-operation. Go to it, Lou.

Thursday's meeting of the Ladies' Auxiliary was the regular bi-weekly social. Mrs. William Carsky was hostess. Most of the evening was spent at cards and bunco. In attendance were Mrs. Lew Keller, Alice Rose Streibich, Mrs. Edwin Wall, Mrs. James Chase. Plans were reported progressing for the big party to be held in the Showmen's League rooms February 9, in which members of the auxiliary are taking a keen interest.

Bee Gets Kentucky Fair

HARRODSVILLE, Feb. 2.—Secretary B. F. Norfleet of the Mercer County Fair has announced that the F. H. Bee Shows have been contracted to furnish the midway amusements at this year's fair in July.

Los Angeles

LOS ANGELES, Feb. 2.—Harry Bernard had opportunity to judge of the interest taken in carnival game ad in local paper—ad requiring an investment, and had so many responses he was greatly surprised. Harry just returned from Calexico, Baja Calif., where he states business is very good with outdoor show-folk. Will Wright and Dick Wayne report their promotion as going over to their entire satisfaction. . . . Mr. and Mrs. Archie Clarke and Will Wright returned from vacation at Palm Springs and desert resorts.

Jimmie Dunn is still at Maricopa. . . . Frank Forest is at San Diego awaiting developments in the exposition. . . . Lew Hoffman was heard from, located at Tampa.

Ted Levitt in town, has taken an apartment on Washington avenue. . . . Jack D. Reilly states that he will be with one of the Pacific Whaling Company's units. . . . George Silver is leaving with his crew; first stop at Palm Springs, then Stove Pipe Wells, and Tucson, Ariz., the destination. . . . Dan Dix still up in the "snow country" on the *Call of the Wild* film; not decided as to the trouping season. . . . Many of the concessioners who have worked in town are set to take the road. Most of them say there has been more money in sight lately than for some time. . . . Frank Babcock located at Temple City. . . . Bob Cavanaugh is getting his rides and other equipment ready to again launch the Exposition Shows. . . . John Ruhl will be with Crafts 20 Big Shows next season and is at quarters getting equipment ready. Capt. W. D. Ament plans on revival of the London Ghost Show, may locate at one of the beaches.

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Pacific Coast Showmen's Assn.

LOS ANGELES, Feb. 2.—In arranging the details of past presidents' night President Archie Clark did a fine job. To the careful attention to this affair given by him goes credit for the splendid success of the evening. Meeting called to order by President Clark. At Secretary John T. Backmann's roll call of past presidents the following answered: Cronin, Conklin, Diehl, Fink, Craft and Pickering. Each of them handled the gavel during parts of the routine of business. Silent tribute was paid to the past presidents who have passed on, also to Charles S. Hatch, one of the finest of characters and a staunch supporter of PCSA.

After reports of standing committees the gavel was turned over to Past President J. W. (Paddy) Conklin and there followed what was a mixture of "kangaroo court," "Irish justice" and whatnot, Paddy brought a "charge" against Harry Fink, and when Al (Big Hat) Fisher was appointed to defend him he refused counsel and threw himself on mercy of the court and received a set-back of five bucks. Then Harry was appointed judge, with A. Samuel Goldman as prosecutor, and Stanley Dawson, Roy Ludington and Al Fisher as public defenders. Orville Crafts was "charged" against, and he put up a defense, but "Judge Fink" used that old one, "ignorance no excuse in law," and put on the sting for a sawbuck. Joe Diehl at his "trial" tried to make his own defense but got stuck, and got the cleaner for five bucks — Ernest Pickering was "charged" with violating the building code and Fink subtracted \$5 from him. S. L. Cronin, "charged" with the desire to have a law passed that only the Al G. Barnes Circus would be permitted to go on tour, etc., drew a ten-spot wallop. Last of the culprits came Paddy Conklin, who was charged with a feeling of "no more worlds to conquer," based on the fact that Paddy was past president PCSA, present president Showmen's League of America; might be angling for presidency of Heart of American Showman's Club, and "self-imposed guardian of all the ladies' auxiliaries," etc. Paddy drew a \$10 fine and expressed himself so highly pleased to have been dealt with so leniently that he raised it himself to \$20. After the p. p.'s had gotten the old vacuum put on, others were singled out and fined, also fines were assessed on groups of the Crafts, Clark and Fowler enterprises. There was a lot of real comedy in the night doings.

George Tipton served refreshments and lunch at close of meeting, with Charley Soderberg and Spud Redrick as assistants.

One of the PCSA member's remarks: "Showmen's organizations should be the strongest of all. Other organizations are made up of people in every line of endeavor, while we are all in the same business. Ours is a common cause, so let's urge that those trouper who look ahead will lay aside the few dimes necessary to have membership in PCSA. Membership in PCSA, or any showmen's organization, is just being prudent."

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 We buy Roller Skates, Films, Concession Tests, Candy, Floor Machines. Pay Cash. **WEL'S CURIOSITY SHOP**, 20 S. Second St., Philadelphia, Pa.

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BUCK WEAVER (Frozen Custard Man)
 Please communicate at once with JOHN GRAVIS, 639 Park Place, Brooklyn, N. Y.

MIDWAY CONFAB
 By THE MIXER

IT'S FEBRUARY! Within a few weeks shows South will again parade northward.

MARY BOWEN has booked her cook-house and some other concessions with West Bros.' Amusement Company.

MR. AND MRS. J. H. STRONG are promoting in the South, playing fairs and parks.

THAT PICTURE of J. W. (Paddy) Conklin that appeared in the January 26 issue was taken by Frank D. Shean.

D. C. HANNA is hibernating this winter down Mississippi way and will launch his midway museum in the spring.

MONROE EISENMAN and the missus, special agents, are spending the winter in Chicago.

IKE LEWIS, concessioner, left Houston recently for Lake Arrowhead, Calif., where he will sojourn the rest of the winter.

MRS. JOHN R. CASTLE is still basking in the sunshine of Los Angeles while John R. is making various winter fair meetings.

R. L. (BOB) LOHMAR, of the United Shows of America, passed thru Chicago

staged along with the revival of the Pageant of Sara de Sota. Krause Great-er Shows on the midway.

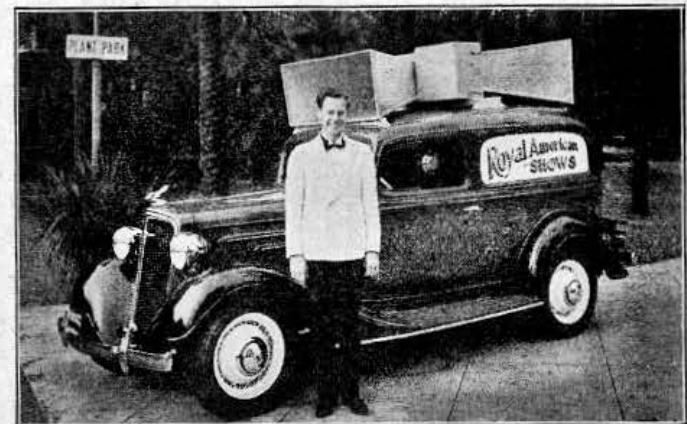
W. W. (DOC) DAVIS postcarded from Tampa, Fla., that he stayed there for the opening of the fair and was leaving the following day for San Francisco. After two years' absence will return to the road.

A certain land octopus has received clipped tentacles at several places in Florida this winter.

EUGENE DEVINE, veteran glass blower, who suffered a light stroke late in the closing week of Johnny J. Jones Exposition at Greer, S. C. last November, informs that he is still in hospital at Camp Jackson, Columbia, S. C.

JIMMIE BOYD, g. a. Great Sutton Shows, between fair meeting dates visited Mr. and Mrs. Frank Sutton and the winter-quarters folk at Osceola, Ark. En route north visited Mr. and Mrs. J. T. McClellan and their show quarters at North Little Rock.

MARTIN ZABB, veteran wrestler, will have the Athletic Show with P. J. Sponeri Shows coming season. Among his grapplers will be Jack (Sergt.) Bulba



THE NO. 1 UNIT of sound cars with Royal American Shows this year. Horace Walters, uke-playing "carefree Romeo of the air" (doubles on radio), is the driver. Last year "Slick," as he is known to his cronies, drove approximately 30,000 miles while doing his work.

a few days ago on his way to Tampa, Fla., to visit "Pa" Strieder.

E. J. STEVENS has again booked his Pony Ride with Blue Ribbon Shows. 'Twill be his fourth consecutive season with Eddie Roth's amusement company.

CAPT. E. E. LAMB infoes that he has placed his dog act with Wonderland Exposition Shows, his second season with that company.

MRS. KATHRYN JULIEN, of Bruce Shows, is reported convalescing at her home, 6607 Northeast First Place, Miami, after undergoing an operation at University Hospital at Coral Gables.

E. C. MAY recently arrived at Sarasota, Fla., to be on the managerial staff of the Sarasota County Agricultural Fair, to be

(incidentally, a newly-wed), for whom Zabb has been arranging matches while located this winter in Cincinnati.

ANNA-JOHN BUDD will have two units of World's Fair Freak Show this season, one with Crafts 20 Big Shows, to open at San Bernardino, Calif., and the No. 2, under management of Hal Compton, with West Coast Shows in the Northwest.

A COLLECTION of rides, concessions and free acts sponsored by the Dade County Unemployment Citizens' League, has been operating in neighborhoods at Miami under direction of Doc Hamilton, who is assistant chairman the entertainment committee.

A SAN ANTONIO (Tex.) showman in all seriousness is planning on operating a mammoth "Nite Club" in connection with his carnival the coming season. This was disclosed early last week. Plans are to have a \$1 cover charge and carrying a name band and a coterie of entertainers.

DEL LIGHT, who was nurse at the "Unborn" show managed by Willie J. Bernard, with Art Lewis Shows last season, has signed for the same attraction this year. Bernard infoes from Boston. Bernard also informs that Miss Light is at present in a hospital at Boston, having undergone an operation recently.

TOODLES BEE, who has been with the F. H. Bee Shows the last seven seasons, is in poor health, due to old-age infirmities, and is spending the winter at Huntington, W. Va. Does not need any

financial aid, but doubtless would appreciate cheery letters from acquaintances.

AT SLOPPY JOE'S place on Flagler street, Miami, they are serving a fresh-coconut drink called Pina Milada. At another place on the same street there's a special kind of sandwich, the filler ham and cheese cut into strips similar to shoestring potatoes. Both items said to be going good.

COLON T. UPDIKE (Boy With Horse Mane) landed at Los Angeles late in December from a pleasant engagement with E. K. (Eddie) Fernandez on Hawaiian Islands, and recently left on the S.S. President Pierce to join the Tait Show in the Orient. Expects to be away from this country a year or longer.

L. E. HETH, of New Deal Shows, recently celebrated his 41st birthday at Columbus, Miss. "Lutch," as he is familiarly known among friends, was given a party, and he received remembrances from acquaintances, including a miniature plane from flyers with whom he served in the navy service at Pensacola, Fla., in 1917-18.

WILL OLIVER (colored, known among circus and carnival train crews as "Bad Eye," also "Wahoo" and "Slick"), last season with Al G. Barnes Circus, some years ago with Greater Sheeys Shows, was in Cincinnati last week while en route from the West Coast to Knoxville, Tenn. Back with Barnes this year, he said.

Percy Martin (g. a. World's Exposition Shows), says that after being "unable to secure any funds from show people to defray expenses of putting a bill before the State legislative body" at Charleston, W. Va. (toward lowering carnival fees), he turned to a unit of an influential organization in that State and that the matter may yet receive action.

MRS. THOMAS L. (TEX.) BRIGGS informs from her home in Baltimore, Md., that she fears she will have to undergo a serious operation. She says she and her husband have been with several carnivals, including the World of Mirth Shows, where he was foreman of H. W. Merten's Waltzer ride for about three seasons. Prior to that Mrs. Briggs was with the Ringling-Barnum Circus.

W. H. (BILL) DAVIS informed from Washington that his copyright on "Vampire Girl" title was upheld by the United States Supreme Court on January 24. The veteran showman explains: That three years ago, in Iowa, he brought action against two parties for using title and pictures of "Vampire, Devil and Girl," and the court decided in his favor, with damages set at \$500 and the defendants heavily fined and ordered to pay court costs. The parties

More Enthusiastic Boosters

Recent Members of the BIG ELI Trailer Family include: Seal Brothers' Circus, Frank Burke Shows, Mrs. Judith Solomon, H. McClellan (Sol's Shows).
ELI BRIDGE COMPANY
 Builders,
 Case & Wolfcut, JACKSONVILLE, ILL.

THE NEW KIDDIE AIRPLANE SWING

Suitable for Parks and Carnivals.

Seating capacity 18 children, weight about 2,000 pounds. Machine is actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springville, Erie Co., N. Y.

appealed to higher courts, which confirmed the ruling, and the case was taken to the U. S. Supreme Court, which allowed him \$615.14.

VICTOR M. BARNES, electrician with Bright Light Shows, was injured in an automobile accident recently, but at last report, from General Agent Leo Noyes, expected to leave hospital within a couple of weeks. Incidentally, Sevylla Dawson postcarded *The Billboard* that she and her daughter, Zelma, had booked concessions with that show, also Joe Radon infoed that he booked his concessions with the same company.

A tip to writers of show letters: The news part of your shows getting fair contracts is specifically telling what fairs secured. The same pertains to new attractions. To merely state a "number (or a 'string') of fairs contracted," "will have many new shows," etc., for news column use, are not only "stereotyped" statements, but are also indefinite, and most of the readers are likely to "take it with a grain of salt."

JACK (SLIM) TAYLOR when last heard from was headed from Kansas City to Dallas. Was on part way on the trip but found it "bestly cold" and he wasn't covering many miles per hour (said "the 'bus' won't take it"). At Joplin, Mo., met Violet Davis and her son, Paul, en route to Springfield. After visiting his wife's folks at Dallas Taylor may go on to Dallas.

A BIRTHDAY dinner and party were given in honor of Grant Chandler, trainmaster United Shows of America, by Oscar and Frances Halverson at their place of residence on the fairgrounds at Shreveport, La., recently. Besides Mr. and Mrs. Halverson and Mr. and Mrs. Chandler the following members of the show were present: Mr. and Mrs. Jack Rhodes, Mr. and Mrs. John Beem; Mr. and Mrs. Tom Adams and daughter, Rhea; Mr. and Mrs. Jack Wilkerson, George Shaw, Arthur Sharpe and Irving C. Ray. After the dinner, dancing and card games.

"PICKUPS," by E. L. Paupeon, from Waters Camp, near Brunswick, Ga.—Captain and Mrs. Bob Perry will have two dromes this year, one with Glick Shows, the other with Krause Greater. Doc Wilse has been made mayor of the camp. Mr. and Mrs. Bud Forman in from Pennsylvania. . . . George Bennett cook of camp. . . . Showfolks hold dances nightly at the camp hall. . . . Mr. and Mrs. H. C. Walters joining Stratos Shows with a concession. . . . Mr. and Mrs. E. H. Jones, kiddie ride; Mr. and Mrs. M. B. Hurd, coddhouse, and Jane Kelsey, in from Vermont. . . . W. Reed, Earl Henning, Slim Weaver, Chairplane Red and the writer had an auto mishap while driving over a bridge. Car plunged thru side rail, but the rear end got stuck, which saved a 25-foot drop into a river.

"PICKUPS" at Dallas fairs meeting—W. H. (Bill) Hames, C. R. Fulton and Theo. Ledell, of Bill Hames Shows, and T. J. Tidwell and H. G. (Buck) Buchanan, of Tidwell Shows, were two busy

Some Recollections

By Henry Heyn

Eugene Cook, late of the J. L. Barker Shows' staff, is wintering in Memphis. Eugene was bass drummer in the band on Allmann Bros.' Shows in 1914. Also on that tour of the West was this writer. Incidentally, there for a while that year was also Jack Dempsey, later champion heavyweight pugilist.

A Memphis radio station (WBBQ) announcer recently said that a station in Kentucky received a letter from a woman listener saying: "Please come and disconnect your broadcasting station from our home as we have sold our radio."

In 1933 an agent was instructed by his boss to cater to towns being wet. One day he phoned back: "I have two towns lined up now," and after explaining details he asked the boss: "Which one shall I take?" "Why you should know that yourself," said the manager, "do just like I told you—the one that serves the biggest glass of beer, of course. Now get busy and find out!"

Last year a "wild" taxi driver rushed onto a midway on two wheels. The lot man jumped in time to be missed, and then asked him: "What have you got? Is it a fit or loco-motor-ataxy?" Replied the driver: "I'm feeling fit; I might be a little loco, and this is a taxi, and howin' could I run it without a motor!"

groups. . . . Mel Vaught, owner State Fair Shows, came from Phoenix, Ariz., to visit his many friends. J. George Loos, who arrived the day before the meeting, was pleasantly surprised when Mrs. Loos, George Jr. and Mrs. Loos' charming sister, Violet, arrived from San Antonio. . . . It was Doc Waddell's first Dallas meeting in many years. He was on hand with Roy Gray and Jess Wrigley to look after the Big State Shows' interests. . . . John Francis, of Southern Exposition Shows, left immediately after the Saturday session to attend the Milwaukee (Wis.) meeting there this week. J. Crawford Francis returned to his home in Houston.

Famous Dixie Shows

PADUCAH, Ky., Feb. 2.—Manager E. E. Farrow writes from winter quarters that the weather man left from 8 to 10 inches of snow in Memphis during the recent cold snap and that work had been temporarily suspended on account of the cold weather. Business Manager Jack J. Oliver, who had been in Mississippi with a winter show and returned to Memphis, is assisting Mr. Farrow in lining up the 1935 route. T. A. (Kid) Stevens has booked five concessions with the show. Tommy Davenport will return to manage the Athletic Show, and Adam (Pop) Erbe will have charge of two pit shows. Mr. Barrett will return with his Mechanical City, and Charles Russ will operate the Hawaiian Show for his second season. Dr. Walz advises from Hot Springs, where he is spending the winter, that he will again be under the Famous Dixie banner with his big regal python. Assistant Manager and Mrs. Frank Sparks, who are located in Salisbury, Mo., this winter, will return to Memphis about one week before the opening, which is now scheduled for the first week in April. The writer recently copyrighted a new title for the management, so it is likely that the present title will be changed before the new season gets under way. Heavy rains in this territory lately raised the Ohio River to within 50 feet of the writer's back door. **WALTER B. FOX.**

Art Lewis Shows

BRIDGEPORT, Conn., Feb. 2.—Winter quarters will be opened February 4 and the work will get under way in full swing. Besides the rebuilding and painting, several new fronts will be built, as the show will be larger this year than heretofore. They will all be paneled fronts with plenty of light. This will be one of the largest gilly shows on the road this year. A new ride has been purchased to open with the show the latter part of April. Al Bydairk, superintendent of rides, will have charge of rebuilding and painting of rides and states that the Tilt-a-Whirl is to get new platforms this year. The building of show fronts and the electrical equipment will be under the direction of H. G. Paull, electrician, who is also building a new electric wagon to be mounted on a Chevrolet truck and be equipped with modern devices to insure safety and to meet various cities' requirements for inspection. There will also be a new calloppo with the show, mounted on a new Dodge truck. Pete Smith will have charge of the painting crew and everything on the show will sparkle with new coats of paint. Manager-Owner Art Lewis has just returned from Southern and Northern fair meetings and states that he is pleased with the route that he has lined up for the coming season. **AL RODGERS.**

Christ United Shows

CAIRO, Ga., Feb. 2.—At present eight men are busy overhauling the four rides and putting on new coats of paint. The new Minstrel Show will be of a novel design. The calloppo has been all tuned up and will have a new coat of paint. This show will start its tour about March 1 in Southern Georgia. Mr. and Mrs. David Christ are in Florida at this writing. Fred Christ is busily booking early dates and is in and out of winter quarters. The show will go north into Indiana and Ohio and then play a string of Southern fairs. **PERRY STRICKLAND.**

Greystone Shows

McGEEHEE, Ark., Feb. 2.—Unfavorable weather (snow, hail and rain) for a while retarded work at winter quarters, most of which so far has been outdoors, but some progress has been made. Judge Maupin frequently entertains the "bunch" with a barbecue at his studio

UNITED SHOWS OF AMERICA WILL BOOK

Outstanding Show Owners and Managers having Carnival Experience. Excellent opening for meritorious Monkey or Snake Show. Other Shows, write us. We have the largest, newest and most beautiful show in North America and we will build outfits in keeping for the shows we book.

Our Fair Route is as follows: North Dakota State Fair at Grand Forks, N. D.; The Northwest Fair at Minot, N. D.; North Dakota State Fair at Fargo, N. D.; Horticultural Fair at Winnipeg, Man.; North Montana Fair at Great Falls, Mont.; Midland Empire Fair at Billings, Mont.; Iowa State Fair at Des Moines, Ia.; Nebraska State Fair at Lincoln, Neb.; Kansas Free State Fair at Topeka, Kan.; Kansas State Fair at Hutchinson, Kan.; Oklahoma State Fair at Oklahoma City, Okla.; Free Oklahoma State Fair at Muskogee, Okla.; Louisiana State Fair at Shreveport, La., and two other big fairs pending.

Will lease Dining and Amusement End of Privilege Car to responsible parties that understand the business. Max Goodman furnishes the exclusive game concessions, as he operates the only kind of concessions this show will allow.

FOR SALE

Caterpillar Ride in running condition, Dayton Fun House third rail electric train with engines, four coaches and track in A-No. 1 condition, state room car with 10 rooms. Other Show Property for sale. Write us your wants, as we are building many new shows and will dispose of some high-grade show paraphernalia.

Capable Talkers and first-class Ride Help, write.

Winter Quarters opens February 15. Show opens last week in April.

UNITED SHOWS OF AMERICA
P. O. Box 1100 Shreveport, La.

THOMAS W. KELLY'S ODDITIES OF 1935

FOR THE CREAM OF THE EASTERN DATES, WORLD OF MIRTH SHOWS

WANT Features who were cartooned by Ripley that can draw. No limit to salary if you can deliver. We have the most beautifully framed show in America, and on account of playing this same route so often (eight times), changing all faces and banners. Open Richmond, Va., in April. Want to hear from Earl "Smoko" Hall, Eco Hale, Paul Whitaker, Maxie and Buck. State all. We operate a real Cook House for your convenience. Address T. W. KELLY, Sarasota, Fla.

BANARD SHOWS--FOR MERIDIAN ON THE STREETS, IN HEART OF TOWN

WANTED--CONCESSIONS, LEGITIMATE CONCESSIONERS of all kinds, Cigarette Gallery, Hoop-La, Candy Floss, Frozen Custard, Photo Gallery, Palmistry, Fishpond, Stock Wheels. POSITIVELY NO RACKET. WANT Corn Game, Cook House that caters to Workmen and Ride Help. Will guarantee meal tickets. CAN USE a few more Rides that do not conflict with what we already have. Shows of merit with your own outfits get in touch with us. WANT Help in all departments. THIS SHOW WILL POSITIVELY PLAY FOURTEEN SOUTHERN FAIRS. Candy Sabbath wire me. CAN PLACE Man with Sound Truck. OPENING HERE ON FOURTH STREET, FEBRUARY 11, FOR MERIDIAN COTTON CARNIVAL. REPLY TO AL FINE, Manager, 2612 19th Street, Meridian, Miss.

KAUS UNITED SHOWS, INC.

WILL BOOK Loop-o-Plane, Athletic, Hawaiian, Ten-in-One, Illusion, Underworld, Unborn, Pit Shows, any new or novel up-to-date Shows. We furnish outfits for reliable showmen. Arcade, Palmistry, Frozen Custard, Legitimate Concessions. Capt. Roy wants A-1 Man that can train Monkeys, Dogs and Ponies. Capt. Ted Brown and Sammy Lewis write. We hold contracts for these Fairs--Kinston, Greenville, Williamston, Woodland and Elizabeth City, N. C.; Norfolk, Lexington, Woodstock and Galax, Va.; Ford City, Pa. Five more pending. Address 12 National Avenue, New Bern, N. C.

and sign shop. He has an old-time wood stove and gets the just-right hickory wood, and with the sauce and liquid refreshments it's a case of "yum-yum." J. W. Sims, agent, returned from the North in the interest of the show for a conference with Manager Miller. Missouri, Iowa, Nebraska and the Dakotas will be the above territory the coming season.

All paraphernalia formerly owned by A. G. Klapp, recently purchased by the Greystone Shows, has been moved from Fort Smith, Ark., and the writer has cut down Whip from 12 cars to eight cars. The Ferris Wheel, Chairplane and Whip have been repainted, ready to operate. The rebuilt entrance arch has an in-

viting effect. It is similar to an up-to-date gas filling station. Connected with the arch proper there is 30 feet of wire and picket fence on each side, with "whiteway" lighting system on each side, giving illumination that can be seen for several blocks. Curly Spheris will be with the show with his Ten-in-One, Athletic Show, Tarzan Show and Kiddie Auto Ride. Mr. Spheris' Physical Culture Show in connection with his Athletic Show will be one of the feature attractions. The writer is now working on a new and novel front for a Hillbilly Show. The show will carry 7 rides, 12 shows, 25 concessions, 2 free acts and a 10-piece band. Opening engagement will be at McGeehe.

ARTHUR GARDNER.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 2.—Again we are able to report substantial growth of the association and the addition to its ranks of representative shows of the carnival industry. During the past week we have been able to welcome into full membership Wonderland Exposition Shows, which joined thru Richard Palmater, owner-manager; Blue Ribbon Shows, thru L. E. Roth, manager, and Miller Bros. Shows, thru Morris Miller, manager.

At the present rate of increase the association should contain in its membership all of the outstanding shows in the industry by the opening of the spring season.

During the past week we have learned from *The Billboard* that copies of the article by the writer which appeared in the 40th Anniversary Number have been mailed to all of the carnivals whose winter quarters are known. It will be appreciated if the shows receiving these reprints will make use of them in accordance with the letter they receive from Al C. Hartmann, Outdoor Editor.

We would appreciate it also, if the shows which receive expressions of opinion on these reprints from auspices, city councils, etc., would forward them to the association's office. We plan to make use of these responses in such a way as to help the entire carnival industry, by placing on record the names of all who are favorable to our members and the business in which they are engaged.

The first letter of this year has gone forward to our members. We trust that each member will consider the contents of the letter and fill out and return the coupon at the bottom of it by return mail.

Non-members and members alike will be pleased to learn that the cost of membership (i.e. dues) in the association has been very materially reduced to the shows, in accordance with a new plan which was discussed and agreed upon at the Toronto meeting last November.

The association's printing for the 1935 season is going to press shortly and we would appreciate hearing as soon as possible from all who contemplate coming into the association.

We are still awaiting word from New York City with reference to the date of the hearing on the application for railroad rate reduction. As soon as the information is definite we will advise our members by letter, and will also make this information available to non-members by means of this column.

Beckmann & Gerety's Shows

SAN ANTONIO, Tex., Feb. 2.—Mr. and Mrs. Harry Hhons, who, accompanied by their daughter, Jeannette, arrived in San Antonio recently from Chicago, are nicely located in an apartment on North St. Mary street. Harry immediately got busy with a crew of men on his rides and is giving them a complete overhauling preparatory to the opening here with this show at the Battle of Flowers. Shell Barrett, well-known promoter from the Pacific Coast and a lifelong friend of Mr. Beckmann's, left for Port Arthur, Tex., last week after a visit here. Frank B. Joerling, St. Louis correspondent of *The Billboard*, paid a flying visit on his way to attend fair men's meetings. B. S. Gerety and Paul Hunter were in Dallas for the Texas fair managers' meeting.

Mr. Beckmann had the misfortune of spraining his ankle when getting out of an automobile about two weeks ago, but it takes more than a sprained ankle to keep him down, and outside of losing a couple of days he has been on deck every day attending to routine matters at winter quarters. Bob McPherson left to join the Pete Kortess show, taking with him a chimp that he had trained for Mr. Kortess. Roy Shepherd, a mechanic with the show, is recovering from a severe cut on the leg sustained when he accidentally fell off a truck. Preparations for the Fiesta San Jacinto and Battle of Flowers are going along in a satisfactory manner, and this year's celebration bids fair to be a record breaker. Beckmann & Gerety have the contract for all attractions, and from the present lineup its going to be a problem to find space for it all.

EDGAR T. NEVILL

Corey Greater Shows

JOHNSTOWN, Pa., Feb. 2.—Corey Greater Shows are preparing to open their season in April. Manager E. S. Corey further advises in part as follows: Mr. and Mrs. Jerry Swisher are playing Florida fairs with concessions. Mrs. Elsie Incho purchased a kiddie ride and booked it on this show, along with a concession. Joe Rea is getting his paraphernalia ready. Charles Keys, concessioner, is wintering at Cumberland, Md. Joe (Whitey) Gray and Thomas Osborn have been working programs at local benefit shows. Jack Leonardson, athletic show manager, has a position here with a chain meat market. J. J. (Doc) Kelley has booked three shows and two concessions; he and the madame wintering in Indiana. Lester Tate and family will again have concessions with this company; are wintering here. William McLaughlin advises from Tamaqua, Pa. he will have his concession here in the spring. George H. Ammon, boss canvasser, arrived from the South and has Nat Wilcox, Glenn Walker and Jack Devlin with him. P. J. Dalrymple, Emmett Moulis and Jim Mack are working in produce business here this winter. Mrs. Nelson Cooper is wintering in New York State. George C. Smith, lot and concessions superintendent, is in winter coal business at Cumberland, Md. Sam Collins, drummer, and Prof. Philip Apple, of this show's band, are wintering here. Prof. Frank Maddish, strong man, and his brother, Joseph, have a cafe at Mt. Carmel this winter, but will have their free acts and concessions with this show coming season. Hiram Behl, Nick Costella and Andy Smock, Cleveland, have signed their concessions. Joe (Red) Gerber (bowling alley) is hibernating at Pittsburgh. Prof. M. Ozari, wintering in Boston, has signed his two shows. For his 26th consecutive season Manager Corey will this year route his show thru Pennsylvania, Delaware, Maryland, Virginia and North and South Carolina.

Great Southern Shows

Kingsland, Ga. Week ended January 26. Weather, cold. Business, fair.

At this writing the show is in Darien and had a good opening day. Charlton Brothers joined with two shows and E. H. Jones joined with a ride. Manager David A. Wise plans having the biggest organization of his career. Mrs. Wise returned to the show after an extensive visit home in Connecticut. Mr. Wise is adding to his motorized equipment and has just purchased another truck. Sol Wassenman reports fair business with his two concessions, also Verne Gyles and wife, with new photo gallery and hoopla, and Johnny Weber, two concessions, and Olin Vickers with grab and corn game. Earl Connors and wife have candy floss, but weather has been against their line of stock. Mrs. Wise's five concessions have had fair business. Eddie Cole has two concessions and E. (Legs) Motley, one. Nick Van Berkum has been doing okeh with his penny pitch and Cecil Rice's girl show and Harry Hunting's Chairplane have been doing a good business.

BILLY CONLEY.

Cetlin & Wilson Shows

GREENSBORO, N. C., Feb. 2.—Quite a lot of work going on in winter quarters at present—painting, building of new fronts and repairing. The master of construction, Frank Massick, promises some "real surprises" for the coming season. John W. Wilson and Harry Dunkle left to attend the fair meeting in Harrisburg, Pa. I. Cetlin returned home from hospital after an operation and is doing very nicely. Grace Ballard has returned to Roanoke, Va., after a visit with her sister, Mrs. John W. Wilson. Greensboro seems a mecca for showfolks this winter, as visitors have been numerous during the last two months. Among them were E. A. Reid, of Reid Greater Shows; Toney Vitale, of Ohio Fireworks Company; M. B. Howard, of George Hamid, Inc.; F. Percy Morency, of West's Shows; D. L. Basinger and William Heppding, and R. C. Huffine, ride owner. Speedy Merrill has returned from a visit to his home in Alabama. Art Parent left for a four weeks' engagement at the Roxy Theater in Knoxville, Tenn. Norman Y. Chambliss and George Hamid were in town in interest of the Greensboro Fair. Opening date for the show will be the last week in April. A twin Loop-a-Plane will be on the midway this season, to arrive from the factory in time for the opening. A 12-piece Indian band will be the concert feature this year. Word comes that Mrs. L. W. (Baby Lillian) Jeannette is recovering from an operation in Baltimore and expects to return home shortly, and, incidentally, "Duke's" voice is again back to normal—he will again have the side show this year.

GEORGE HIRSBERG.

Pacific Coast Shows

STANWOOD, Wash., Feb. 2.—Several men under direction of J. Barber have been working in winter quarters since the show closed last season and nearly everything has been completed. New scenery and new crates for the Merry-go-Round have been made, and all trucks have been overhauled. Another truck was purchased and a new body is being built for it. The show will be completely motorized. All the show's concessions will have new tops. J. Barber is owner and general representative and Mrs. Barber secretary. All of which is from an executive of the show.

Bantley's Shows

CLARION, Pa., Feb. 2.—This show's equipment is stored at Reynoldsville, Pa., where headquarters is also located, and preparations are under way at winter quarters. Everything will go out looking like new this season. Owner Bantley has called in a crew of men, as rides and other paraphernalia are arriving. The writer is spending the winter at Clarion. Harry Copping has returned from his second trip to Chicago in interest of the show. Benny Davison, general agent, has been attending fair meetings. William Cogley is in charge of the work at winter quarters.

STELLA F. COGLEY.

Our Experiences Abroad

By LEW DUFOUR

After many well wishes and bon voyages from Mr. and Mrs. Harry Traver, Mr. and Mrs. George Patie and Sydney Goldblum, we were on our way to the Netherlands, the home of the Dutch. Our first stop Amsterdam, a four-hour train ride from Brussels. While en route my wife was looking over the map of Europe, undoubtedly to see if she could find some other place for me to take her. She started to sing a song and I suggested she hum. She wanted to know who wrote the song *On the Banks of the Zuider Zee* and she made me promise that I would take her there before leaving Holland.

We had dinner served en route. Nine goldens (that's six bucks in our money). The food was excellent, but we thought it rather expensive. When we registered in the Carlton Hotel in Amsterdam, where the minimum rate is 18 goldens a day and a bottle of mineral water one and a half goldens, we realized that one would have to be very rich to live in Holland. We found it the most expensive country in Europe.

Amsterdam is an exceptionally good business city. It has many hotels, cafes and night clubs. Mostly all the movies are in German. There are many automobiles here. Holland with a popula-

tion of over 7,000,000 proudly boasts about its 3,500,000 bicycles. As it is a flat country and many places below sea level, everybody owns a bicycle.

Points of interest in Amsterdam: The spot from where Henry Hudson sailed April 4, 1609. Rembrandt's home. "Trompetter Steec," the narrowest street in the world. One hundred and forty-four canals. The largest diamond market in the world.

As per my promise, the next morning we motored to the Zuider Zee (Southern Sea). The roads are very good as they are built on the dykes. We drove as far as the town of Volendam, which is a quaint fishing town, and the natives dress in the typical Dutch costumes with the wooden shoes. While en route we passed thru the town of Edam, universally known for its famous cheese. We motored from there to The Hague and while en route we passed thru Harlem. This is the town our Harlem, New York, is named after.

The Hague is one of the most aristocratic and dignified cities of Europe with its many beautiful homes, mansions and palaces. Of course, we saw the Peace Palace (known as Carnegie's Folly in Holland). We dined at Eu-

rope's most fashionable restaurant, Royal-Den Haag.

From The Hague we motored to Scheveningen on the North Sea. This is one of the "pearls of Holland" and similar to our Deal Beach, N. J. From there we motored to the Hook of Holland, where we boarded the S. S. Vienna and crossed the English Channel, landing at Harwich, England. We went direct to London. We stopped at the Mayfair Hotel, on Berkeley Square. My wife went to Bond street to do some shopping. She picked out Asprey's store, while I went to pay my respects to Guy Bullar, editor of *The Performer*, and Bert Ross, *The Billboard* representative. Went to Milton Goringe, Ltd., to purchase two copies of the 40th Anniversary issue. I gave the man in charge a good laugh, they were all sold out the day of arrival. Dropped into the Showmen's Club.

Cocktails at the Savoy Hotel and dinner at Simpson's, on the Strand, famous for its roast beef and Yorkshire pudding. Went to see *Murder in Mayfair* at the old Globe Theater. There are 40 legitimate plays in London. The longest run is *Ten-Minute Alibi*—838 performances to its credit. Attended the circus at the Olympia, where we were the guests of Bertram Mills. In the adjoining box were Prime Minister Ramsay MacDonald and his daughter; Mrs. Mills and J. V. Rank, England's foremost race horse owner. Had a five-minute chat with Miss MacDonald and Mrs. Mills, mostly about Toronto. The performance was excellent and the house was sold out. Mr. Mills informed me that they had exceptionally big business this season. Did some sightseeing and took some movies of the Buckingham Palace, St. James Palace (the London home of the Prince of Wales), the Houses of Parliament, Trafalgar Square and Nelson's Monument, Westminster Abbey, the National Gallery, St. Martin's Church, St. Paul's Cathedral, Tower Bridge and Tower of London, and the famous London Bridge.

Spent three hours in the Tower of London and wished for more time. The Tower was first built by William the Conqueror in the 11th century. Of the many interesting sights my wife was impressed mostly with the collection of the Crown Jewels.

We enjoyed London immensely. It reminds one of good old New York. The only criticism was made on the coffee. Now we know why all Englishmen drink tea.

Forgot to mention that George M. Fatie will be received and decorated by Leopold III, King of Belgium, for his participation and splendid showing at A Century of Progress with his Belgium Village. This will occur the latter part of February.

MANY OUTDOOR

(Continued from page 48)

tion of the Western States Shows, returned to the city after attending the Dallas fair meeting and reported success in bookings.

W. A. (Snake) King, of Brownsville, spent several days here last week.

Ben Mouton, high pole performer, formerly with the Western States and the All-American Shows, is wintering here.

Fred Beckmann, who recently injured his ankle, is now able to be on his feet again. B. S. Gerety and Paul Hunter returned Monday from the Dallas fair meeting.

The LaMar Hotel, under the management of Charles and Maude Jamison, is a popular hotel here for showfolk. Many outdoor show people make this hotel their winter abode.

Others noticed around the city during the past week were: Kent Hosmer, Sam Feinberg, Felix Charneski, Mr. and Mrs. Ben Block, Mr. and Mrs. G. E. Sherman, Mickey Allen, Charles Chubb, Ned Davis, Walter Stanley, Frank J. (Chi) Morgan, Steve E. Connor, Ben Kaplan, C. A. (Curley) Vernon, Joe Baker, Mr. and Mrs. Jack Stanley, Edgar T. Neville, Mr. and Mrs. Harry Illions and Dan Odum.

HENNIES BROS.

(Continued from page 48)

for his Hussar Band. Alice Melville has completed all new wardrobe for her revue, and the spangles, etc., have not been stinted. Besides *The Billboard* correspondent, visitors included Chi Morgan, Mr. and Mrs. J. G. Roy (Mrs. Roy, a sister of Alice Melville); Mr. Jessup, of U. S. Tent and Awning Company; Mr. Jensen, of Western division of General Motors Acceptance Corporation; Mrs. Thomas Roedecker and Mrs. B. C. McDonald.

Chop Suey

By W. H. (BILL) RICE

TAMPA, Fla., Feb. 2.—Back from Miami and into real winter—40 above last Sunday night and some rain—not so good for the troupers at Winter Haven. That beautiful blonde in the Miami Digger office is Ann Bartlett, and the whizbang with the diggers on Doc Hamilton's show is Mildred Hudgins.

Here are a few of the many living in their own trailers at Miami: Goldie and Carl Baker; John, Dorothy and Joan Sheesley; Chet Dunn, Mrs. Swede Erickson, Diving Gordons, Red Brady, Clara Mae Gasser, Sidney Goodwalt, Garnet Walker, Art Hastings, Tillie Ward, Millie and Mat Drummond, Pauline Black, Madge Martin, Jenny O'Brien, Herbert L. Swift, Peazy and Cleo Hoffman, Norris Rowland, Bobby Dunn, Zella Bortz, Luke and Marie Seipher, Sid Goodwalt, Garnet Walker, Jimmie Sailor, Clem and Lloyd Coffee, Bee Hamilton, Harry Cramer, "Pop" Truax and Jimmy Jamison. . . . Sol Solomon and the missus will have their own diving act this year. . . . Bonnie Love and Pete Peterson have a big apartment and keep open house, and HOW.

Visited Bryan & Billie Wood's Monkey Circus at Opa Locks. They have a swell motorized outfit and a wonderful show. Played to big business.

Sam Burgdorf promoting the Seminole County Fair at Sanford. Benny Krause plays the date.

Saw probably the biggest gorilla ever in captivity, owned by Capt. J. C. Hennessy. It's the ugliest beast I ever saw. Has a steel band around its waist which is attached to a log chain that runs into its cage. Has a hand windlass to drag him in when he refuses to go. Stands about five feet high and must weigh more than 250 pounds. Captain has had him nine years and figures he is about 12 years of age. Weighed only 27 pounds when he brought him from Africa and is still growing.

Harry C. Taylor has exhibit space and program with the Mid-Winter Fair and Circus benefit of the "Welcome Inn." to be held in the Coliseum, St. Louis, in March.

Wish my friends seeing any of our pictorial publicity for the Cigar Industry Golden Jubilee to be held in Tampa February 23-26 would clip and mail it to me care of *The Billboard*.

Joe Flury, the ex-high diver, pitching medicine. . . . Elmer Rhodes, Berney Smuckler, Carl Mays, Alvin Sloan here for the Florida Fair. . . . J. C. McCaffery has four custard outfits and three cook-houses with Reinhart. . . . Tommy Thomas has the tobacco stand under the grand stand.

Now, This Way, Folks, for the Big Show

Ed Brown and Bill Rice's All-Star Minstrels and Vaude Program.

Act 1—The Great Clifton, Cliff Wilson in soft and hard-shoe dancing. This prodigy is one that you will remember all your days. He opens with clog dancing and closes with soft shoe, changing shoes on the stage, right before your very eyes. Note the grace, style and rhythm that Cliff goes thru in these different dances.

Act 2—Two of America's foremost comedians, Lindermann and Gruberg. These two outstanding stars are masters of what they have to offer. Note the rapid-fire wit extemporaneously conveyed by these two clever black-face comedy stars.

Act 3—The Mid-West Trio, McCaffery, Lohman and Hogan. Not brothers, altho many think they are. When faster high and lofty tumbling is done this merry trio will do it. A ton of fun. They have traveled with all the larger tented shows.

Act 4—Johnny Lorman, the outstanding rapid-fire talker and versatile wonder of the day. He will do about 40 minutes of fast and funny talking. England calls him the world's champion monologist.

Act 5—The Bounding Castle. Johnny Castle, the world's premier bounding wire artist, closing his most spectacular number by wearing boots with spurs on them; a most remarkable feat and one that has never been accomplished by any other person in this country or abroad.

ACT 6—The Straight and Comedy Four, Ed Foley, bass; James Simpson, tenor; Barney Gerety, alto; Walter White, leads. All management asks you to do is to listen. You will hear singing the like of which you have never

heard before, and perhaps will never have an opportunity to hear again. Intermission.

Act 7—European Importation, a special added attraction, Paddy Conklin. The most marvelous juggler of the age, keeping three balls in the air at one time; juggling a cigar, umbrella and hat at one and the same time, finishing by catching the hat on his head, the umbrella in his hand and the cigar between his teeth—a most remarkable stunt.

Act 8—Joe and Lew. Joe Rogers and Lew Dufour. Versatile performers doing most everything, opening with songs and dances, then hand-to-hand balancing and finishing with the greatest achievement of the century, going up and down unsupported ladders. Watch them!

Act 9—The Three Franks, Horizontal Bar Performers Supreme. Frank Duffield, Frank Reed and Frank Conklin doing feats never before attempted by any other living person or persons. Duffield closes by doing a double somersault from the first bar over the second bar and catching the third bar with hands outstretched. Mr. Duffield has been around bars most all his life to accomplish this remarkable feat.

Fred Beckmann is master of ceremonies. The orchestra is under the able direction of Charley Martin, with Ernie Young, cornet; Archie Clark, trombone; John Miller, first violin; Joe Connolly, second violin; Frank Sweeney, piccolo; Captain John Sheesley, piano; Theo Forstall, clarinet; Doc Shean, bass; Big Hat Fisher, drums.

Rogers & Powell Shows

YAZOO CITY, Miss., Feb. 2.—The show is preparing to take to the road again. All the rides are now dressed up. The Baby Jean ride has an attractive lighting system installed. Manager J. R. Rogers has been in Hot Springs this week while on a booking trip. This season the show will carry a band and a free act. All of which is from an executive of the show.



Lanther's, Traveling

ALTOONA, Pa., Feb. 2.—Located in a most favorable location, directly across from a large department store on Eleventh avenue, and being the first show of its kind here in nine years, Mr. Lanther enjoyed one of the best weeks' business in his museum career. Local papers were liberal with space and Radio Station WFBG used two spot announcements and a 30-minute program from the show daily. The "Three-Hundred Pound Club," a local organization, gave a special afternoon luncheon to Eilan Johnson, fat girl, who gave an interesting talk on her experiences in the show business. Another event of the week was a midnight dinner given to Mr. Lanther by the members of the show at the Pen Alto Hotel. J. C. McMurray, mayor of Altoona, and Capt. Curry, of the local police, were guests of honor, and both told of brief experiences in the outdoor show world.

Lillian Jones, escape artist, went home to Staebenville, O., for a brief visit. George White, ossified boy, joined here and presents a real attraction. Jesse Franks and Pinky Snooks took a flying trip to Huntington, W. Va., to visit relatives. L'Ardo, iron-tongue man, also joined here. Madame Ada (Frances Lanther) was the recipient of a beautiful ring from her spouse on her birthday. Mystic Ramonn, magician, from the West Coast and a recent arrival, presents a fine act. Mrs. Benny Rockford, nurse in the "Creation of Life," is up and around again after a slight illness. The writer besides handling the publicity is also acting as general agent.

ROY B. JONES.

Philadelphia Houses

PHILADELPHIA, Feb. 2.—Austin & Kunz had to close their Palace of Wonders' engagement here because of the rental of the storeroom they occupied. Business was satisfactory, and if another location could have been secured they would have remained in Philadelphia. They have moved to Reading, Pa., where they have opened at 619 Penn street.

South Street Museum still holds up

FREAKS, USEFUL SIDE SHOW ACTS

Desiring new territory. Salaries sure. Forty weeks with Crafts Greater Shows, opening February 21. Wire, stating all. Tickets? Yes.

ANNA—JOHN BUDD, CRAFTS GREATER SHOWS

San Bernardino, Calif.
Alzora, Turtle Girl; Tony Harris; Ralph, Fish Skin Man, wire.

Great Sutton Shows

OSCEOLA, Ark., Feb. 2.—There are nine housecars, owned by concessioners and ride help with the show, parked in the ball park here. F. M. Sutton is stopping at Hotel Sutton, which is operated by his wife, Edna. Paul Varner and wife came in, to wait for the opening of the new season. Ed Groves, who operates seven concessions with the show and who is wintering here, recently underwent an operation at Memphis, but is now out of hospital and getting along nicely. Jimmie Boyd, general agent, has been attending fair meetings in interest of the show and while in this territory was a visitor at quarters recently. Mr. Sutton was a visitor to West Bros. Shows' quarters at Morley, Mo., a few days ago and states that their manager, J. W. Laughlin, has a nice place there. There are 14 carnivals to open in this territory in the spring within 150 miles. JOE SMITH.

Banard Shows

MERIDIAN, Miss., Feb. 2.—Russell Hill and wife, Bobbie, late of Royal Palm Shows, arrived at winter quarters and immediately went to work on advance publicity for the show's opening here. Russell has been engaged as special agent for the coming season. Jack Platzer, scenic artist and letterer, reported for work after a visit to his home in Natchez. Charles Ecker arrived and is making preparations to add a feature to his girl show. Joe Miller and wife, Babe, came from Georgia and are playing the lots around town and have booked their

CAN PLACE FOR LONG SEASON

Fairs and Celebrations, including McGeehe, week March 9; then Little Rock, Seventeenth and Main, for two weeks. Both Arkansas. Cook House, Carr Game (exclusive), Concessions all kinds, Motorhome with outfit, Fun House, small Grid Shows, own equipment; Merry-Go-Round. Opening all departments for experienced Help. Address H. MILLER, Graystone Shows, McGeehe, Ark.

WANTED—BABY AUTOMOBILE RIDE. Allan Henschel preferred. Must be in good condition. WANT 16" long factory built Trailer, in or near St. Louis. Address BOX 77, care Billboard, St. Louis, Mo.

TERRIBLE DANE MORTENSON

Write C. F. ZEIGER, Box 372, El Paso, Tex.

country store and grocery wheels with the show. Dutch Ward, in charge of the repairing and building in the agricultural building at the fairgrounds, states that he will have everything in readiness for the opening. Mrs. Ward is still sick in bed and would like to hear from her acquaintances. Charles Drill has recovered from a slight attack of the flu, and his wife, Pauline, is also enjoying good health. Jack Watson, of Kansas City, has booked his Iron Claws, Becker, of Atlanta, Ga., arrived and booked his newly flashed pop corn and peanut concession.

Managers Al Fine and Bob Banard state that the show, which will open here on February 11, will carry 7 rides, about 8 shows and about 25 concessions and will operate with a five-cent gate.

Altho the opening engagement is under the auspices of the local post of American Legion, the management has offered to give 5 per cent of the gross receipts of all paid attractions to the Lauderdale Chapter of the Red Cross for its Flood Relief Fund to aid Mississippians in the western part of the State who became homeless during the flood.

Dodson World's Fair Show

EAST ST. LOUIS, Ill., Jan. 29.—C. Guy Dodson's arrival at St. Louis to personally take charge of winter quarters is showing results. With the building and rebuilding work to be turned out he thought it advisable to put a few additional men to work at the big barns.

Mel Dodson informs that he has closed contracts with fairs at the following places: Staunton, Danville, Petersburg and Covington, Va.; Ronceverte, W. Va.; York and Bloomsburg, Pa., and Charleston, S. C., and Ed Bruer writes from Dallas that he had an enjoyable visit with Fred Bond while there and that Fred will have two elaborate attractions when ready to ship to winter quarters. Jack Ballie is at winter quarters getting his corn-game paraphernalia ready for the new season. Dick O'Brien advises that he will be in St. Louis about March 1. MARK BRYAN.

Western States Shows

SAN ANTONIO, Tex., Feb. 2.—Work at the winter quarters started when the show came from the road late in November and the results are beginning to show. Frank Joering, of *The Billboard*; Frank Capps, of Baker & Lockwood, and the writer paid a visit to the winter quarters and saw work in progress on the new banners and the new fronts that each show is to have. All fronts will be uniform in size and modernistic in design. A new lighting effect on the fronts shows up the paintings on the banners to good advantage. Each one of the 10 major rides is being given a complete overhauling, repainting and a new lighting system installed. Contracting Agent Don Brashear is at present out booking fairs, and judging from the last letter the writer received Don is meeting with a lot of success. Manager Jack Ruback attended the Texas fair meeting. BILL STARR.

J. R. Edwards Shows

WOOSTER, O., Feb. 2.—This motorized amusement organization plans slightly enlarging for the coming season and will carry a free act and an eight-piece band. A new feature with this company will be a pay gate. Territory in Ohio and Pennsylvania will be played. All of which is from an executive of the show.

MUSEUMS

to good business regardless of bad weather lately. The bill for this week is composed of Leonard Treacy, midget sword swallower; John C. McIver, magician and inside lecturer; Chinkako, fire worshiper; Mme. Verona, mentalist; Slim Johnson's revue of six people; dancing girls still the feature in the annex.

Eighth Street Museum, under management of Jack Clifford, has been holding up remarkably well under the weather conditions. On the bill this week are Girl in the Goldfish Bowl; Chief White Eagle and Prince Iona, in a new act; Miss E. Darling, novelty entertainer; Dolly, Dog-Faced Girl; Man Who Makes People Think; illusions. The Garden of Eden still has the dancing girls.

Miller's, Traveling

LAKE CHARLES, La., Feb. 2.—Miller's Traveling Museum is in its 12th week of the season and still going along nicely. Business dropped a little during a cold wave that hit this city, but it has again picked up. Two billposter and litho men are working a week ahead of the show.

Professor Nelson, sword swallower; Joe Allen, human corkscrew, and Rosalia have been added to the entertainment roster. Ducky Wucky is still making the patrons laugh. Frank Diamond is doing tattooing and has a flashy copy display of his work. New Orleans is the next stand. FRANK ZORDA.

Hardin's, Traveling

GRIFFIN, Ga., Feb. 2.—Lagrange, Ga., last week was a successful stand for Hardin's World of Wonders Museum, with satisfactory business throughout the engagement. This week, at Griffin, is also satisfactory, with city officials and citizens praising the show. Mrs. L. H. Hardin, wife of the manager, is at home in Morristown, Tenn., where their daughter, Luella, is attending school. Johnny and Mary Webb, fat folks, are creating much favorable comment among the patrons. Jo-Ann is drawing 'em into the annex. The added attraction this week is Betty Belle Muse, juvenile acrobat, who especially makes a hit with children. JESS MORRIS.

STOP HERE YOU SHOULD TRY These Specials

TOOTH BRUSHES with Containers, Doz. .75
MENTHOL INHALERS, Eukelotte Vials, Doz. .60
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HOSPITAL BRAND D. E. Blue Steel Blades, 100. .1.00
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NOTE—Prices F. O. B. N. Y. Samples at Wholesale, Plus Postage. Deposit on C. O. D. Orders. Prompt Shipments.

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By GASOLINE BILL BAKER (Cincinnati Office)

Now They Feed Them

By WILLIAM H. (BILLY) FINKLE

I have seen the high pitch, low pitch, auction grind, sheet writers, gummy gaboo workers and the hundred and one other pitch workers. In fact if there is any type pitchman that I haven't seen work, I sure want to see him, but I found a new species, **THEY FEED THEM BEFORE THEY GIVE THEM A SPIEL.** And I don't mean they had out a small sample of some food product, I mean they give them a luncheon, consisting of soup, meat, vegetables, and topping it off with dessert and coffee. And what's more they even wash the dishes when they get thru, and if you are a married man, you know what a hit it makes with the women to wash the dishes—once in a while.

What's that? You say I'm bleary-eyed from sitting around in that smoke-filled room while the boys were cutting up the dough, and am seeing things; well listen.

A few weeks ago I was in the neighborhood of my sister's home, not having the opportunity of seeing her very often. I thought I would drop in. I walked to the door, rang the bell, and as soon as the door was opened I felt that I had picked the wrong time for a visit. Well, you know the sound of two women talking or four four women talking. Well, I heard about 20.

I have the normal amount of nerve and on more than one occasion in my life I've faced and addressed thousands of people at one time without feeling the least bit squeamish, but somehow I couldn't face the idea of being the only man in that bunch of women. I was going to make as graceful a departure as I could, when my sister insisted that I come in, and I felt that being led to the slaughter was the least I could do for her. So, feeling like Daniel must have felt as he was entering the lion's den, I went in—and I'm glad I did. The meeting was not a session of bridge, but a luncheon that was being given by the representatives of one of the aluminum companies.

They had sold my sister the idea of giving a luncheon to her friends, the salesmen to furnish, prepare and serve the edibles, and there was no obligation on the part of my sister, all they asked was the use of the dining room and kitchen and she was to furnish the guests.

"Isn't it wonderful," she said, "these gentlemen are giving a luncheon to my friends, and without cost to me."

Ah! but those gentlemen had designs on the ladies. They were going to feed them and as courtesy would not permit the ladies to leave immediately after the luncheon they would give them a lecture on how to maintain their health and the health of their families, of course, by using the same type and make of aluminum ware that was used in preparing the luncheon.

And do they make sales? Ask my brother-in-law! He is still wondering why my sister bought \$40 worth of aluminum ware when the kitchen had a complete line of utensils before the luncheon, and he is not the only husband that has wondered why his wife invested in aluminum ware at a time when they already had all the utensils that were needed.

That, ladies and gentlemen, is pitching in the 'nth degree and in the home. But ask the lady who had loaned the men the use of her home if they were pitchmen, and she will say no! They are salesmen of aluminum ware, but she forgets the lecture on health and the visual demonstration of the practicality of the utensils, not to forget the free piece of aluminum ware she would receive for her kindness in permitting the use of her home, the free piece being of a distinctive pattern that would not match any other utensil she possesses, the salesmen forgot to mention that each of the guests would receive the same sample.

So we can hear the pitchman on the corner say: "I am going to give these pen points absolutely free. There is no obligation on your part if you accept these points, as we are giving them away for advertising purposes."

So after receiving the pen points, you

have the pen point without a pen. You then proceed to buy the pen, which is what the pitchman has been counting on, and so another sale is made.

Rambling—no connection? Not at all, the pitchman gives the pen point and the aluminum salesman gives the first piece in the set.

WHAT HAS BECOME OF . . .

Jack Dillon and his man Friday? There have been inquiries for him lately. Reports indicate that Needle Wells is working Western Tennessee and Eastern Arkansas with sharpeners. He is doing well despite floods and inclement weather in that area. From the same source we learn that Paddy O'Day is clicking with mouse traps in Tennessee. Paddy's huge tips have made him the talk of the towns in that territory and he has obtained some local newspaper publicity.

"LIKE ALL TRUE TROUPERS . . .

we think good times are 'just around the corner,' also so far this year it has been nothing to brag about," writes J. B. Woods from Cottonwood, Ala. Johnny and his wife Margie, Walter and Thelma McInrow and Glen and Blackie are with Johnny and Bobby Ward's show. Woods infers: "We were agreeably surprised recently by a visit from Doc Mel Hathaway of the Dancing Maxwells, Happy and Marguerite from the Connie and Dolly show, and Red Maynard and wife plus the new baby, and Louie and Polly Dean and daughter from the Maynard show. We put the big pot on to stew and had our fill of mulligan and coffee. Everyone seems optimistic over the coming season."

MADALINE RAGAN . . .

shoots from Coney Island, N. Y.: "We are in the midst of a big blizzard so there is really nothing to do but shoot in a pipe. There are three pitch stores in New York, Ed Stone's at 34th street and Eighth avenue, his other store at 39th and Sixth avenue, and Sargeant Poulos' new store. To tell the truth the stores seem to be just about getting by. No one is buying new suits or putting anything in the bank. Nearly all the people here are either locals or 40 mlers. Road people will not remain long and I don't blame them. If you are making ends meet where you are don't come here with the idea of getting along better. Dr. Leighton has opened his rug demonstration in Brooklyn and Al Seigle's shampoo is still clicking at Gimble's 86th street store. I would like to get more information on the Rance Gray accident; it was quite a shock to his many friends. Tom Sigourney, where do you get the idea that you are going to give up? I am beginning to think you can't take it. Cheer up, old pal, we need you to carry on clean sex book work. There is someone in New York that has nearly had the pitch business closed locally by unbecoming talk. This is my first and last winter here; it's too cold and wintry."

T. BALDWIN . . .

pipes from Scottsburg, Ind.: "I recently paid a visit to the Phillipson Comedy Company when it played a hall in Little York, Ind. Mr. Phillipson has a good outfit and conducts his show in a way that assures him of a cordial welcome when he plays a return engagement. In fact, it was interesting to watch the people shake hands with the Doc after the show and inquire when he would return to their town. This all goes to prove that pitching is a business and should always be conducted as such. I am watching the snow fly waiting for the fairs to open; expect to work a good many of them with a line of novelties."

JOE HOWARD . . .

pipes from Poplar Bluff, Mo., that he has just finished a very pleasant visit with Chief Rolling Cloud at his spacious winter quarters located on the local fairgrounds. Joe infers: "The Chief has a crew of men building new trailers and

IT'S NEW PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!

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25% WITH gross ORDERS

Waldemar Chains, Assorted, Doz. . . . \$1.50 & Up
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Free SAMPLE OFFER!

dolling up the show for the opening. He is breaking in some new acts consisting of leopards, coyotes and dogs and ponies. From the amount of meat that comes into the quarters it looks to me more like a circus than a med show. I spent a few days with the West Bros.' Show, at Morley, and they are certainly busy whipping things into shape. I plan to visit my old friends L. E. Black and Bud Hawkins in Kentucky shortly."

NICK KAY . . . cards from Savannah, Ga.: "I have joined Art Gilfert's Fun Revue after closing with the LaVerne & Lewis Show in Georgia. We are playing houses thru Georgia and the Carolinas and find business okeh."

"BR-R-R-R-ZERO WEATHER . . . and snow waist deep, making highways and railroads winterbound and still they call this the "Sunny South." walls James L. Osborne from Grenada, Miss. "I'm toasting my shins and eating barbecue while waiting for the birds to sing."

ALLAN BRYANT . . . pipes: "I passed thru the Queen City (Cincinnati) early this week to get a letter at *The Billboard* on my way south. I want some sunshine; Buffalo is plenty cold. For the next six weeks I will be in Griffin, Ga."

DOC GEORGE BLUE . . . cards from La Fayette, Ind.: "I saw Kid Carrigan last night working Main street to a large crowd. Temperature 28, but I like it."

RALPH RUEL . . . infos: "I am working a doorway here in Indianapolis when the weather permits and am getting along fairly well. My wife underwent an operation recently so

we will probably remain here until April before taking out our own show again. Met Chuck Connors here last week—doing well. For the benefit of any of the boys and girls who would like a Saturday spot, there are three near here that proved to be good for me; Shelbyville, Ind.; Columbus, Ind., and Martinsville, Ind. Soldier readers are okeh I would like to see a pipe from Benny Adams, besides an explanation from Gene Golin as to what became of the "Elephant Man."

C. B. MOGRIDGE . . . is demonstrating in Atlanta.

W. J. CRODDY . . . is getting the nickels and dimes with balloons and novelties in Mobile, Ala.

CHET GREELEY . . . pipes from Liberty, Me.: "I am spending the winter months at home after working paper thruout New England for a season. I met a lot of the boys at the fairs and on the shows. Charles Hamilton and Fred McLaughlin have teamed up for the winter. Walker Hamilton, who is residing after a hard season on the road, claims that he will not be on the road next year because of 'pressing interests at home.' I have also met Eddie O'Dell, Jack Rose, Frank Taylor, Healey, the Ginsberg boys, Red Igoe and others. I would like to read a pipe from J. Clearly if he is still living."

"JUST FINISHED . . . reading this week's issue," pipes Harry Corry, St. Louis, "and noticed where Gene Golin is sorry for my misfortune. For the life of me I can't seem to understand what he means by 'misfortune.' I eat and sleep regularly, have plenty of

Pitchmen I Have Met

By SID SIDENBERG

One of the cleverest knife-sharpener and cutlery workers I have ever met is James F. (Needle) Wells, who refuses to be bothered about competition and would rather follow a real hot knife-sharpener worker into a town than a novice who is poor at demonstrating. Since I have been in the game I have always dodged the best workers for fear they sold to everybody that could be sold and naturally figured that it would do me very little or no good at all to follow a hot shot. But this boy Wells showed me that it is better to follow a clever demonstrator than a poor one, for he states that when the natives see two demonstrators in a row that can make a thing work and make it look easy, the customer naturally feels that he can work the item with ease, too. And if the first worker did not manage to sell, the second would be bound to put it over with a McCoy work-out. On the other hand a poor worker will murder a spot with a leery demonstration by causing the opposite effect and making the prospects skeptical.

Of course, Wells would much rather work virgin territory, but the above is his idea of competition and how he would rather meet it, which in my opinion is logical but an exception to the rule as far as this business is concerned.

Wells was broken into Pitchdom by his uncle, Samuel (Old Pappy) Dugan, who was one of the foremost medicine showmen known in the business in the days when the Kickapoo and other med operas were in their palmiest days.

Wells was born to parents who were show people in the wagon circus days and was orphaned at the tender age of 7 when his mother was killed by a gasoline stove explosion in one of the living tops. Wells was bundled up, put on a train and sent to Old Pappy, who was operating his med opera in the oil fields around Titusville, Pa., when money was coming in at a lively clip.

Needles stayed with Old Pappy until the latter's demise in 1927 and took to the road with needle packages, from which he derived his nickname; razor-strop dressing and now the sharpeners.

Wells is now 36 years old and calls the U. S. home, with *The Billboard* as his permanent address.

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This Deal Consists of:
1—\$1.50 Package MINERAL WATER CRYSTALS
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We have two other Deals that are clicking in a big way. One operator sold over 30,000 of one of these Deals in the State of Nebraska alone last year. Write for information and sample coupon.

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work, enjoy riding about in my car and so far as I know am enjoying a normal life. I certainly want all my friends to know that the so-called misfortune has not yet become known to me."

ALLAN BRYANT . . . headed south from Buffalo, stopped for his mail at the Cincy office of *The Billboard* Monday. The "Ramblin' Kid From Georgia" is headed for Griffin, Ga.

HERMAN (SLIM) WOLFE . . . shoots one from Harrisburg, Pa.: "The Pennsylvania farm show ended here January 25. Poultry papers were the only things worked on the leaf. Among those present were Doc Donnelly, Jack Sinko, Jack Matthews, Crawford, Harry Bartnick, Joe Greenfield, Smith, Leo Colton, Charley Morrissey, Slim Zits and Count Golden. I pitch and handle skiners, McNellis had white mice, Klein with tops, Ed Knapp, Flannigan, of the leaf, is working pens, and Adams is working gummy. Will leave here to work the New York State shows."

"HAD A RECENT VISIT . . . from Sid Lovett, advance agent for the Heffner-Vincent rep show," tells Ricton, from Barney, Ga. "Sid is some fast agent, and a swell fellow. Business not so good. Temperature 28 degrees, and in sunny Georgia. Would you believe it! And it isn't sunny either. The missus is about due back from her Sarasota visit. She is a great asset here and sure is missed. Norman D. and Tiny Brown have joined the show. Next stop will be Fargo, Ga. They say I'll mop as all shows do. Will be following the Mighty Haag Show. Who knows, maybe it'll snow."

JACK SCHARDING PIPES . . . from Tampa, Fla.: "Well, here I am working on the courthouse yard to a fair business. Lots of trouperers are in town for the big fair, also quite a number of pitchmen. The weather has been cold here for a week. Worked six weeks recently in Atlanta. Expect to remain in Florida until around the first of April. Still working hand books and astrology. Enjoyed reading Frank Hathcox' pipes

Amazing Values IN MEN'S PANTS \$1.95 UP

Dobbs offers newest patterns, fine tailoring, facilities, fit and outstanding values in men's pants at sensationally low prices. Never before such values. Never before such an opportunity for keen salesmen to make BIG MONEY, full or part time. Tailoring salesmen handling Dobbs Pants as a side line can make good money in spare time. Don't tie up to any pants line until you get full details of Dobbs' offer. Write me today. I'll send your sample line at once so you can get started immediately. Latest styles. Newest patterns. Big values. Good commissions. Quick deliveries.

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FREE

To Agents—Sample Blades and Catalog of 1,000 Fast Sellers—All Money-Makers.
BLUE STEEL BLADES (Gillette Style), 100 45c
TOOTH PASTE (Carnation), 35c 48c
COFFEE STRAINERS, Best Quality, Dozen 38c
Write for our Catalog of hundreds of other Bargains. All orders, large or small, carefully handled and shipped same day received. Send us a trial order TODAY. 20% Deposit with Order, F. O. B. Chicago.
SELL MAKE RELIABLE PROFITS
RELIABLE MERCHANDISE CO., 657 West Madison, Chicago.

SOAP

PLAIN, PRIVATE LABEL OR STOCK. Write for Prices.
NUTRO MEDICINE CO., 16 South Peoria Street, CHICAGO, ILL.

Earn \$600 A Month
Sell Genuine Fur Automobile Rugs for \$3 to \$5. Cost \$11.25 Dozen. Sample, Postpaid, \$1.00. 50% With Order.

ALASKA FUR COMPANY, 629 Chestnut St., Philadelphia, Pa.

It Helps You, the Paper and Advertisers to Mention *The Billboard*.

about southern pitchmen and advising us to stay out of Florida. Just because they could not hit well, I am working the State and getting a dollar for my books. Will open under a big top this coming season, free entertainment and all."

DOC W. R. KERR SR. telling writes from Spartanburg, S. C.,

SELL Genuine Hutchins HAND-TAILORED TROUSERS 4.95

INDIVIDUALLY CUT and MADE TO MEASURE 5.95

Fine woolsens latest patterns expert tailoring every pair cut to individual measure guaranteed to fit and to satisfy all for the amazingly low price of \$4.95 and \$5.95 a saving of several dollars on every pair that's the kind of proposition that quickly wins customers for Hutchins salomons. That's why Hutchins representatives have a steady year-round income writing orders for men who appreciate fine tailoring, yet want to save money.

STRICTLY MADE TO ORDER. Hutchins commissions are more than generous. Only by Hutchins improved methods is the combination of low price to the customer and big commission to the salesman made possible. Attractive price differential on two-pair orders gives you practically double the commissions on many sales. Many experienced tailoring salesmen make EXTRA money with Hutchins pants as a side line.

FREE OUTFIT NOW READY. I have a complete new Spring and Summer line all ready to send you, free and postpaid. No experience necessary. Anyone can follow my simple instructions. Just show samples, write orders, collect your big cash commissions daily in advance. Get your own pants without cost, write at once. Send me your name on the coupon below, or a postal.

THE HUTCHINS PANTS CO., Cincinnati, O. Dept. 214.

THE HUTCHINS PANTS CO., Dept. 214, Cincinnati, O. Rush me your Free Outfit, postpaid. No obligation. Also explain Free Pants Offer.

MEDICINE MEN Sell Quality Products That Repeat, Make Friends - Make Money. Prices - All in Gross Lots (Except Where Otherwise Stated): 8-Oz. Cough Syrup, Each, 11 1/2c

NEW DISCOVERY Makes 100-400% PROFIT OAKROMA, The marvel of the age. Scientifically compounded by processing finest mountain white oak and treating with imported flavors. Gives "aged-in-wood" natural color Bourbon, Rye or Scotch taste overnight, at 1/3 the cost of Bonded Goods.

us about another southern pitchman: "Doc Charlie Red Ring (Charles Riddell) calls Atlanta home. He has worked med thruout Southern States for the past 10 years, also razors and watches. Says he makes a med pitch just to keep in practice. And believe me, he can put over a good one. Charlie is liked by southern pitchmen generally. He, like myself, is getting well along in years. But to see him work you wouldn't place him at much more than 30. As for myself, I worked a trade day at Gaffney, S. C., yesterday. Among those present were Doc Walker, Doc Fisher, Doc Riddell, Doc Bridges, Frank Tazzarow, Prof. F. De Mills and several others."

W. G. BARNARD WRITES from Warsaw, Ill.: "The Cleveland auto show closed January 19 with the largest attendance ever recorded for the event. Lanny Ross was the headliner and the May Company featured a fashion show every afternoon and evening. Herbert Buckman had what I think was the most attractive floor arrangement of cars I have ever seen. I took over the booths in both corridors and handled the accessory section and all demonstrations. I also operated two juice stands, two peelers, two nut and one fudge stand. Larry Levy had two jewelry, one polish, one gummy, one rug cleaner and one perfume stand. Charles Martin and I. H. Rhodes had scopes, Mr. and Mrs. Mike Lewis, pens; I. J. Frisch, Frisco cookers; Mrs. Blackford, Book of Knowledge; Ben (something we couldn't read) and wife, astrology; Dave Scales, knife sharpeners; Jack Parsons, flashlight; McLendon, candy meats; Jack Rushon, radio control; Pollack, novelty cuts. The smallest day's attendance registered 26,000, and the largest 35,000."

Kaus' United Shows

NEW BERN, N. C., Feb. 2.—Work was suspended last week because of the warehouse where the show is in quarters being used for the Shriners' winter ceremonies. Doc Reh has the contract for the decorating, his 12th consecutive year. W. C. Kaus, general agent, has been successful in contracting fairs. Adolph and W. C. Kaus attended the Pennsylvania meeting at Harrisburg. J. E. Kaus Jr. left Monday with a crew of men to ship a recently purchased new ride to quarters. Mother Kaus is up and about after a week's illness, and Mrs. W. C. Kaus, who has been under a doctor's care, is rapidly improving. Pete Pullman was a visitor and took his cookhouse, which was stored here, to join Royal Palm Shows. Robert Aitkens, better known as Remo, has rebooked his Eagle Rock, Mickey Mouse and ball game; Ray McWethy booked his Bingo, and Mrs. McWethy her ball game, and Fred Allen his shooting gallery. D. W. Leslie has booked with his Tilt-a-Whirl. A. T. Dize, of the Dize Awning and Tent Company, was a business caller this week. LEONARD DUNLOP.

West Bros.' Amusement Co.

SIKESTON, Mo., Feb. 2.—Most of the paraphernalia has been overhauled and painted. The Allan Herschell Merry-Go-Round on arrival at winter quarters was set up and given a workout. Manager Laughlin says his special feature this year will be Kiddieland. Taylor Miller and Mr. West have finished the underframes of the trucks and trailers, and the bodies of those vehicles have been painted and lettered. All work at quarters is expected to be finished by the middle of February and other matters of preparation for the new season are under way at the home office here. The advance billposting truck is almost completed. Mr. Laughlin and the writer went to Lawrenceville, Ill., after a truck and lions used by Bob Conrad. DOC DECKER.

The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY, Feb. 2. — "Hey! Monny-monny-and - a - hot - cha - cha!" Spring; she has about come. March 21 (which is next month, if you didn't know) will mark the beginning of the year which every circus fan loves, and circuses will begin loading up for the long touring season ahead. I knew the advent was not far distant because a whole flock of bluebirds began roosting on a hanging balcony of my home and not only messed up the balcony but my disposition as well.

"Spring; beautiful spring!" I sang in my best bass voice as I eyed the birds. "Them fowls is a sure sign of spring and circuses and —." "Nuts!" replied my wife. "What do you mean, nuts! Them fowls represent spring, and Jess Adkins is buildin' a big railroad circus in Indiana and —." "You all mean Jess Adkins and Zack Terrell," she corrected in her best Southern accent. She always liked Zack because he is from the South. "Well, them guys is synonymous. When I speak of one of 'em I mean the two. I told Jess we might visit him and Jess —"

"Jess and Zack," again the correction. "Well, have it your own way. It's gettin' so a man can't say a word even in his own home. Now listen, dearie. I think we should visit them boys right soon. They already have 17 elephants in the barn, and only last week Jess wanted me to buy another, but I turned the buyin' down as this elephant has got the bots and —." "Well! I thought you were formerly a press agent of circuses. I had not the remotest idea that you were an elephant man. Where is your elephant hook and pitchfork?" "Pitchfork! Whatinell does an elephant man want of a pitchfork?" And she answered: "My dear. I always labored under the impression that a pitchfork was quite essential to the code of good elephant housekeeping."

All they talk about now is codes, and this code for elephant housekeeping—well, let's skip it. However, I think my visit is blown up. I should have approached the subject from a different angle. Women are such funny creatures.

Judging from dozens of letters arriving, Cole Bros.' Circus and Clyde Beatty's Gigantic Trained Animal Exhibition (take two breaths, it can't be said in one) is about to blossom forth as a major railroad show. I knew this was coming two years ago and indications are that it will succeed from the start. Capable managers, a large bank roll and a determination second to none will put anything over. Jess and Zack can now put their own ideas into force, which heretofore were directed by their employers. They have some new ideas and this augurs well. But the great feat in the rebirth of the Cole Bros. is—it will be the greatest stimulant circus business has had for the past few years. Opposition is healthy for any business. It creates interest, and when interest is aroused in the circus business it means money in the big red ticket wagon.

Circus business is identical with any other, and if there be no competition any business is apt to become sluggish. Watch 1935. Cole Bros.' entry in the railroad-circus field is going to be auspicious. These two "boys," Jess and Zack, are highly respected executives operating a business with which they are thoroly familiar. They are shrewd, aggressive and nonafraid to give battle when necessary. I think I am getting the fever again. I might persuade my wife that a little vacation would be oh, well.

RINKS

(Continued from page 47) Baltimore, will close on February 11 and that the city will be without any roller rink until next season. Bill advises that the owner of the building will erect a building, to be completed in time for opening of a modern rink the coming season. There has been a rink in the Mar-Del Building since 1905 and from that year until 1912 it was known as one of the largest sport centers in the East. Bill will visit for a time at his home in Auburn, Ill.

INTERBORO CLUB will hold its first meeting on February 13 in McLoughlin's, 10th avenue and 207th street, New York City, reports Isalah Freger, publicity director. Hackensack (N. J.) Arena Rink, he also reports, is averaging about 3,000 paid admissions weekly, chief attractions being graceful skating contests Thurs-

day nights and door prizes of aluminum skates Sunday nights.

BIZ HOLDS up in Central Gardens, new N. & J. rink in Allentown, Pa., advises Manager Ed (Iggie) Rau. Every employee is in uniform and discipline is strict on the floor, he says. Supervision is under Nick Mekosh, president of N. & J. Rinks. Races, games and hockey are weekly features. The roller-skating club now numbers 400 and is trying to emulate Fred Martin's White City Club in Chicago. Numerous beginners on the floor indicate that new skaters are being made.

JUST TO SHOW that there is more than one angle in getting business for rinks, Manager E. M. Moorar, YWCA Rink, Coatesville, Pa., sent the following from The Coatesville Record of January 24: "Ladies of Coatesville Country Club faithfully attend weekly session of roller-skating club at YWCA auditorium. They are keeping fit for golf. Roller skating is a popular form of exercise and recreation, especially among groups. It is particularly of value to the golfer who desires to strengthen the muscles of the legs for hiking after golf balls that have been lost in the 'rough.' Without fear of contradiction, roller skating is by far the best sport to develop the back for withstanding the strain of 'hoeing' in the sandtraps. The grace and rhythm which roller skating affords trains the hands and arms to get more power in the swing so as to hook or slice more naturally. A spill in roller skating is essential in learning the fundamental principles in the art of putting. After all, the best stance for putting is 'sitting down' on the edge of the green and watching others fall to shoot the par at No. 1. Mrs. E. J. M.'s class in keeping fit for golf is a new and successful venture. Reports are now being circulated that the class is to be held in the evenings so that the 'hubbies'—or should it be 'dubbies'—will be able to 'keep fit,' too."

MUTUAL INSURANCE

(Continued from page 42) lawyers who would become thoroly experienced in that line of work and become thoroly familiar with your own park and every device in your park would in the long run result in a very substantial saving for any of the companies which would engage in any such mutual undertaking.

Inquiry Is Suggested

It would be my suggestion, in conclusion, that the president of your association appoint a committee to make further investigation of the matter to see whether some such scheme cannot be evolved that would be to the mutual advantage of everybody who would participate in it.

I venture to say that those people who are officially connected with the insurance companies may regard my remarks rather those of a layman thoroly inexperienced and altogether unwise in respect to the subject matter of my talk. There probably will be statistics that will be flung at me showing conclusively how wrong I am. But I have found out that sometimes statistics are prepared according to the way statistics are liked to be prepared by those who submit them, and oftentimes statistics may lead us astray.

All that I know, and I speak without any fear of contradiction because I speak upon the facts and upon the record that I know, not that I hear about, not that I think about, but the record that I know, I say that for my situation, I can state without any question at all in my mind that casualty insurance so far as my institution is concerned would be a great mistake.

FAIR ELECTIONS

(Continued from page 45) tary-treasurer; J. H. Hyde, director, to succeed G. A. Jones, deceased.

PERU, Ind.—O. A. Reynolds was elected president of Miami County Fair Association; T. M. Warnock, vice-president; D. E. Warnock, secretary; Joseph Rich, treasurer.

BROOKFIELD, N. Y.—Brookfield Agricultural Society elected B. E. Bacon, president; Irving Baldwin, C. C. Crain, vice-presidents; D. M. Worden, secretary; D. J. Frair, treasurer.

MALONE, N. Y.—William H. O'Brien was re-elected president of Franklin County Fair, which showed profit in 1934 of \$700.

The Snap-So Bottle Stopper Here is a new patented Bottle Stopper. Made of sterilized pure rubber. Snaps on or off the bottle with one push of the finger. Big profits for Pitchmen, Agents and Salesmen. All Bars, Taverns and Cabarets buy. Red, Blue or Black. \$10.00 Per Gross, G. O. D. Sample, 15c. DUROCO CO., 239 West 42d Street, New York City, Room 902.



THE death of Ernest Haag last Friday removed one of the oldest continuously active and most popular circus owners. Few if any showmen have had a more humble beginning than Mr. Haag.

His passing recalls the story of his life which he related to the writer nine years ago. It was at the age of 12 that he, along with several other boys, played hockey from school and, fearing that they might get a thrashing from their dads, hopped in a box car headed for wherever it might go. After riding a while all of the boys except Haag became afraid, left the box car and hiked back to Plymouth, Ind., their home town. Haag kept riding and riding until he found himself in Philadelphia, later going to New York City and other places of the East.

† † †

The next thing for Haag to do was to try to make a living, so he obtained a shoe-shining outfit (an old one of pocket size) and earned a few nickels, at the same time getting a few more by selling newspapers. This he continued to do until he was about 15. In his home town he was quite a musician for his age; in fact, led a local orchestra, and as he had circus inclinations his eyes were next turned in that direction.

His first show engagement was as alto player with T. Cooney, bandmaster with "Windy" Smith, who had a circus known as the Robinson Two-Car Show, which operated only for a season or two. After leaving the Robinson show Haag made fairs, picnics and old soldiers' reunions selling juice. With each drink he gave a prize (spend a nickel and get a prize, was his spiel), and he believed he was the originator of that plan. For four or five years he did that kind of work—until he saved about \$1,000. His next venture was a minstrel show, which proved a failure, and Haag went back to box-car traveling, and later again selling juice—for a few years.

† † †

Then his ambition to become a "circus feller" reappeared. After saving a little more money selling juice he bought a small tent and a few ropes for \$20 from an old side-show man by the name of Squire Bowman and used it for a side show on fairgrounds. While along the Red River at Shreveport, La., one day he saw a fisherman with a flatboat and it gave him an idea. The fisherman was approached, a price of \$20 offered for the boat and Haag was soon the owner. He then managed to rig up a few seats and obtained a bass drum, only to learn that performers were needed to put on a performance. He scouted around until he picked up a performer named Jim Alberta, whose specialty was blackface. As Haag was about to float down the Red River Ed Conklin, a juggler, happened along and halted Haag, who immediately joined him out. So down the river they went, stopping at different sand bars, where they gave what they termed a circus. The main feature of the show was Haag's prize with each drink of lemonade. From the Red River they went on the Catawba, then down the Bayou Teche, which emptied into the bay. The "circus," called merely "The Big Show," moved downstream because there was no transportation to pay. Upon reaching the bay "The Big Show" was unloaded and placed on a two-wheel cane cart drawn by three mules (abreast). With this cane cart Haag made the French country and the lower Red River.

† † †

It was after this cane-cart tour that he bought his first team of horses and wagon (a common old farm wagon). The "circus" was next transported all the way to Kansas—a one-wagon show, so to speak. From then on Haag bought wagon after wagon and added to his baggage stock.

It was about 43 years ago that Haag first used the title Mighty Haag Shows. In the spring of 1909 he put the show on rails and traveled that way about seven or eight years, covering the whole country. The show the first season opened with 10 cars and closed with 18. When Haag had it on wagons the very

first time he confined his territory to west of the Mississippi River. After closing the railroad show and going back to wagons, later trucks, he played east of the Mississippi, which has been his territory since.

Haag gave W. R. Kellogg a great deal of the credit for the early success and growth of the Haag show. There were many others who received their schooling in show business under the Haag banner.

Haag considered himself very fortunate in that he was always able to do things without first having to borrow money. He was the owner of considerable real estate at Shreveport, La., where he had a beautiful home, and he also had a home at Marianna, Fla., not to mention other properties in that State, as well as in Oklahoma. For 18 years he was a director of Shreveport's largest bank, the Commercial National.

Haag's mission in this world, to use his own words, was to "make everybody feel good."

Miami

MIAMI, Fla., Feb. 2.—Selection of "Miss Florida" is engaging all the attention of Manager Ott, Miami-Biltmore pool, Coral Gables. It is probably the highlight of the season, altho it comes a bit early, on Sunday, March 3. Last year Mr. Ott had 236 entries, but expects between 300 and 400 in the coming event, basing this on present indications.

Sunday is the great day at these pools because of aquatic stars performing, and the weekly take, Mr. Ott says, is even better than last year, one of the best since collapse of the boom. One can see the national low and high-board champions, as well as the runners-up, every Sunday afternoon and a variety entertainment that is "worth the money." Mr. Ott has the Wallenda Troupe, aerial act; Maxello, acrobatic tumblers, best ever seen by this writer; Tom Sellers, England's high diver, as well as Sam Howard, another sensation; Jackie Ott, water clown, and the original "Alligator Boy," Henry Carpenter.

Thriller at the Roman pools, Miami Beach, is Mile. D'Arcy, who "loops-the-loop" 140 feet above the beach and does a "slide for life" down an incline that finishes in the pool, while hanging by her teeth. It is at the Roman pool that not a few circus performers do their daily flexing of muscles and stunts that provide breath-taking thrills for the customers but no cash for the performers, because they are not allowed to engage in winter entertainment while under circus contracts.

(Editor's Note—Circus, carnival and pool news in the Miami area should be sent to Dave G. Casem, 311 Genoa street, Coral Gables, The Billboard's correspondent.)

Saints and Sinners Hold Frolic in Chicago

CHICAGO, Feb. 9.—The second monthly meeting of the newly formed Chicago tent of the Circus Saints and Sinners was held this week in the grand ballroom of the Blackstone Hotel, with some 50 members participating in the festivities. The same decorations as used at the initial meeting, the big top over the tables and the side-show banners at one end of the room, lent proper atmosphere to the frolic. Bert Davis, as the barker, made a hit with his comedy openings, which were followed by *The Billboard March*, played by Fred (Goo!) Miller on the sax and Charley Schwartz on the drums, after each spiel. The local organization has grown considerably since the last meeting, according to F. Darius Benham, national president and organizer of the local tent, and now boasts almost 100 paid-in members, among whom are some very prominent men about town.

The meeting was presided over by Thorne Donnelly, president, with Lawrence Regan as emcee. The fall guy for the evening was Judge Duke Dunne. Among some of the guests present were: Dick Calkins, cartoonist of the "Buck Rodgers" strip; Ben Marshall, noted architect and operator of the Drake Hotel; Earl Ward, vice-president of the American Air Lines; Andy Rebori, architect and former cafe operator; Vincent Bendix and numerous others. At the next meeting the name selected for the local club will be announced. It will be named after a well-known American and former circus owner.



By LEONARD TRAUBE
(New York Office)

What About Them?

WHAT has been done about those thousand and one promises by circus showmen, carnival barons, amusement park moguls and projectors of county, district and State fairs?

It looks like the simon pures of the State of Kansas cannot stand competition from the pros. A bill has been filed in the Legislature which would prohibit endurance shows except those conducted by schools and colleges. As if schools and colleges aren't endurance contests in themselves!

AFTER spending a few days with their son, Freddie Jr., in London, Ont., Freddie and Ethel Freeman, the riders, left for Detroit to play the Shrine Circus. From there to Cleveland—Charles Kyle, promoter, dropped into town from New Haven, Conn., and reports that the conditions in Western Pennsylvania "are not so hot" right now, indications point toward speedy recovery in the spring. . . . After finishing her season in Maryland with B. Ward Beam's daredevil unit, Mary Wiggins, Hollywood stunt girl, went to Florida for a vacation. "I proceeded to make a half gainer from a five-foot board and hit bottom right smack on top of my head. Torn ligaments and pulled muscles. In and out of bed in spasms. Aquaplaning and camping trips. Drove from Florida to California in car." Doctor ordered the great high diver to bed.

—Frank Allen, formerly of Flying Ailens, is with a museum in Washington, D. C., working under G. Vogstead. . . . Guy Weadick's suit against the Calgary Exhibition Company comes to trial late this month or early next.—E. H. (Doc) Kelley, of Doc and Ma fame, writes: "Dear Uncle Leonard Traube—here's one for your delectation. Ma was looking over the 40th 'Annie' Number and said, 'Doc, look—see this angelic and cherubic countenance.' I looked and said, 'It's Jocko da monk from Luna Park.' Ma says, 'No, it's Leonard Traube.' Can you tie that? Oh, well, if you must have your picture in *Billyboy*, you will have to stand for comment good, bad and indifferent. Also saw Frank Joerling's photo. Hartmann's mug is an innocent-looking one (I know him via mail.) Also Ellis and Bruns'. Sold many a copy for the latter at Savin Rock, Conn., 1931-'32. Well, good-by, please, to angelic countenance. Love and kisses."

MAGIC
(Continued from page 28)
On the way home he toured South America, the British West Indies, Bermuda and other countries and gave a full evening's performance before the King of Siam and the King of Cambodia. Altho totally blind, he recently gave a one-hour magic show for the inmates of the Fort Scott transient home. His program included 10 minutes of sleights and manipulations, the India cotton trick, the box and dice mystery, producing six alarm clocks, baby clothes and crying baby; the Enchanted Corner, the magic rice bowls of Brahma, the rising cards and the Chinese linking rings.

R. S. BAILEY, correspondent for the Oakland Magic Circle, Oakland, Calif., has the following to say in regard to exposing of magic and illusions: "There seems to be some discussion as to who does the more damage by exposing, the pro or the amateur. It seems to me that anyone who exposes magic, whether amateur or pro, does great harm. I believe the pro is the greater offender

after all, as his exposes reach the biggest part of the public." Bailey was recently incorrectly referred to as president of the OMC. He is a past president of the organization. Dr. L. J. Ennis is the president.

WALLACE THE MAGICIAN is broadcasting his "unknown jargon" over WDNC, Durham, N. C., on the Lunatic Guild program. Any of the boys who have been at the magic conventions with Wallace will remember what laughs his so-called "unknown jargon" used to bring to these gatherings.

THE HINDU ROPE TRICK was exposed and discussed thoroly in a two-page article by Ruth Reynolds in *The New York Sunday News* of January 27. Miss Reynolds amassed a fascinating record of comment on the legendary trick and embellished the article with plenty of pictures. One picture showed the stunt being performed—but the author admitted "we don't know whether the picture is genuine or faked." Evidence, as presented in article, points out that the trick is legendary and that all important magicians agree it can't be done out in the open.

NIGHT IN WONDERLAND, mystery attraction featuring Roba (Louise Collins), is playing department stores thru Southern Indiana, booked by Doc Edwards, agent-manager. While playing Evansville, Ind., recently Roba had the pleasure of meeting Rayo the Conjurer (Ray Morris), a semi-pro. Roba had Morris build him several small illusions.

4 COUPLES

(Continued from page 28)
was running, and others are contemplated from near-by towns—the winners, to compete in a grand finale.

The contestants still in the contest, after Lorena Lanham was disqualified during a silent grind are: Joe and Babe Nalty, Billy Cain and Betty Turner, Danny and Millie Bramer, with Emmett McClelland and Ruthie Booth making up the last of the teams. The solos are Virginia Helsel and Mildred Knox, with Joe Palooka doing his stuff also. Joe Purtell is the chief "mike" man and is assisted by Joe Schmid and Bert Evans. Tinsy Schillinger is putting out the dope sheets.

The show is notable inasmuch as the folks have been coming to the walk without the "air" and only spot announcements have been used, and those sparingly.

13 TEAMS

(Continued from page 28)
singing and comedy work with Tex Swan are finding great favor with the audiences.

Several changes have been made in the emcee staff. The show now has Eddie Snider, Chic Snider, Eddie Brown, Frank Starr, Tex Swan and Speedy Reynolds handling the rostrum shifts. Plenty of good entertainment is being furnished by the staff as well as the kids on the floor. Dynamite sprints are still the daily event with Lou Jarvis handing them in good style. Mrs. Pauline Jackson is turning in a very nice job of managing.

FOR SALE
Three-Abreast Herschell-Spittman Carrousel, 36 Jumping Horses, in first-class condition, painted last season. Fence, Ticket Box, 36 Cages for Horses, also Motor and Wurlitzer Organ No. 150, \$1,000.00. Smith & Smith Chairlupine, complete, Fence, Ticket Box and Motor, \$400.00. Tangle Calliophone, Engine and Blower, mounted on 4-ton Dodge Truck, \$300.00. One 26-K. W. Light Plant, mounted on Trailer, \$400.00. One large House Car, mounted on Cadillac, \$200.00. All stored in New York City. Address FRANK J. MURPHY, 2317 North East Second Ave., Miami, Fla.

DOWNIE BROS. Circus Side Show
WANTS FEATURE ATTRACTION. Nothing too big if it can produce results. Also Novelty Acts with strong ballys, Hawaiian Musicians and Dancers. All send photos. They will be returned. Write MILT ROBBINS, Side-Show Manager, 400 24th St., N. St. Petersburg, Fla.

LARGE TENT STAKES FOR SALE
43", with Iron Cap, 20c; 40", with Iron Cap, Smooth, 30c; 54" with Iron Cap and Rim, also 54" Steel Points, 50c. TAVETIAN, 61 Rutgers Street, New York, N. Y.

WANTED for Tom Mix Big Circus Sideshow

Freaks and Side Show Acts of all kinds. Want good Mitt Camp that can get the money without squawks. I furnish two meals daily and berth. State all and send photos in first letter. Open in California in March. TED METZ, Hotel Bristol, Los Angeles, Calif.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

The Laugh Cure

"If someone could only succeed in making them laugh we would all have lots of fun laughing with them instead of at them."

This terse comment by a Vancouver newspaper writer when the city council had voted a ban on pinball games in the city sets a new star of hope in the pinball horizon. It has its application to the work of many of us who take life too seriously. Editors, reformers, public officials, we are all inclined to take ourselves and life in general too seriously. If we could see ourselves as others see us, the ridiculous side of some of our efforts might force us to laugh at our own show.

"Before the war the earnest masters of Germany frowned deeply upon such games as cricket and football as being liable to take the public mind off the more serious things of life. And look what happened to Germany as a result. It all comes from having no sense of humor.

"In London, where the licensing and moral laws are more strictly enforced than in any other land in the world, there is one of the pinball games in every pub and two in a great many of them." Credit to J. Butterfield, staff writer for The Vancouver Daily Province.

That is an application of real philosophy to the modern pinball game, a simple form of present-day amusement. The seriousness

with which some people have bothered themselves about these games is enough to make a philosopher laugh. In spite of all the evils that have been charged against the pinball games, a reasonable person cannot help but laugh when he observes how some people get wrought up about them.

The serious things of life are rather few and very simple. No person can be blamed for cherishing certain ideals which may be as precious to him as life itself. Every person ought to be capable of having a few serious thoughts at the proper time. Even on the serious side, it is a good thing to be able to laugh occasionally.

People are inclined to pile up too many serious things. Moses put down a list of only 10 serious things in the form of commandments. Later the list was made still smaller by summing the whole thing up in two simple rules. Solomon's saying that a "merry laugh doeth good like a medicine" might be added as a pleasant after thought.

Public officials should get off to one side occasionally and survey the whole mass of laws that have been piled up, many of them useless and unreasonable, and then take a hearty laugh. If it were not for the fact that these laws can so often be used to oppress people, the whole thing would be a laughing matter. Sympathy is due the public official, in many

instances, because he is subjected to pressure from reform organizations or certain sections of public opinion. In such cases we must be able to laugh with him instead of at him.

But there is still too much of the element in the human race which tries to enforce its rules and opinions upon others in minor matters. Perhaps none of us are innocent on this score. Maybe we all should step aside occasionally and take a good laugh at ourselves.

Pinball certainly cannot be classed as one of the serious things of life. Altho the game has spread far and wide there are few things about it which should stir the animosity of any person or invite the wrath of the law. The men who make their living with pinball games are human beings and understand the minor evils that may be associated with the games as well as anyone else. When reason and consideration are shown, most of them will co-operate with officials to the fullest extent in offsetting abuses of the games.

It is plain to the people in the business that some people have allowed themselves to get excited about a small matter. Some of these excitable have made themselves laughable by their inconsistency. There is the example of the newspaper that incites public opinion

against such things as pinball games and yet features in bold type on the front pages the racing news with amounts of bets paid. If it were not so serious in its consequences, such editorial inconsistency against the games would be another good joke. Public officials cannot always be criticised too much, of course, because they are under various kinds of political pressure. But some of the lawmakers ought by this time to begin to realize the humor in the situation and have a good laugh. There are a lot more serious things about which to legislate than the pinball games and subjects which will bring as much or more publicity. The joke is on those police officials also who think that by bringing pressure to bear upon the games business they can get paid for protection. The profits from pinball games are generally too small to pay the rich dividends of a racket.

Some of the arguments used against the pinball games are humorous enough to make a wooden Indian laugh, if the joke were pointed out to him. Even dignified judges in court decrees have advanced opinions adverse to the games which provoke a smile when given a little reflection. The trouble is they took themselves too seriously. The only serious problem about the pinball games business is the question of minors, and experience has already shown ways to solve this problem without a revolution. Let's forget the serious things of life for a while and play pinball.

SILVER SAM.



MEN AND WOMEN PLAY PINBALL and come away none the worse morally. Pinball is filled with laughs and entertainment and is a grand tonic for those who are wont to take life too seriously.

A BIG PRE-SHOW PROFIT RELEASE —

The NEW CHIEFTAIN

UP! OVER!
AROUND
THE REELS!
RED—GREEN
—BLUE
LIGHTS!
●
NOTHING
LIKE IT
EVER
BEFORE!



Designed
and
Originated
By
PACIFIG.
●
Patents
Pending!

Here's a game that's YEARS AHEAD of Present-day machines. Balls romp along Upper and Lower Trails—Ride over Reels to Higher Scores—with Colored Lights flashing and matching to set up a system of scoring that works up a frenzy for Players — and BIG PAY for Operators!

Another BIG-MONEY Advance
ALL-SKILL Showing
for Alert Operators —

LITE-A-LINE

Its Utterly New Playing Field—
A Drag-Net for Rich Earnings!

Only a few weeks to the Big Show—but this New LITE-A-LINE can easily pay you MORE than months of ordinary operating revenues before then. Its New DOUBLE SKILL, Scoring and TRIPLE PROFIT Features are causing Wise Operators to buy at once. So, don't mark time when you're face to face with a Rich Money-making Opportunity that's here NOW! LITE-A-LINE'S Player Appeal has leaped to the highest Pitch. Balls sweep way around the board clear to the front—then straight up the middle—swerving past gates over right and left scoring fields. LIGHTS then LINE up—Jewels glisten and flash their colored rays to the complete amazement of all. LITE-A-LINE Steals the Show—Gets preferred locations everywhere.

It's a BIG MONEY WINNER
that calls for DECISION —
Don't Delay — Get Yours
TODAY!



Take Time
to
Write--Wire
for
Full Details
●
You'll Be
Well
Rewarded!

PACIFIC AMUSEMENT MFG. CO.,
4223 W. Lake Street, Chicago, Illinois
1320 S. Hope Street, Los Angeles, Calif.

**Postpone Indiana Bill as
Waste of Lawmakers' Time**

Bill was considered extreme in threat to pinball—legislator says time can be spent on more important matters—duplication of present laws also seen

INDIANAPOLIS, Feb. 2.—With the legislative mills grinding in more than half the States and with coin machine bills in the hopper in many of them, House Bill 122 in the Indiana Legislature was classed as useless legislation this week by the public morals committee. The bill was regarded as very extreme by colmen in the State and would have threatened the operation of skill games. A majority of the committee voted to recommend an indefinite postponement of the bill. Representative William J. Black, of Andover, is said to have expressed the majority sentiment when he said: "There isn't any sense to this measure. All of this is covered now by law. At each session the Legislature wastes a lot of time on little bills like this, instead of really going to work and doing something for the people."

Representative Morris H. Coers, of Indianapolis, agreed with Representative Black's statements and went on to say "we have too many laws now." The committee also took the position that the bill was not correctly written. It is understood that indefinite postponement will prevent further consideration of the subject matter at this legislative session. A bill against the use of slugs in vending machines has been introduced in the Senate, but is not expected to gain consideration.

Steps were taken at Indianapolis in a meeting of operators January 29 to form a State organization to be prepared for legislative and other legal emergencies.

Meyer Wolf Spreads Out

PHILADELPHIA, Feb. 2.—Meyer Wolf, distributor on the Merchantman for the Exhibit Supply Company, has enlarged his office and display room here. Mr. Wolf says 1935 has started off very well and that he is enjoying a successful digger machine business.

**One-Shot Game Appeals
To Oriental Players**

CHICAGO, Feb. 2.—As proof of the international popularity of pinball games, Jim Buckley, sales manager of the Bally Manufacturing Company, tells of a recent shipment of Rocket games to Peking, China. "The shipment," he said, "was a repeat order that resulted from a sample shipped some time ago. According to reports, Oriental players immediately took to the idea of an automatic pay-out game and we are looking forward to substantial orders from the Far East."

Buckley also stated that in the home market the one-shot games, like Red Arrow, were reported to be excellent for opening up locations in small towns that had been considered unprofitable heretofore. "One of our distributors," he said, "specializes in pay-out games and when he sends his men out into the field they report that 40 per cent of the spots where they placed machines had never before had any machines whatsoever. The fast-playing games of this type mean that many locations passed up before will now yield a profit."

MJA Train

The Metropolitan Jobbers' Association's final train arrangements and time schedules have been completed for the special train that will bear New York colmen to the Chicago convention. The train will leave over the New York Central Saturday afternoon from Grand Central Station, New York, at 4:20 o'clock. The train will arrive at La Salle street station, Chicago, Sunday morning at 10:40.

Attorney Benjamin H. Haskell is chairman of the committee for completing arrangements, and operators along the route or in New York can get in touch with him at 305 Broadway, telephone WOrth 2-6044. Other members of the committee are John A. Fitzgibbons, 453 West 47th street, New York; William Blatt, 557 Rogers avenue, Brooklyn; William Rabkin, 520 West 34th street, New York; David Robbins, 1141 DeKalb avenue, Brooklyn, and William Cersh, 450 Fourth avenue, New York. Complete details can be obtained from any of those listed for the MJA special convention train.

**City May Add to State
License Fee on Games**

DALLAS, Feb. 2.—The city legal department recently completed an ordinance for taxing pinball games and other coin-operated devices which will be presented to the city council soon. It is part of a move by city authorities to find more revenue for the city, it was stated. Several months ago the taxing of pinball games was mentioned, but it did not seem productive enough at the time.

Under the terms of the ordinance as drafted all pinball games would be taxed \$5 a year by the city. Other devices such as phonograph scales, merchandising machines, etc., would be assessed \$5 a year for those requiring more than five cents to operate; \$2.50 a year for nickel machines and 50 cents a year for the penny devices.

State taxes are double these amounts, while the county has the right to levy the same amount as the city.

"I-O-U"

HOTTEST AND NEWEST COUNTER GAME,
"I-O-U" plays WITH THE NEW
DESIGNED
CABINET.



PRICE
\$12.50

1 or 100
Tax Paid

Deposit with
Order, BAL. C.
O. D.
Size—14" Long; 10" Wide; 4" Deep.
OHIO SPECIALTY CO.
309 Main Street, Cincinnati, O.

KEY LOOK — USED GAMES

42d Street	} 3.95	Silver Cup	} 4.95
Jig Saw		Alway	
Brokers Tip	Each	World Series	Each

Write For Many Good Used Bargains
VENDING CO., Inc.
239-B CANAL ST., New York City

Order
Live Power
TO-DAY FROM
YOUR JOBBER!

FREE BLADES

This Offer Is Made To Show You How Fast Good Blades Will Sell. Try the BEST on the Market at No Cost to You.

- DR. JAY'S DENTAL CREAM or HONOR SHAVING CREAM. Large 35c Size, in Attractive Tubes. 100 Tubes with 100 FREE Double-Edge Blades. **\$4.60**
- RUBBING ALCOHOL, Large 16-Oz. Size Bottle, 70% by Volume. 100 Bottles with 100 FREE Blades. **9.00**
- MERCUROCHROME or IODINE, in Glass Applicator Bottles. 100 Bottles with 100 FREE Blades. **2.50**
- ADHESIVE PLASTER, 1/2 x 5 or 1 x 2 1/2, in Attractive Lithographed Cartridge Click Spools. 100, with 100 FREE Blades. **4.50**

- RAZOR BLADE DEAL—10 First Quality Blades, 1 Blade Sharpener, 1 25c Shaving Soap (Boxed), 1 Styptic Pencil (Value \$1.00). Deal. **.09**
- The Above Deal with Tube of Shaving Cream (instead of Soap. Deal **.12**

MERCHANDISE for Side Line Salesmen. Sample Gross. **.55**
Deposit With All Orders. FREE Catalog.

Order From Nearest Branch Established 1916

MILLS SALES CO.
901 Broadway 27 South Wells St.
NEW YORK CITY CHICAGO, ILL.
85 ORCHARD ST. NEW YORK, OPEN DAILY INCLUDING SUNDAY

IOU—A Money Maker



\$12.50
1 or 100

IOU can be used everywhere. Has Ball Gum Vendor. It's a brand-new idea so powerful no reward or instruction card necessary. Plays Pennies, Nickels, Dimes and Quarters thru same slot. Cheat-proof, Shows Last Coin Played.

Birmingham Vending Co.,
1902 8th Ave., N., Birmingham, Ala.

★ A 1c POST CARD ★

Will bring our new, FREE Catalog of Blades, Sundries, Novelties, Notions, SMOKERS' ARTICLES, TIES, HANDKERCHIEFS, Etc. DEPT SALES CO., 31 E. 20th St., N. Y. C.

SALESBOARD OPERATORS
BUY YOUR FUR ANIMALS DIRECT.
Send for Our Circular.
NATIONAL MIND, DIST. CO.,
1420 South Halsted Street,
Chicago, Ill. (Dept. 12),

Berni Will Attend Show

Other French coinmen may swell ranks of foreign visitors here

PARIS, Feb. 2.—Louis Berni, of the coin-machine firm JAK, will attend the 1935 Coin Machine Exposition in Chicago. He will stop over in New York on his way to the convention and will make his headquarters at the New York office of *The Billboard* during his stay in America. Berni stated that he hopes to bring back several new types of games for his big arcades in the Palais Berlitz, Paris, and the new arcade which his firm recently opened at Toulon, Southern France. Palais Berlitz arcade has nearly 200 machines of all types, while the Toulon arcade has about half that number. It is probable that Louis Chabaud, of the JAK firm, and M. Bussoz, prominent French manufacturer of coin machines, will also attend the Chicago exposition.

Paris newspapers have recently published articles lauding amusement machines. *L'Intransigeant*, leading evening sheet, recently ran an editorial reading: "People often misjudge those machines which permit cafe customers to exercise their luck and their skill. Our attention has been called to the fact that certain of these games—that of the crane among others—are a source of considerable profit for the small French manufacturers. One can, in effect, win thru them a pen from St. Claude, a knife from Thiers, a clock from Morteau, etc."

Goes to Western Plant To Hurry Up Production

CHICAGO, Feb. 2.—G. R. Pettijohn, of the Pacific Amusement Manufacturing Company, left by plane on January 29 for the Los Angeles plant of the firm to spend about two months there. Purpose of his trip, as explained at the Chicago factory, is to speed up production on the new Chieftain table game and the Marblo counter game. Mr. Pettijohn was transferred to the Chicago plant about a year ago and said he was glad to get the trip to Los Angeles and spend a few days with his family.

The new Chieftain game was announced only recently by the Pacific firm and has met a warm reception from the trade. Upper and lower runways are arranged over which the balls may speed, and also skill shots may transfer balls from one to the other. Three spinning reels are arranged on the board also, set in motion by a skill shot, which transfer balls from low to higher scores. A skill model of the Lite-a-Line table game has been given wide acceptance by the trade.

Last Call

Many thanks to Fred K. Chandler, secretary of the Automatic Merchandisers' Association of Iowa, for first reply to our call for 1935 association reports. He sent a list of officers and also a brief report of the work of the association; reports a membership of 150. He added a bouquet, which was not asked for, but is appreciated:

"The *Billboard* is to be complimented on the articles pertaining to ethics of selling locations, giving publicity to court decisions, etc. We hope you will continue this policy."

If your association has not already complied with our request for list of officers, etc., please do so at once. Our annual directory of associations is used by the trade generally for reference purposes. It is considered one of the greatest aids to organization work.

Suggests Retail Prices

DETROIT, Feb. 2.—A plan to control coin-machine prices so that the location would not have the opportunity of buying machines at the same price that the operator pays was advanced this week by B. Shedleskie, operator of Ann Arbor, Mich.

"Every manufacturer in announcing his prices should use a retail price for listing," Shedleskie proposed. "Announcement should be made at the start of a 20 per cent increase in price."

"In all advertising to the public the machine should be listed at a selling price to the public the same as is done in general business. Retail prices are ordinarily given in advertising, not the price to the jobber or dealer."

"When an established operator comes to buy or orders from the manufacturer he can be given the trade discount of 20 or 25 per cent allowed by the sales policy. Such a setup would protect the operator, and the manufacturer would receive as great a profit as ever—more in the case of a retail sale at the advanced price."

"In addition, the price of the resale market on machines would receive additional protection."

Philly Coinmen To Fly

PHILADELPHIA, Feb. 2.—Charles and Nat Gandy, of the Sloan Novelty & Manufacturing Company, are planning a fast plane trip to attend the 1935 Coin Machine Exposition in Chicago February 18 to 21. Nat is said to have become an habitue of the air and believes that he can persuade brother Charles to make a fast trip to see the convention. They are telling their customers they expect to bring back some of the "hottest" new machines to be seen at the show. Full details of the new machines they select will be sent at once as soon as the show is over. In fact, preparations are being made to have announcements printed before the show closes.

Info on Exports Is a Trade Need

NEW YORK, Feb. 2.—Richard R. Doerr, president of the Dumont Shipping Company, Inc., handling considerable export shipping here, says his firm is qualified to give complete information to coin-machine firms on foreign markets and also shipping directions. He said that it had been appalling to note the lack of understanding of foreign market conditions with many firms in the coin-machine industry that had an opportunity to cash in on export trade.

He said that conditions of trade with each country vary. He cited a recent case in which a coin-machine firm shipped machines to Spain collect on delivery. Spain does not allow money to leave its shores, hence the American firm is still waiting for its money. Many other details about freight, collections and terms should be understood, he said, before shipping machines to foreign markets.

Says He Will Break His Own Record at '35 Show

CHICAGO, Feb. 2.—Visitors to the Coin Machine Manufacturers' Show at Hotel Sherman last year can well remember the furor caused at the Gottlieb booths when Register made its bow to the trade. The year before Big Broadcast, with the then new ball trap innovation, was the talk of the show.

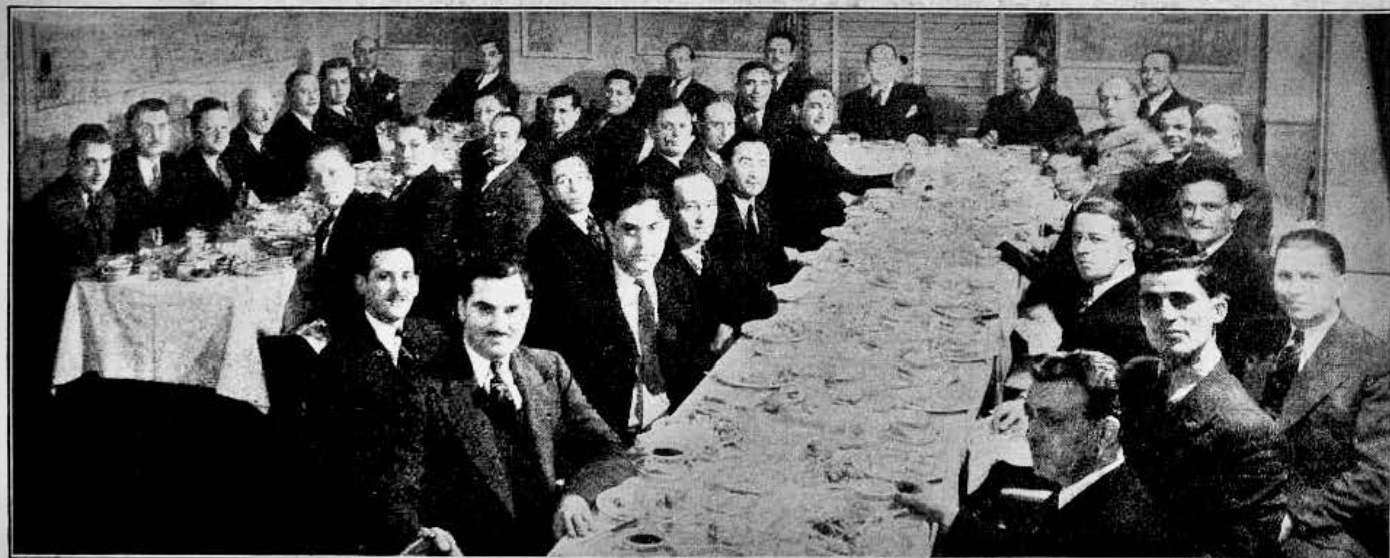
When Dave Gottlieb was asked what he intended doing for this year's show, he answered with a wink: "Just wait and see! I am not going to reveal an inkling of the tricks we have up our sleeve, but when the curtain goes up on February 18 the trade will see something startlingly new. Our plant here is working at top speed to get things ready for the opening. I want to take this opportunity to welcome visiting operators to make our booths and our hotel rooms their headquarters during the convention."

High License Bill for Games and Slots Ready

ST. PAUL, Feb. 2.—All games of skill, as well as slot machines, would be regulated under terms of a bill now before the Minnesota State Legislature. The bill was presented by Senator J. L. McLeod, of Grand Rapids.

The proposed measure, its author said, is designed as a revenue-raising plan and local governmental units would be authorized to handle the licensing. The annual minimum fee for games of skill would be \$25 and the minimum fee for slot machines would be \$50. Under games of skill would come all pinball tables and similar machines.

The Senate and House have bills before them to legalize lotteries as a means of raising money to finance welfare activities.



DETROIT SKILL GAME OPERATORS' MEET at the Leland Hotel, Detroit, January 3 to elect officers. The Skill Game Operators' Association is a division of the Michigan State Automatic Merchandisers' Association.

Four Cases Are Killed

No person is immoral for playing pinball, attorney says

NEW YORK, Feb. 2.—Four dismissals of charges against pinball games were secured in one day in Bronx courts. The Bronx has been considered hostile territory for some time due to agitation by a local newspaper and the work of the district attorney. Operators have made every effort to meet the prosecutor's demands and also to come to an understanding with the newspaper in question.

The four charges against locations were made some weeks ago. Attorney Harry Goldberg represented the defendants and made an eloquent appeal before the magistrate. One of the serious charges made against the games was that they "imperiled the morals of minors." Goldberg argued that because a youth of "16 or younger played a pinball game for a prize award, that did not mean that after playing the game the youth was apparently immoral."

After arguments all four cases were dismissed.

Rules Return of Slots

PHOENIX, Ariz., Feb. 2.—The Arizona State Supreme Court ruled that 15 slot machines should be returned to owner, thus reversing a decision by the Maricopa County Superior Court that the machines should be destroyed. The machines had been seized without warrant and later the sheriff had sought an order to destroy them. Owners of the machines entered a demurrer and later appealed to the State court.

The State Supreme Court opinion said in part: "We have no law authorizing the sheriff to take possession of these gambling instruments simply because they are such. He may arrest the one violating the gambling law . . . if the offense is committed in his presence."



S. CARL MANTELL, National Coin Machine Corporation, Baltimore.

Capt. Bill Shayne Host as Andy Nearly Lands Whopper

MIAMI, Feb. 2.—Leslie G. Anderson, in Miami on a business mission for *The Billboard*, of which he is general promotion manager, hooked a giant sailfish on his first trip into the Gulf Stream as the guest of Capt. Bill Shayne, president of the Dixie Music Company, this city, on the latter's 45-foot cabin cruiser, Wilrose.

Others on board the Wilrose when (See CAPT. BILL on page 63)

Slug Bill in Indiana

FT. WAYNE, Ind., Feb. 2.—Senator Chester K. Watson, of Fort Wayne, has introduced a bill on slugs in the Indiana Legislature. The bill would declare the use of slugs and spurious coins to be a misdemeanor, punishable by a fine of not more than \$500 or imprisonment of 90 days, or both. The bill also goes farther than the usual bill and provides that any person who slips a friend a slug or other device intended to cheat coin-operated machines (excepting gambling devices) will be liable to the same penalty. Senator Watson stated that his bill was intended to aid gum and candy and other vending machines.

Serious Thought

By L. B. McCLELLAN

Do the State, county and city officials stop to think just what happens when they attack and make laws against the coin-machine industry? It is the opinion of the manufacturers in the industry that these officials do not give this industry serious thought.

First, the manufacturer employs as high as 200 and 300 men in his factory. There are some 20 or more manufacturers in the city of Chicago alone. There are other manufacturers who em- (See SERIOUS THOUGHT on page 63)

New Premium Firm Will Cater to Digger Men

NEW YORK, Feb. 2.—Franklin P. Dressler, formerly with the firm of Eric Wedemeyer, has opened a wholesale business here to sell premium merchandise to the trade. New firm is located in the Flatiron Building, 175 Fifth avenue. Mr. Dressler is well acquainted with the coin machine trade and needs no introduction.

The firm will cater to digger operators and a special line of premium merchandise is being arranged for this field. A special distribution service, thru jobbers, is also being planned. "We are working on the plan of making items more than attractive," Dressler said. "It must fit when placed in the digger in any position. The merchandise must also attract the public and we plan that our merchandise will do that very thing. Also, there must be a profit for all concerned. Service in all its details will be our motto."

Opposes Games as Awards

NEW YORK, Feb. 2.—Sam Rabinowitz, general manager of Babe Kaufman, Inc., New York jobber, takes exception to the method of awarding used machines followed by Roy Bazelon, of the Monarch Coin Machine Company, Chicago. Mr. Bazelon, in an article in the January 26 issue of *The Billboard*, states he awards these games for high-score prizes. Mr. Rabinowitz says: "Mr. Bazelon is doing himself and the operator more harm by giving away these games than in any other way possible. The party winning this game will stay at home and not only play it himself, but invite others to play with him, thereby taking away the play from the location. If Mr. Bazelon wishes to give away his games he can best follow the method of the New York jobber who donates them to hospitals, homes and institutions, where the players derive a great deal of pleasure which they could not possibly go out and buy."

Gerber Trip Is Mystery

NEW YORK, Feb. 2.—Paul Gerber, the "Potash" in the "Potash & Perlmutter" partnership of the Gerber-Glass Distributing firm in Chicago, made a hurried and somewhat mysterious visit here, only to spend the night and then left the next morning.

Rumors via the "grapevine route" have been asking such questions as "Whom did he see?" and no definite information has been forthcoming. A whole catalog of his special interests has been drawn up, with many guesses as to the purpose of so short a visit. Reports have not been received from Chicago.

Pin Games Oke in Indiana

INDIANAPOLIS, Feb. 2.—Al G. Feeney, State director of public safety, this week emphasized that State police will concentrate on the confiscation of gambling devices rather than marble machines. Feeney asserted he would confiscate marble machines only on request of local authorities. He said he felt the marble games were harmless and that a campaign against them was "going a bit too far."

Texas Trade Twinkles

Distributors and jobbers are alert, scanning every corner for red-hot numbers to sell during 1935. Almost every jobber in Texas will attend the big Chicago show with full intentions of making some distributing connections (See TEXAS TRADE on page 63)

ROL-A-TOR BELL



The above machine is the first and only Bell type machine on the market with a coin top showing the last 9 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1888—Tel.: COLumbus 2770.
Cable address "WATLINGITE" Chicago

SELLING BIG



No. B610—Austrian Wind Lighter. This polished Brass lighter has outlived hundreds of other gadget lighters because it gives satisfaction. A positive light in the wind. Uses benzine for fuel and has positive wheel action. Streetmen, Dealers, Operators, don't pass this up. Dozen . . . \$3.60

Sample, Postpaid, 50c.
No. B611—Japanese Wind Lighter. As above, Nickel Finish. Per Dozen . . . \$2.75
Sample, Postpaid, 25c.

25% Deposit on All C. G. D. Orders. Catalog Free on Request. State Your Business.
JOSEPH HAGN CO.
"The World's Bargain House," Dept. BB.
223 W. Madison St., Chicago, Illinois

AMERICAN POCKET WATCH

WHILE STOCK LASTS
Mirror Polished Case.

QUANTITY
PRICE
EACH
65c

Sample, Postpaid, Each, 80c.
Send for New Catalog.



AMERICAN MADE WRIST WATCH With Link Band. Each in \$1.65 Box

ROHDE-SPENCER COMPANY
Wholesale House,
223-25 W. Madison St., Chicago.

DAVAL
Will Present
AT BOOTHS 80-81-82
The Royal Flush of the Show

Q SEVEN
Come
ELEVEN

J MATCH
A-BALL

A REX

10 TRUE
DICE

K Chicago
EXPRESS

Will Only Be Seen at the Show.
DAVAL
MANUFACTURING CO.
200 So. Peoria St.,
CHICAGO.

"MODERNE PEANUT VENDOR"



PLACE ONE IN EACH BOOTH!
New satin stripe chromium finish, beautiful modernistic design—can be fastened to table or wall without brackets. Capacity 3 lbs. Peanuts go with beer like ham and eggs. The PROFITS WILL ASTOUND YOU.

DISTRIBUTORS BEING APPOINTED!
Tie up your territory now. Operate and sell machines to other operators. Our extreme LOW QUANTITY PRICE will amaze you.

RUSH \$3.75 M. O. FOR SAMPLE!
Complete Details and Free Peanuts with Machine.
A. M. WALZER CO., 316 8th Ave. S. Minneapolis, Minn.

THE HOUSE THAT CONFIDENCE BUILT

Est. 1923
SOUTHERN AUTOMATIC SALES CO. Phone Wabash 5464
540-542 So. 2nd Street LOUISVILLE, KY.

RUSH YOUR ORDER FOR CANNON FIRE, ARMY & NAVY, LITE-A-LINE, SR. REBOUND. Slightly Used SUBWAYS, \$15.00, Like New. Write for Complete List.

NEW Surprise PIN GAME
"C.O.D."
by Bally - NOW DELIVERING!

THE SPORTLANDS

AMUSEMENT CENTER GIFT SHOPS

Pioneer Arcade Men Open Sportland Showmanship Large Sportland on Coast

Partners opened their first arcade in 1907—had to order pennies from Denver mint—find modern sportland a promising and entrancing new business

SAN FRANCISCO, Feb. 2.—With a five-year lease on a spot in the heart of the theatrical district, Hallihan & Getz opened a sportland here January 5. The location is next door to the United Artists Theater and opposite the Paramount Theater across the street. Two months were spent in remodeling the location prior to opening the sportland to the public. The most modern lighting effects and decorative schemes have been carried out in detail. Entire front is open and the main floor is devoted to pinball games, photo gallery and diggers. The main floor space is 33 feet wide by 160 feet long. A basement is also available which has been fitted with shooting gallery, Skee Ball alleys, baseball game, tattoo artist, flea circus and other attractions. The mezzanine floor is for Reno game, with space for 80 players to be seated at the same time. The entire three floors are equipped with loudspeakers used for music, both phonograph and radio programs. Announcements pertaining to a high score or any special features can be made from the microphone in the office on the mezzanine floor.

Some of the pioneers will be interested in the fact that Hallihan & Getz opened the first penny arcade in San Francisco in 1907, at a time when pennies were not used on the Coast. They had to send to the mint at Denver, and, after due explanation, pennies were shipped by express. The San Francisco Call published a news story of the arrival of a shipment of pennies from the Denver mint.

Hallihan & Getz are said also to have opened the first moving picture show in San Francisco, located then on Filmore street. Later they built and operated several theaters for many years. Some of these theaters are still in operation under different ownership. The two pioneers state that they have returned to their first love, but find that it is a much more modern business.

Third Newark Sportland Opened Within 48 Hours

NEWARK, N. J., Feb. 2.—The third Newark sportland has opened at 102 Market street, the rialto of the city. Douglas, Inc., is the owner of the sportland and has arranged it in typical Jersey fashion. The place is small but

cozy and the prizes are arranged in attractive, semi-circular shelves.

There is also a large display toward the rear of the sportland in the regular show-case counters. The point system is very liberal. Charley Sindel is said to be interested with other partners in the venture.

It was stated that the sportland arose overnight. Within two days the machines were moved in, the prize display arranged and the prizes set up. Every necessary piece of work was accomplished practically within that 48 hours and the sportland was open for business on the third day.

The Market street section where the sportland is located is one of the busiest sections in the city. It is flanked by theaters and a large transient trade is expected.

South Studying The Sportlands

MIAMI, Feb. 2.—The prospects and opportunities in operating modern sportlands or amusement center gift shops were considered by a number of coinmen here in meetings held last week. An interesting discussion of the business was held by 10 coinmen, following a dinner at the Seven Seas Restaurant. Those present retired to the offices of W. D. Bartlett, manufacturer of the Miami Digger, where sportlands were more fully discussed.

L. G. (Andy) Anderson, representing *The Billboard*, was present and presented full details of sportlands as he had observed them in New York and other

The greatest requirement in the managership of a modern sportland, it has been shown, is a knack for showmanship. A sportland may be simply four bare walls, but with a showman as proprietor there is no doubt that it will immediately begin to take on the atmosphere of a gathering place for the fun-loving public.

Operators interested in sportlands always ask why one spot seems to outdo another. It is not usually the lack of business ability in the proprietor that implies a dull spot. But in many cases it will be found to be the lack of showmanship. The word sportland itself implies showmanship. Showmanship may be considered as one of the first essentials of success in operating a sportland.

Outstanding example of showmanship in the sportland field today is Schork & Shaffer, as seen in the management of their Broadway Sportland Palace. The gathering of chess and checker experts, the jewelry concession and now the opening of the Brown Derby Restaurant in conjunction with the Palace. The arrangement of the machines, the courtesy of the attendants and other things indicate business ability. But the combination of the entire arrangement also gives a more important impression of showmanship. The flashing lights, the modernistic and inviting appeal of the entire place.

More is required than a mere knowledge of the best type of merchandise; more than how many points to offer; more than an understanding of the best machines. It is required of those who wish to be successful in the sportland field that they be showmen at heart. They must have an inner understanding of what is required to attract the public.

As one operator explained, a showman can take an empty window which people have been passing by for years without noticing and suddenly transform it into the attraction of the neighborhood. There is that certain indefinable something about showmanship which some have that attracts patrons to make the business pay. Unless an operator has at least a primary understanding of the fundamentals of showmanship he will probably waste time and money by going into the business.

Such a simple thing as a large sign, "Admission Free," first used by Schork & Shaffer, has a powerful psychological reaction on the public and immediately shows up in the returns. Such a sign may seem useless to the uninitiated, but its power of suggestion has been fully demonstrated. This is but one instance in which men who have a knack of showmanship find ways to attract the crowds. The sportland business is new, of course, and the opportunity remains for any person with a knack at showmanship to devise new applications of ways to attract people. It should be understood that simply installing a large number of games in a storeroom will not attract the people.

It would pay every prospective sportland owner to spend some time in studying some of the methods used at present by the leading sportland managers in the business. The men who are at present successful do not want men entering the business who will be forced to close as failures in a short while. This injures the business in general and successful operators feel the sting of it. Prospective owners will receive hearty co-operation from those already in the business who have made a success of it.

The sportland business may be put down as an enterprise in which intelligent showmanship is essential and an element which counts for much in making the centers show a profit.



INTERIOR OF A MODERN SPORTLAND, newly equipped in Baltimore by the Oriole Coin Machine Corporation.

Eastern cities. The information on sportlands in other centers was considered very helpful to those men here who are interested in the sportland field.

Mr. Anderson reported that he had also attended a similar meeting of operators in the Memphis area, and that a general discussion of sportlands indicated the widespread interest now being shown in this new field.

Beg Your Pardon, Sirs

Thru oversight, the signature was omitted to item "Big Investment in Sportlands" in the Sportlands section of the February 2 issue of *The Billboard*. The item was a splendid testimonial by Schork & Schaffer, New York, concerning the success of their investment in sportlands on Broadway.

"We operate in the city of New York six sportlands. We believe that we are the largest operators in the United States. We purchase from 50 to 150 new machines for each of our places of business, and as new machines come out we replace the old machines. We count this as an expense and not an investment. We deliver in premium merchandise to our customers approximately

\$200,000 annually, and it will be of distinct interest to you to know that of this amount two-thirds, or \$130,000, is of nationally advertised brand merchandise. We employ 150 people at salaries ranging from \$15 per week to \$65."

New York License Forms Ask Interesting Facts

NEW YORK, Feb. 2.—The application forms for amusement center (sportland) licenses in New York ask a number of interesting questions. In addition to the expected questions about details of ownership, the following pertinent questions also appear on the blank:

Who besides applicant is interested; to what extent? Other business interested in? Other licenses held? License ever revoked? Been sued for penalty? Convicted of a crime? How many games? Are they all pin games? If prizes are offered, state average value, how exhibited and marked and how won. By whom were games installed? What distance (in feet) is location from nearest school?

By requiring complete information (See NEW YORK on opposite page)

Oriole Opens Gay Sportland

BALTIMORE, Feb. 2.—In a dramatic flash of released suspense the Oriole Coin Machine Corporation recently flung open the doors upon one of the most modern sportlands in the country. Its previous experience in equipping 11 sportlands was drawn upon to design and plan the layout here. The venture was preceded by months of study of the various problems to be confronted. The elimination of sundry legal obstacles at times took on the aspect of a magnificent ritual. Then a careful survey of the city led to the decision that the most logical center for operation was at 306 East Baltimore street. It was at this place that work began toward opening a modern sportland. There were recurrent obstacles, but these were removed in proper order.

Morning of Saturday, January 12, and the last few details had been completed. At 1 p.m. the doors were opened to an already curious public. An inrush of hundreds of people was soon under way. Results were higher than the most optimistic expectations had predicted. Public acceptance was plainly evident and that public favor has continued.

The machines are spaced in such a manner as to allow ample room for the players. There is no possibility of crowding because the room is wide enough to permit a large number of people on the floor. The attendants are kept busy in giving coupons to players and in totalling scores. Day and night shifts of attendants are used.

"And no wonder there is a constant chain of players! Never in the history of sportlands has such a magnificent and glamorous array of premiums been displayed as Oriole has here. A beautiful neon sign at the front display window brings the attention first to sportland, and then one gets but an inkling of the premiums on display inside thru the few artistically displayed in the window. At the ends of the overhead neon sign, "Premiums," are right and left extensions and down-pointing arrow indicators to quickly focus your attention on the outstanding premium display in the country. These range from a 5-cent bar of candy to beautiful objects retailing in department stores for \$100. It is a scene never to be forgotten once you have seen it. There is truly nothing comparable to it. Men stand about and gape at such a marvelous display. And when their awe has left them they play."

NEW YORK

(Continued from opposite page) concerning those who open sportlands the department of license is able to control the character of those who enter the business. Successful sportland owners in the city appreciate the protection which the strict license requirements afford.

TEXAS TRADE

(Continued from page 61) for the Lone Star State. A number of real business executives and experienced coinmen are figuring on opening jobbing places following the show. It is expected that at least five new jobbing houses will open directly after the big Chicago doings. Other established jobbers and distributors are looking ahead to better connections following the show and plan to expand their business in many ways. Altogether it looks like there will be a real coin-machine boom in Texas.

Walker Sales Company, Ft. Worth, is now settled in its new place on the Jacksboro highway, just out of Ft. Worth. It is a lovely place and properly equipped to do some real selling business during 1935.

From the way reservations are coming in it looks as tho the Texas delegation will have a complete train at its disposal on the trip to Chicago. Train will leave Dallas at 6 p.m. February 16. Trip will be made over the Missouri, Kansas & Texas Railroad. Several surprises are in store for the passengers. Morry Gottlieb, of the National Sales Company, Dallas, is in charge of the entertainment arrangements, and Morry has something up his sleeve.

Regarding the big trip and special train to the Chicago show, Tom Murray,

who has charge of the trip, has appointed every distributor and jobber his co-worker in securing passengers and helping put the job over in a big way. "No one gets any special favors for his efforts in promoting the special delegation. We all have to place our dough on the line for ducats and all other accommodations, and it is only fair that every coinman in Texas do his part toward helping to make the trip a huge success," said Mr. Murray.

CAPT. BILL

(Continued from page 61)

Andy "nearly" made the killing and who will verify the fact that he actually "hooked" a monster of the deep were Captain Shayne, William D. Littleford, son of R. S. Littleford, publisher of *The Billboard*; Dave Casem, Miami correspondent of *Billyboy*; Rex D. Billings, New York park man; Abe Kurman; Mac McKay, skipper, and Frank Fasy, mate.

Andy played the giant sailfish for nearly an hour and finally succeeded in bringing it close enough to the boat to permit photographs to be taken of the fish (not Andy). Technically speaking, the fish is regarded as landed, then the fisherman hands the rod to the guide so that he can hold the rod with one hand and the gaff with the other. Just as Andy was about to pass the rod the fish slid under the boat, the line hit the propeller and bingo, Mr. Sailfish said adieu.

Before the trip began Andy bet Bill Littleford a buck that he'd catch a bigger fish than would Bill. Later, however, refused to pay off on a technicality, claiming that Andy merely "hooked" the fish. In the memories of those aboard it was the first time they'd ever seen a Scotchman fail to collect a bet.

However, the boys did eat fish that evening, Dave Casem being the only one to snare a denizen of the deep—a giant kingfish. It was a swell party, and Capt. Shayne proved a grand host.

Many prominent coin-machine men have been aboard Captain Bill's cruiser and partaken of his hospitality. One of the recent visitors was Walter Tratsch, of the A. B. T. Company, Chicago.

SERIOUS THOUGHT

(Continued from page 61)

ploy a great number of people making materials and supplies which are used in the manufacture of the marble games, such as marbles, glass, paint, metal parts, felt, batteries, bells, cardboard, light bulbs, wire, etc.

All these parts are manufactured outside of the machine assembly plants. There are thousands of people employed either directly or indirectly thruout the coin-machine industry.

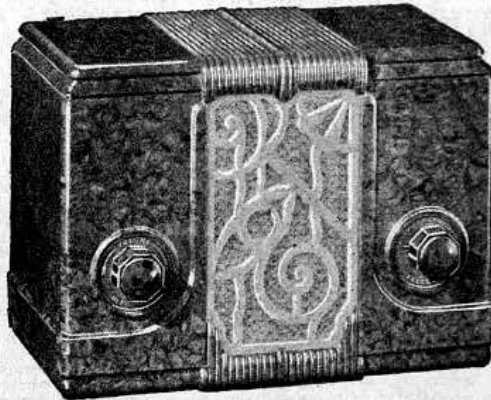
All jobbers have employees, distributors have employees, operators have employees and all of the agencies have rented buildings which the landlords are very happy about, as they can at least pay taxes. The telephone companies, the light and power companies, the telegraph companies, the freight and express companies are all able to keep a certain amount of employees off the relief rolls, to say nothing of the thousands of families now making a living thru the coin-machine industry directly or indirectly.

If the coin-machine industry is put to death thru legislating against it and passing laws and ordinances to keep the pinball machines from being played by thousands of people who really enjoy them and keeping merchants and stores from having them on the premises, which will mean in a lot of cases the dismissal of one or more employees, and in some cases the actual closing of the doors of some of the smaller businesses, the unemployed and the relief situation is certainly going to grow much bigger than it is today, and who is going to help those who are put out of their present existing income when the pin or marble game is put out of the business world?

There is more to this industry than the average person realizes. More thought and study should be given to this legitimate business than is being given at present. It is just as fair to give a prize to a person who is able to display his skill on the marble game as it is to give a prize in a foot race, a bridge game, a baseball game, a bowling game or any other amusement game wherein skill is displayed. There are families who will have to look for relief from someone if our laws are going to prohibit this industry from going ahead.

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Size 5 1/2" x 7 1/2" x 3 3/4"

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A real personal radio wanted at sight by all traveling men, tourists, students, business men (for the office) and housewives. Has universal appeal for its beauty, compactness and superb performance. Jewel grille of Tenite reproducing precious stones. Weighs only 3 3/4 pounds. Operates anywhere on AC or DC current. Gives thousand-mile reception with full volume and purest tone. Licensed under R. C. A., Hazeltine, Latour and AC-DC patents. Guaranteed factory service "One Year-One Dollar."

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We have outfitted the largest Sportlands in the country. Tell us how much space you have—and we'll tell you the rest!

Write for New Valuable Booklet giving you Actual Facts and Figures about how to Equip and Operate a Sportland successfully.



INTERNATIONAL MITOSCOPE REEL CO. 516-20 W. 34th St. INC. NEW YORK CITY

Propose Tax on Gross

LINCOLN, Neb., Feb. 2.—A method of taxing the gross receipts of coin machines was proposed in a bill introduced in the Nebraska Legislature on the last day for submitting bills. The bill was authored by Representatives Weber and Colfax. The measure asks that there shall be assessed "an annual occupation tax upon all persons or associations owning slot machines or mechanical games where goods, tokens, prizes or cash are allotted." Tax proposed is to be 10 per cent of the gross receipts.

Ops Cash In on Trial

FLEMINGTON, N. J., Feb. 2.—With the entire world looking at Flemington, N. J., where the Hauptmann trial is in progress, the coin-machine operator is getting a great play from the visitors. Joe Lyman, operating half a dozen tables in spots in Flemington, tells us the visiting reporters amuse themselves during their spare time by playing pin tables.

PONTIAC MDSE. CO., Inc.

11 East 17th St., New York City. SUCCESSORS TO OUTLET SALES CO. TOOTH BRUSHES—In Celluloid Containers, Imprinted "Sanitary" in Gilt Letters on Each Case. (35c Value). Dozen 60c FACE POWDER AND PERFUME COMBINATION—Fine Quality Powder and Perfume, Cellophane Wrapped Together with \$1.00 Price Label on Box. The Fastest Two-Bit Pass-Out on the Market. Per Combination 5c (Do Not Confuse This Package with Inferior Deals Now Being Offered. This Merchandise is Guaranteed To Be the Best Obtainable.) 25% Deposit With Orders. NEW FREE CATALOG JUST OUT.

NEW Surprise PIN GAME "C.O.D." by Bally. NOW DELIVERING!

Crane Games Okeh Says Arizona Jury

TUCSON, Ariz., Feb. 2.—A Pima County superior court jury has just decided that a crane machine is a game of skill and not gambling, and consequently freed Frank Tschudi, owner of the machines, from a charge of gambling. For two days the case was argued before the court, but it took the jury only a few minutes to make its decision.

Police Chief C. A. Wollard arrested Tschudi December 1 after having warned all machine vendors that crane and digger devices were illegal. Most of the owners stored the machines, but Tschudi decided he would test the chief's authority in the matter. Represented by two leading firms of attorneys, he brought a crane into the court and demonstrated how the skill of the player affected the chance of winning a prize. The jurors were allowed to play.

Add New Games to List

ROCHESTER, N. Y., Feb. 2.—American Coin Machine Company, local distributing firm, reports large sales on machines made by the Bally Manufacturing Company, of Chicago. Officials of the firm also state that they will distribute the new Safety Zone table game made by Scientific Machine Corporation. Also the firm has taken on the Cannon Fire game.

BADGERS OKEH—

(Continued from page 3)

tinue in the fair game because of his new job as relief director, but assured the fair men his interest still would be with them.

B. F. Rusy, secretary Door County Fair, Sturgeon Bay, told of advantages of Sunday fair operation, which has proved satisfactory in Sturgeon Bay, he said, and there has been little objection to it. He advocated giving every 4-H Club member who exhibits a free ticket and said he regarded this plan as one of the best for increasing attendance, as nearly every such free ticket given out meant several paid admissions at the gate.

Louis W. Cattau, on Advantages of Split Week Booking, advanced co-operative buying of attractions as a means of lowering cost and obtaining more satisfactory bills.

In a symposium on Beer Concession it was brought out that such concessions have proved not only satisfactory to patrons of most fairs but profitable to fairs as well. R. B. Gifford, Monroe, said sale of beer at his fair had practically eliminated hard liquor and had made money for the fair. R. G. Nuss, Madison, related much the same experience and said there had been no unfavorable reaction among townpeople as a result of sale of beer. A. L. Putnam said the beer concession in Chipewa Falls, which the fair operated in conjunction with Larry L. Hall, proved highly satisfactory. Most fairs, he said, make the mistake of providing too small accommodations for the beer privilege. He recommended a rectangular bar of ample proportions.

Session on Thursday

Most of Thursday's session was devoted to racing problems. It opened with an invitation from Green Bay to hold the next annual meeting there. It was put to a vote, four ballots for Green Bay and 29 for Milwaukee. Admissibility of a uniform carnival contract was discussed and was referred to the directors.

Election of directors resulted: James F. Malone, Beaver Dam; Julius Cahn, Luxemburg; A. W. Kalbus, Madison; Taylor G. Brown, Oshkosh; R. B. Gifford, Monroe; Louis Cattau, Shawano, and Bert E. Walters, Wausau.

Race topics included *Revamping the Horse Department*, E. A. Polley, Rochester; *What's Wrong With Horse Racing*, Taylor G. Brown, Oshkosh, and *What Horse Racing Needs*, J. F. Malone, Beaver Dam. Mr. Brown, who races as well as being secretary of a fair, suggested that Canadian horses be barred from the county fairs because there is no way to check on their eligibility. In the matter of getting horses away, he said, the barrier system had proved unsatisfactory and that the only way to avoid scoring evils is to get a starter who knows his business. One of the big things wrong with racing is that it has not been properly "sold" to the public, he said. He also stressed need of better purses. "We must have better and more compact circuits," he said, "and more revenue to increase the purses." Some type of wagering bill would be a good thing for harness racing, he thought, if it could be kept out of the hands of gamblers.

J. F. Malone presented draft of a bill which fair men hoped to introduce in this year's Legislature. A similar bill offered last year was so amended that the association refused to support it. The new bill would create a Wisconsin racing commission of three men, a director of the Wisconsin Association of Fairs, a member of the Wisconsin Breeders and Harness Horse Association and the third to be selected by the governor, members to be appointed by the governor within 30 days after passage of the act. Terms of the first appointees would be one, two and three years, then at the expiration of each term a successor would be appointed for a three-year term. Two forms of licenses would be issued, a Class A, under which pari-mutuel betting would be used, and Class B, under which other pari-mutuel or certificate form of bet-

ting would be allowed. License could be granted to any agricultural fair. Class A licensees would be charged \$1,000 a day if within 30 miles of a city of 200,000 or over, and \$600 a day if not within 30 miles of such a city. In addition 3 per cent of amounts wagered up to \$50,000 would be charged, as well as 10 per cent of all money received for admission. Various safeguards are provided for proper administration of the law.

Banquet and Entertainment

Annual dinner, dance and floor show was held Thursday evening in the Crystal Ballroom of the Schroeder, with Bob Tamms' Orchestra furnishing music. An excellent repast was served, during which acts were presented on the dance floor. C. W. Hinck handled announcing. Acts presented included a barn dance unit; Harold Hoha, vocalist; Suzanne France, talented singer; Delores Goldman, entertainer; Eddie Russell, novelty dancing and comedy; a male octet whose singing was very good; a two-people roller skating act, toe-tap dancer and a ballet. Acts were furnished thru courtesy of Williams & Lee, Al Miller, Barnes-Carruthers, Alice May Productions, Northwest Amusement Company and Hunter Attractions.

On Friday there were talks on 1935 State Aid Distribution, A. W. Kalbus; *Merchandise Wheels*, Edward A. Hock; *Two Years of Free Gates*, R. H. Cameron, and *Special Day Attractions*, Ford Campbell.

Taylor G. Brown, Oshkosh, was elected president of the association, and R. B. Gifford, Monroe, was elected vice-president. J. F. Malone, Beaver Dam, secretary many years, was re-elected to that post.

Attractions and Concessions

There was heavy representation of attractions and concessions people in all branches. Among those attending were Lew and Esie Christensen, Frank Hall, Aerial Christensen; Mrs. William Schwartz, A. C. Collette, O. E. Borst, Schwartz Public Address System; Frank and Jack Duffield, Thearle-Duffield Fireworks Company; Theodore Fish, John B. Rogers Producing Company; John Francis, Harry Smith, John Francis Southern Exposition Shows; Sam Solomon, M. J. Donahue, Sol's Liberty Shows; L. S. (Larry) Hogan, Beckmann & Gerety's Shows; Sam J. Levy, Camille Lavilla, Fred Kressmann, Jack Poll, Barnes-Carruthers Fair Booking Agency; Mr. and Mrs. Al Hansen, Skerbeck's Great Northern Amusement Company; O. R. Strohmaier, E. G. Staats & Company; Louis and Ned Torti, Wisconsin De Luxe Doll & Dress Company; George W. Johnson, Jimmy Morrissey, U. S. Tent & Awning Company; Joseph P. Porcheddu, George McCray, E. E. Roy, Illinois Fireworks Company; Ernie Young, Ernie A. Young Attractions; Edgar I. Schooley, C. S. Noel, Crowley's United Show; W. Emshoff, rides; T. P. and A. F. Eicheladoerfer, Regalia Manufacturing Company; Mr. and Mrs. Billy Williams, Williams & Lee; Lew Rosenthal, William Williams, Lew Rosenthal Attractions; C. W. Hinck, thrill-did attractions; Little Billie Collins; Jay Gould, Gould's Million Dollar Gems; Sunny Bernet, Globe Poster Company; August Strehlow; Charles G. Driver, O. Henry Tent & Awning Company; Dennis Curtis, circus attractions; George Miner, Miner Amusement Company (theaters); Mrs. Al Miller, Cleora Miller, Al Miller Attractions; Earl and Frank Taylor, Earl Taylor Attractions; Oscar Bloom, Al Wagner, Bloom's Gold Medal Shows; Victor Heiser, Thompson Balloon Company; M. A. Stone, Liberty Display Fireworks Company; Otto Henke, H. P. O'Hara, George Fitzgerald, Henke Attractions; P. O. Gregg, thrill attractions; Erwin Keating, P. K. Racing Association; L. L. (Larry) Hall, State fair concessioner, and Miss Hall; Edward A. Hock, concessions; Leo Semb, Northwest Amusement Company; Alice May, Alice May Attractions; Florence E. Reinmuth; De Waldo Attractions; Sam Hansher, rides; Ted Prasier, National Fireworks Company; Robert Terry, *The Horseman*; Nat Green, *The Billboard*, Chicago; William Hill, auto dealer; Martina Doyle, from The Delis, and the following concessioners: Mr. and Mrs. Harold Dittmar, Bob Hutchinson, William Snapp, Mr. and Mrs. Hans Kuehler, Mr. and Mrs. Will Smith, Crip Winnecour, Thomas Bird, Tom Gill, Alfred Lorange, Doc Ramson, Ed Levann, Peter Merz, Joe Larin, Mike Farrell, Leonard L. Agnello, John Ginsburg.

Louis Torti's Party

One of the highlights was the venison

dinner and party staged by Louis Torti at his beautiful home on Capitol drive. The Torti boys, Louis and Ned, are noted for their hospitality, but on this occasion Louis fairly outdid himself in showing some 40 of his friends of the show and fair world the time of their lives. In the commodious basement of the Torti home a dining room was arranged, with a bar in one corner, shavings on the floor and varicolored balloons festooning the rafters, an ideal place for a party. Adorning each side of the entrance was a placque, in colors, showing figures representing more than a score of Louis and Ned's friends—such well-knowns as Jim Malone, Archie Putnam, Sam J. Levy, Larry Hall, Max Goodman, Taylor Brown, Ralph Ammon, A. W. Kalbus and many others, names being printed beneath each figure to insure correct identification.

The dinner was one such as only Italians can prepare—a repast fit for a king. Starting off with various fiery appetizers and yards of Italian bread, it progressed to huge plates of delicious spaghetti with boiled venison, then huge thick, juicy venison steaks along with wonderful wine. Everybody did full justice to the feast, after which Sam Levy took charge as toastmaster and called on many of those present for brief remarks. Following this, Larry Hogan showed interesting movies of Beckmann & Gerety's Shows. At conclusion of the festivities Louis and Ned and Louis' charming wife were thanked profusely for the evening's entertainment.

Notes of the Meeting

George Fiedler, secretary of Seymour Fair, is retiring, not because the directors wish it, but because he has been appointed relief director of his county and cannot hold both jobs. He has been with the fair 26 years and his friends are sorry to see him getting out of the game.

Max Goodman hurried away on Thursday to join Mr. and Mrs. Dan McGowan, Grand Forks, N. D., in Chicago for a trip to Florida.

Bob Pryal, Escanaba, Mich., was the life of the party everywhere he went, with his exultating Swede stories.

The boys were sorry to learn that Mrs. Larry Hall is in Rochester, Minn., where she has undergone several operations. There was, however, the cheering news that she is recovering.

Frank P. Duffield was planning to beat it for Florida immediately after the meeting, and by the time this is in print he will be visiting with "Pa" Streider at Tampa Bay.

Sam Solomon signed Wisconsin Class A Circuit of 10 fairs. He has been playing this territory a number of years and stands high with the Wisconsin boys.

B. F. Rusy, secretary in Sturgeon Bay, revealed that he has undreamed-of talents when he took over the job of drummer in Bob Tamms' Orchestra for half an hour and showed he knew how to handle the sticks.

Mrs. Al Hansen (Pauline Skerbeck) signed seven fairs, many of them repeats.

Martina Doyle, tall gal from Lynden Station, got a great kick out of the meeting, and made a lot of masculine hearts palpitate faster.

Ernie Young decided he'd like to be a waiter for one night, so he donned a white coat, hung a napkin over his arm and carried trays all evening.

Dennis Curtis wielded the baton in front of the band during the last half of the evening, varying his routine by occasional fancy steps. The roller-skating act took Dennis for a ride that was a ride and got a flock of laughs.

D. E. Waldo, of De Waldo Attractions, was pleased with his contract for grandstand attractions of Class B Canadian Circuit. He opens over the line on June 27 and closes in Prince Albert on August 15.

One of the vets of the fair game present was C. T. Taylor, Wautoma, secretary of the fair 20 years. It was good to see Archie Putnam back in the fold. Taylor Brown, too. They, along with Jim Malone and a few others, have been the backbone of the association many years.

Perhaps many do not realize that managing Wisconsin State Fair, Milwaukee, is one of the hardest fair jobs in the country. Ralph Ammon, youngest State fair manager in the game, has done a remarkably good job and for all-round knowledge of fair problems and efficiency in handling them he probably can't be beat.

TWELVE-IN-ONE TOOL

Combining 12 tools. Accurate, economical. Made of German Silver, also Brass, Wrench 3 pieces. Folded 8 1/2 in. long. Fully extended 1 foot.

Craftsmen, Architects, Engineers, Manual Training Schools, Mechanics and others need it. Distributors Wanted.

Send 50c for Sample Tool.

THOUSANDS OF THESE TOOLS SHOWN ABOVE AND FORKS SHOWN BELOW SOLD AT THE CENTURY OF PROGRESS AT CHICAGO.

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Prevents burnt hands. Protects manicured nails. Thumb on ejector automatically removes food. Sanitary.

Needed in every home, kitchen, dining room, restaurant, hotel, cafeteria. Made of nickel silver. Cannot rust. Extra strong. No springs to break. Length, 10 inches. Weights, 3 ounces. Big money maker for agents. Sample, 50c.

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GENERAL PRODUCTS LABORATORIES, 137 E. Spring St., Columbus, O. and you will receive quotations and information that will save you much money. We understand your problems and cooperate 100%. Examination samples gladly sent.

Hot Spicy VALENTINE CARDS AND NOV NOVELTIES.

ASST. 1-10 Kinds, Embossed, 4 Colors. Per 100, \$3.50. ASST. No. 2-17 Different. Per 100, \$1.50. All Cards with Envelopes. "How Am I Doing?" Squirrel Sept. Morn. Novelty Type. Doz., \$1.40; Gross, \$15.00. BASHFUL TRICK LOOK. It Opens When They Don't Look. FORMER PRICE, \$1.50 per Doz. OUR SPECIAL—\$6.50 per Gross. VALENTINE DIPLOMAS, Red Hot. 20c Doz. OH YOU NASTY MAN. Spicy. \$1.50 Gross. IMP. Snake. Radio, with Dial. Doz., 80c. Elgin Movement. New Shimmy. Doz., 85c. The Game of Life. Nov. Book. Doz., 35c. Candy Cards, 4 Kinds. Doz., 30c. Shimmy Dancers, All Types. Doz., 40c. SPINNERS, Hot and Funny. 5 Kinds. 35c Doz. SPARKLING MATCHES. 90c Doz., \$3.25 Gross. SHOOTING BOOK MATCHES. 95c Doz., \$3.75 Gross. Auto Wipe Bangs, Original. Box, 90c Doz. SNAKE WHISKEY FLASK. Per Doz., \$1.50. DRIBBLE WHISKEY GLASS. Per Doz., \$1.00. Samples of 50 Best Sellers and Lists, \$2.00.

MAONOTRIX NOV. CORP., 156 Park Row, N. Y.

Send your correspondence to advertisers by mentioning The Billboard.

The Crazy Idea

By KEN MORLEY

Advertising Manager, O. D. Jennings & Company, Chicago

Many people have the habit of calling other people crazy who do not agree with their point of view. Most people are in no position to judge another man's thoughts and ideas unless they have given his subject an equal amount of time and research.

Perfectly sane people pronounced Fulton a crazy crank. They stood on the pier and hollered "crazy nut" as he tried to propel a boat by steam, but Fulton said that it was they who were crazy and went ahead and proved it.

People called Thomas Edison a nut and a sap. Westinghouse was screwy, and a few years after the Wright brothers were pronounced the craziest of them all.

In 1842 the medical fraternity decided that the bathtub should be condemned as a menace to health, and anybody who used one was crazy.

Marconi in his first talk on telegraphy was mocked as just a bunch of macaroni. Burbank's head was supposedly full of squash, and Bell was recorded as a nut who liked to hear bells ring.

I call these incidents to your attention because they show how public opinion can be wrong about a man's ideas and inventions.

The fellow who thinks and suggests something new deserves the patient consideration of his fellow men. New ideas and inventions are necessary to the welfare of any country and any industry.

A good example of this can be found in the coin machine industry for the last several years. For apparently many of the so-called "crazy ideas" on pin tables have carried this industry to its best year in the last quarter century. While those of us in the manufacturing business often take much credit for the success of a coin machine, a good measure is due the man who originated the idea.

This organization always has and always will encourage and help any individual who might have a workable idea for the improvement of coin machines, because it is our belief that the more successful machines introduced by us or by our good competitors the better for the industry in general.

As little as a year ago many of the present successful novel features of pin tables were considered nothing but "crazy ideas" by many people. In spite of that they have proved a sensation and big money maker to the operators. So long, then, as we assume the privilege of passing judgment on the intelligence of the inventor during the course of his inventing, we should also be generous with our praise and give credit to the unsung hero of the bench who burns the midnight oil trying to perfect games so that all of us can make money.

The next time you hear anyone call a man "crazy" because he has new ideas, you know which of the two is really crazy.

OWENS WINS

(Continued from page 3)

15. Two weeks before he had been given a notice of dismissal but said he had disregarded it "because it wasn't signed by Jess Adkins," then manager of the show.

On the witness stand Owens told of going to Hollywood in 1920 and of doubling for various film stars. Asked if he had ever seen himself on the screen, he replied: "I'm an actor, not a fan." Declaring he had been "in demand in Hollywood," he testified of working steadily in pictures (1920) and between times going out and "making a rodeo." "A Western is a Western," he said, whether the film he made on a ranch, in Alaska, in New York or in a hotel, and "as long as a fellow wears a big hat and has a pair of boots on he is a cowboy." Before his attorney could stop him Owens had answered that his act had "stopped the show" in the Chicago Coliseum. Owens' wife called her husband the "best trick rider in the United States" in her testimony. Mention was also made by the Owens of having the largest fan club in the world.

Jess Adkins, in his appearance on the stand, said the Owens' contract had been canceled because their work was unsatisfactory; that Owens used to fall off his horse "every day or two" and that he was frequently booed by audiences after being introduced as a famous film star. Aside from one picture, a three-

reel talkie titled *Pals of the Prairie*, Adkins said he had never seen any films in which Owens appeared as an actor. As to the fan club matter, Adkins stated the Owens had never received any large amount of mail while with the circus.

Attorneys produced ads and clipping from *The Billboard* of last summer and these were identified by Adkins and became court evidence in the suit.

On one day the trial moved from the courtroom to Fay's Theater, where judge and jury saw a private showing of *Pals of the Prairie*. Another day saw further theatrical aspect given the trial when Martin R. Toohy, manager of the Leroy Theater, Pawtucket, and J. Fred Lovett, manager of E. M. Loew's Olympia, Providence, testified that during 30 years in show business they had never heard of any pictures made by Owens.

MANY SHOWFOLK

(Continued from page 3)

Tom Mix and Dale Turney, of Tom Mix Circus; Clark's Greater Shows, Crafts Shows, Pacific Coast Showmen's Association, Ladies' Auxiliary of PCSA and many others. Rev. G. H. Noble of Second Presbyterian Church officiated, with John Vale soloist.

S. L. Cronin, J. Ben Austin and Theo Forstall headed the Barnes folks; Tom Mix, Dale Turney and Denbie Helms, the Tom Mix Circus; President Archie Clarke, 65 members of the PCSA.

The active pallbearers were Tom Mix, S. L. Cronin, Dale Turney, Steve Henry, Jack Grimes and Stanley F. Dawson. Specially selected to escort the body to the Santa Fe train were S. L. Cronin, Dale Turney, George Tipton, Leo Haggerty, Harry Pink, Frank Downe, Ben Dobbert, Dennie Helms and Ed Hendershot. The PCSA and Dale Turney were in charge of details.

The remains, accompanied by the widow, Mrs. Nettie Dill, and Mrs. Albert McCabe, left at 8:15 last night for Bloomington, Ind., where interment will be made February 7.

Frank Darling Correction

NEW YORK, Feb. 2.—In last week's issue, on page 57, of which appeared the text of an address delivered at the outdoor amusement conventions in Toronto by Frank W. Darling, the introductory lines said that Mr. Darling was director of Observation Roofs, Rockefeller Center, New York. Mr. Darling, past president of the National Association of Amusement Parks, had a contract for one year with the Rockefeller Center project. Contract expired some weeks ago and Mr. Darling has not been connected with the Observation Roofs since first of the year. He is vacationing in Florida and therefore could not be reached to reply to the rumor that he would be back at the roof post in April.

Ringling-Barnum Agents Early in New England

FITCHBURG, Mass., Feb. 4.—The *Billboard* representative here has learned that advance agents of the Ringling-Barnum Circus have made several tentative dates in New England the last 10 days. Date for Worcester, Mass., is June 5. The visit of agents is the earliest that can be recalled by circus followers.

Fete Hamid on Birthday

NEW YORK, Feb. 2.—Members of the staff of George A. Hamid, Inc., staged a surprise birthday party for their boss, George Hamid, the booker, at his home in Forest Hills this evening. Mrs. Hamid was hostess. The group made merry and then a feast was spread at a local restaurant.

J. M. Kelley, R-B Counsel, In Hospital With Pneumonia

NEW YORK, Feb. 2.—John M. Kelley, vice-president of the Ringling-Barnum corporation and its general counsel, is in St. Luke's Hospital with pneumonia. Mr. Kelley was taken down a week ago. Reported recovering rapidly.

MARYSVILLE, O.—Union County Fair elected: President, Thomas Lockwood; vice-president, Lewis A. Taylor; treasurer, James Clevinger; secretary, William C. Moore.

Golden Gate \$11.00	Signal \$20.00	Autobank \$42.50
Lightning 11.00	American Beauty 8.50	Bally's Champion 45.00
Electro 16.50	Merry-Go-Round 12.50	Jigger, Jr. 1.75
Blue Streak 11.50	Relay 9.50	Screwy, Jr. 1.75
Push Over 9.50	World Series 3.95	Goofy, Jr. 1.75
Forward Pass 13.50	Jig Saw 3.95	Five Star Final 2.50
Streamline 7.50	Gridiron 21.50	Goofy, Sr. 5.50
Drop Kick 21.50	Major League, Sr. 31.50	Jigger, Sr. 6.50
Contact, Jr. 18.50	Spart Plug (Payout) 17.50	3 Jack Rockola 5.00
Contact Master 9.50	Waldorf 3.50	
Fleet 11.50		
Jack Rabbit 12.00		

TERMS: 1/3 Cash, Balance C. O. D. RUSH—YOUR—ORDER.

32 La Salle St., New York City, N. Y. Near Amsterdam Ave. and 125th St.

NEW YORK VENDING CO.,

GOLDEN GATE \$ 9.75	SUBWAY SPECIAL \$14.50
SIGNAL JR. 18.00	WORLD'S SERIES 3.95
LIGHTNING 9.75	JIG SAWS 3.50
	Action, Rebound, Live Power. Write Today.
	Balance C. O. D.

1/3 With Order.

American Vending Company NEWARK, N.J.
BROOKLYN BRANCH 173 CONY ISLAND AVE. BROOKLYN N.Y.

45 Elizabeth Ave.

White-Top Pickups

NEW YORK, Feb. 2.—A. Y. Bisch, who has his circus quarters at Camp Daw near Paterson, had the elephant, Gollah, at Trenton on inauguration day, when the first Republican governor in years was inducted into office.

Fritz Brunner, animal trainer, writes to friends East that he is doing nicely at Los Angeles and that he will be able to leave the hospital in a short time. Fritz, while placing a howdah on a camel at Hollywood for a picture, was attacked by animal and had his left arm badly lacerated. The arm was amputated and Fritz says he still will continue to handle cats and other animals.

Edgar Wallace, of Frank Wirth office, is located at Hartford, Conn., where he has charge of advertising and program for Shrine circus week of April 1.

Hazel Williams and Welby Pearl are appearing at Flying Trapeze night club on 56th street and have put over a novel feature that has clicked so that they have been retained for four weeks.

Freddie Freeman and wife have left the Wirth family act and have joined the Orrin Davenport unit for a series of indoor circus dates and later will be with the Cole Show.

Frank Wirth and May left Miami, Fla., and drove back to New York. They leave at once with the Wirth family for Minneapolis and will be on the Dennie Curtis Shrine Circus program. Stella Wirth will accompany Mrs. Martin on her trip to Australia.

Victor and his band, well known with carnivals and circuses, is making a hit at the Flying Trapeze on 56th street and has been engaged for an indefinite period.

Extensive improvements are being made on the Frank Wirth circus headquarters at Hawthorne, N. J. A new stable has been built. There are now 12 men busy getting new ring curbs and props ready for spring indoor season.

Tom Gorman is making the Hippodrome with pictures a paying proposition, and on Sunday night the house is filled with lovers of opera.

Micahua, wire performer, with her husband and son have returned from Chicago and are now home in New Haven, Conn., where they will spend a few weeks before joining the Frank Wirth Circus.

Liaized troupe of Arabs, now appearing at Varietes, in Toulouse, France, will leave for this country at the conclusion of their contract and make their debut in America with the Wirth Circus at Hartford.

Madam Honey, of Honey Troupe, is recovering from a recent operation.

Norman, the frog man, is an almost daily visitor at the Circus Room at the Cumberland. Other old-time performers making the room their headquarters are Dracula (Raymond), another frog man, and Jerry Sullivan, midget clown.

E. J. McKnight, Circus Fan, was in the city for several days and left for Gettysburg, Pa., where he has his musical comedy show stored for the winter. Will open under canvas in New England in spring.

Dr. J. W. Davidson will be back in the game this season with a one-night-stand show under canvas to tour Virginia and the East.

Buck Taylor will put out a one-night Wild West show this spring, opening in or near Philadelphia and will travel by trucks thru the East.

Laddy LaMent is touring New England

with his unsupported ladder novelty. He has been signed for Frank Wirth spring series of indoor circuses with Bluch Landolf and Hip Raymond for clown alley.

Jimmie Magee, on Famous Robbins Circus last season, is spending winter in New York and is at the Marwood.

Freda Clark, of Frank Wirth office, left the city and will be in Waterbury in charge of the Shrine circus headquarters.

Billy Rose's circus extravaganza, under canvas, *Jumbo*, will open near New York early in the spring and tour the East making one-night stands. There will be a company of 60, with a large working force of old-time circus troupers.

FLETCHER SMITH.

Tinted Ice Is To Feature Carnival in Big A. C. And

ATLANTIC CITY, Feb. 2.—A spectacular carnival featuring fancy figure skating, ballets and novelties will be staged in the Auditorium on February 11 under auspices of Morris Guards, one of a series of big ice events planned to cap the season.

For the first time in the Middle Atlantic States ice will be tinted for the event and water frozen in decorative patterns. Title is "A Night in Vienna" and more than 150 members of Philadelphia Figure Skating Club will participate. Evelyn Chandler, New York, champ figure skater; Roy Shipstead, Baltimore, and champions from New Haven, where events will be held two days previous, will be present.

The first carnival here last year was a success with a big gross. United States Senator A. Harry Moore, Gov. Harold G. Hoffman and Mayor Harry Bacharach will be in the official box.

MADISONVILLE, Tex. — J. E. Webb was elected president of Madison County Fair Association; E. H. Smith, vice-president; J. N. Raney, secretary; W. D. Bradford, treasurer.

A Sure Fire Hit

THE BIGGEST VALUE EVER BUILT



"TARGET" is the ONLY counter size AUTOMATIC paragon Pin Game ever built — EVER CONCEIVED. 100% Mechanical Perfection — Will Last Years.

Its Own Cash — Its Own Watchdog — A chain of TARGETS will put you in the BIGGEST MONEY you ever heard of.

Counter, Size 12"x22". Shipping Weight, 44 Lbs. BUY THIS FAST ACTION GAME NOW. You'll Order PLENTY MORE for Those GOOD Locations. Oh, Yes — Price — JUST \$22.50. 5c Play, 1 or 10c. TERMS: 50% with Order. Balance C. O. D.

THE BEVERATOR COMPANY, 6th & Hyatt CAMBRIDGE, O.

NEW Surprise PIN GAME

"C.O.D."

by Bally. NOW DELIVERING!



INDIAN SCOUT SHADOW LAMP

Made of French Composition. Height, 15 inches. A bigger hit than the Dice-Card Lamp. Fitted with full-length Silk Cord. Beautiful Rainbow Effect. Bright Lacquered Colors. Deal consists of 600-Hole Board and 6 Lamps.

Complete each.....\$5.00
6 Deals or more, each \$4.25

Ask J. Wilson, Harry Starr, Harold Reynolds, they have sold more than one thousand of these beautiful Shadow Lamps. We have some restricted territory. Write for information.
25% with Order, Balance C. O. D.
MIDWEST NOVELTY CO., Kansas City, Mo.

THE ONLY CARNIVAL SUPPLY HOUSE IN KANSAS CITY



OPERATORS: ONCE IN A BLUE MOON

A TIP TO THE WISE: PLENTY HOT. The New Genuine Fur Animal Family, ANGORA CAT—SCOTTY DOG—BUNNY RABBIT, With or Without Salesboard. New Low Prices. Send \$5.00 for the Three Samples.
WISCONSIN DELUXE CORP., MILWAUKEE, WIS.
1902 North Third Street.

THE MOST SENSATIONAL MONEY-MAKER KNOWN
RED CROSS VENDER
Men's Rooms, Clubs, Public Rest Rooms, Everywhere. Thousands of Locations Want RED CROSS VENDER. Tremendous Profits to Operators. It's the New Sensation. WRITE TODAY FOR COMPLETE DETAILS AND PRICES.

HERCULES SALES ORG. 1175 BROAD ST. NEWARK N.J.

Wanted for Biggest Celebration in Miami, Florida

Under Strongest Jewish Synagogue in the South. Concessions of all kinds, Wheels, Grind Stores, Eating Stands, Pitch-Till-You-Win, Roll Downs and what have you. Will also book Rides that don't conflict. Royal Palm Park, foot of Flagler St., starting February 18 for 10 days, and three weeks to follow in down-town location.
SID H. PALMER, Chairman.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIDECAHOE CITY, OHIO

KRAUSE GREATER SHOWS

Opens February 12 at the Seminole County Fair, Sanford, Fla. Can place one more good Show and legitimate Concessions. Will play Florida Fairs until week April 1. Sarasota Fair and Pageant follows Sanford. Address Sanford, Fla.

WANTED FOR THE HONEST BILL CIRCUS RAYMOND, GA.

People in all departments. Advance Man that is a close contractor. Billposters and Lithographers who have own cars. Aerial, Ground and Novelty Acts that are good. Pony and Dog Acts that have their own transportation. Boss Carveasman. Will lease Elephants. Musicians on all instruments that double other instruments and sing. People in all departments for a real Side Show, Colored Musicians that can and will hit it. All my old friends write. HAVE FOR SALE—Complete Side Show with Platforms, Banner Line and Banners, Tent 40x90', all in good condition, ready to set right up and go. Or will trade for what I can use, especially a Big Top. Big Show Musicians write A. LEE HINCKLEY. All Side Show folks write C. Y. C. NEWTON, and all others write W. M. NEWTON, JR.

WEST BROS. AMUSEMENT CO.
Now Booking Concessions, Shows, Free Acts for 1935. BOX 57, Morley, Mo.

SILVER STATE SHOWS
Booking Shows, Rides, Concessions and Free Acts for Season 1935. BOX 464, Dodge City, Kan.

ALL AMERICAN SHOWS
Now booking Shows, Concessions, Ride Help and Colored Performers. NIP BUTTS, 109 Clinton Street, Abilene, Tex.

TILLEY SHOWS
NOW BOOKING SHOWS AND CONCESSIONS. Address BOX 835, Ladd, Ill.

SOL'S LIBERTY SHOWS, Inc.
NOW BOOKING FOR SEASON 1935. Address P. O. BOX 223, Caruthersville, Mo.

Distrib Has Good Will Program To Help Ops

PHILADELPHIA, Feb. 2.—The Banner Specialty Company, distributing firm, has embarked on a definite policy of assisting operators to create a greater public interest in the game. The program is being prepared especially to include the smaller cities and towns in the eastern section of the State. Representatives of the firm who cover the territory are doing everything possible to bring about a better understanding with public officials and also to get the public interested in the games.
I. H. Rothstein, president, says that his firm will also welcome suggestions from operators as to how best they can assist in promoting better public relations. The plan is being explained to operators by representatives and also in attractive circulars.

ROUTES
(Continued from page 37)

W
Wagner, Buddy: (Stork) New York, nc.
Wallace, Roy: (O'Hara's) Indianapolis, Ind., nc.
Wardlaw, Jack: (Patrick Henry) Roanoke, Va., h.
Watkins, Sammy: (Webster Hall) Detroit, h.
Webb, Milton: (Edwards) Jackson, Miss., h.
Weems, Ted: (Palmer House) Chicago, h.
Weinbrecht, Roger: (Shawnee) Springfield, O., h.
Weitz, Eddie: (Richmond) Richmond, Va., h.
Whitney, Jimmy: (Baker) St. Charles, Ill., h.
Wilcox, Howdy: (LaSalle) Battle Creek, Mich., h.
Williams, Pess: (Savoy) New York, b.
Wilson, Ray: (Shady Lawn) Cambridge Springs, Pa., h.
Wintz, Julie: (Village Barn) New York, nc.
Wirth, Dick: (Chateau Des Plaines) Chicago, o.
Worthington, Duke: (Lons Tree Tavern) Chicago, o.

DRAMATIC AND MUSICAL

Abbey Theater Players: (Harris) Chicago 4-16.
Ah, Wilderness: (American) St. Louis 4-9.
(Shubert) Cincinnati 14-18.
As Thousands Cheer: (Ford) Baltimore 4-9.
(National) Washington 11-16.
Bishop Misbehaves: Princeton, N. J., 9.
Caste, D'Oyly, Opera Co.: (Colonial) Boston 4-9.
Distaff Side: (Shubert) Boston 4-16.

Dodsworth: (National) Washington 4-9. (Colonial) Boston 11-16.
First Legion: (Plymouth) Boston 4-9.
Jesse: George: St. Petersburg, Fla., 9.
King, Nellie M. H., Musical Show: Carrollton, O., 4-9.
Le Gallienne, Eva: (Grand) Chicago 4-9.
Loose Moments: (Wilbur) Boston.
Loy, Thos. Elmore: Two Harbors, Minn., 9-9; Ely 11-5.
Magrum, C. Thomas, Magician: Tigerville, S. D., 7; Rockford 8; Este 9; Roubalx 11; Tilford 12; Belle Fourche 14.
Mary of Scotland: (Forrest) Philadelphia 4-18.
Pagan Lady: (Shubert) Kansas City 4-9.
Petticoat Fever: (Cass) Detroit 4-9.
Rain: (Chestnut St.) Philadelphia 4-9.
Roberta: (Erlanger) Chicago.
San Carlo Opera Co.: (Philharmonic) Los Angeles 4-16.
Scottish Musical Players: (Columbia) San Francisco 4-9.
Skit-ner: Cornelia Otis: (Nixon) Pittsburgh 4-5-5; (Shubert) Cincinnati 7-9; (American) St. Louis 11-13.
Whiteside, Walker: (Paramount) Salt Lake City Utah, 8; Provo 9.
Ziegfeld Follies: (Plaza) El Paso, Tex., 6; (Paramount) Austin 8; (Texas) San Antonio 9.

INDEPENDENT BURLESK

Baby Vamps: (Howard) Boston 4-9.
Bashful Flappers: (Orph.) Paterson, N. J., 4-9.
Boston Belles: (Troadero) Philadelphia 4-9.
Dashing Debs: (Hudson) Union City, N. J., 4-9.
Hi De Ho: (Gayety) Washington 4-9.
Sunkist Peaches: (Gayety) Baltimore 4-9.

SUPREME BURLESK

Maid of America: (Park) Boston 4-9.
Sweet & Fretty: (Republic) New York 3-9.
Three Cheers: (Ministry) Brooklyn 3-9.
Town Tattlers: (Pal.) Baltimore 3-9.

REPERTOIRE

Alfred Show: Kerrville, Tex., 2-9.
Full Players: Humble, Tex., 4-9.
Princess Stock Co.: Gilmer, Tex., 4-9.
Sadler's Own Co.: Abilene, Tex., 4-9.
Stone, Hal, Show: Kaplan, La., 4-9.

MISCELLANEOUS

Alexander Players: Medford, Minn., 4-9.
Bink's Circus: Revue: St. Nazians, Wis., 4-9.
Birch, Magician: Camden, Ark., 6; (College Aud.) Ruston, La., 7. Homer 8; Gibleand 9; Tallulah 11; Jonesboro 12; (Legion Aud.) Alexandria 13; Lake Charles 14.
Cook Show: Milan, Ga., 4-9.
Cortello Hollywood Stars: (Radio City Music Hall) New York 4-9.
Coward, Linden, Magician: Harlem, Ga., 4-9.
DeCleo, Mystic: Richmond, O., 7; Bell Point 11; Hilliards 12; Marysville 14-16.
Delmar, Great, Hypnotist: (Fox) Andalusia, Ala.
Drayton Sisters: (La Grange) Lorange, Ga., 12-13.
Dresser's Stage Show: Atlanta, Ga., 6-9; Monroe 10-11; Trion 12-13.
Fee Shows: Brookings, S. D., 4-9.
Felton, King: Stephenville, Tex., 4-9.
Gerald, Gene: Hickory, N. C., 6; Statesville 7; Columbia, S. C., 6-9.
Harlans, The: Hot Springs, Ark., 4-9.
Johnson, Zeldia, Mentalist: (Branwood) W. Greenville, S. C., 6-9.
Keith Show: Black Oak, Ark., 4-9.
LeVitch, L. Lee: Psychologist: Chattanooga, Tenn., 4-6; Asheville, N. C., 7-8.
Lewis Assembly Players: Brawley, Calif., 7-8; El Centro 9-10; Gadsden, Ark., 11; Ajo 12; Gila Bend 13; Buckeye 14-15.
Lofstrom & St. Eli: Monkeys: Gastonia, N. C., 7-9.
Long, Leon, Magician: Palmetto, Fla., 6. Sarasota 7; Ft. Myers 8-11; Arcadia 12; Punta Gorda 13; Ft. Meade 14.
McNally & Craig Show: Farnham, Va., 4-9.
Mantorian Trio: (Mendarian Inn) Fort Wayne, Ind., 4-9.
Marine-Pirestone Co.: Houston, Tex., 4-9.
Murdock Bros.' Show: McConnellstown, Pa., Ind., 4-9.
O'Hearn Show: Hatch, N. M., 4-9.
Palmetto Tent Show: Ulmerville, S. C., 4-9.
Pumahaska's Pets: Yonkers, N. Y., 6; Mt. Vernon 7; White Plains 8; Hillsdale 11; Pine Plains 12; Troy 14.
Phillipson Comedy Co.: Selpio, Ind., 4-9.
Ricton's Show: Howell, Ga., 6-7; Ray City 8-9.
Rippel, Jack Splash: (Colonial) Winston-Salem, N. C., 4-9.
Schneider's, Doc: Yodeling Cowboys: Hallettsville, Tex., 6; Yoakum 7-8; Eagle Lake 9; Victoria 10-12.
Sunnyland Picture Show: Brookfield, Ga., 4-9.
Turtle, Wm. C., Magician: (Club House Tavern) Portland, Ore., 4-9.
Wright, C. A., Vaude & Animal Show: Sunapee, N. H., 7; Newport 8-9.
Yuhess, Johnny: (Auditorium) Flint, Mich., 4-17.

CIRCUS AND WILD WEST

Fisher Bros.: Atwood, Ind., 6; Winona Lake 7; Union Mills 8; Lakeville 9; New Waverly 11; Urbana 12; Andrews 13; Bunker Hill 14.
Polack Bros.: Salina, Kan., 4-9; Slouss Falls, S. D., 11-16.
Texas Ted Wild West: Manchester, Ga., 6-9.

CARNIVAL COMPANIES

Babe's United: Anderson, S. C., 4-9.
Bar-Browns: Orlando, Fla., 4-9.
Barkot Bros.: Fort Valley, Ga., 4-9.
Big Four: Springfield, Ga., 4-9.
Blue Eagle: Winfield, Ala., 4-9.
Florida Expo: Crestview, Fla., 4-9; Milton 11-16.
Great Dixieland: Lafayette, La., 4-9.
Great Southern: Hinesville, Ga., 4-9.
Isler: DeValls Bluff, Ark., 4-9.
Krause Greater: Sanford, Fla., 11-16.
Leggett, C. R.: Mansura, La., 4-9.

Mohawk Valley Expo.: (Fair) Port Orange, Fla., 4-9; New Smyrna 11-16.
Price Am. Co.: Rhine, Ga., 4-9.
Royal American: (Fair) Tampa, Fla., 4-9.
Royal Palm: (Fair) Stuart, Fla., 4-9; (Fair) Ft. Myers 11-16.
Smith's Atlantic: Batesburg, S. C., 4-9.
Virginia Expo.: Liberty, S. C., 4-9.
Virginia Am. Co.: Moultrie, Ga., 4-9.

Water Spec Featured In Paris Circus

PARIS, Jan. 28.—As second half of the new program at Cirque d'Hiver the Bouglione Brothers are presenting an elaborate spectacle, *The Queen of the Sierras*, which is a mixture of Wild West show, operetta and water spectacle. Show includes stagecoach holdup by Indians, cowboy stunts, sharpshooting, knife throwing and dance numbers. The show is well staged, with the finale including a realistic waterfall and the entire ring sinking several feet to form a huge pond into which "redskins" and "bandits" are tossed from a papier-mache cliff. Clever webbing and rope-climbing stunts are performed by the Medini Troupe in spec. The comedy is furnished by the clowns, Antonet and Baby, while two of the Bouglione brothers offer riding and roping stunts. First half of the bill presents the Seven Feludis in sensational teeter-board number, the Medini Troupe in novel acrobatic number; Italo, an extremely young but talented juggler, and Laccora, "strong man."

The Cirque Medrano's new bill features Ostermeyer with his two high-school horses, Doheos and Lola, and Gaston Palmer, juggler. Other good acts on bill are George Wong and Company, Chinese acro and contortion number; Hugony Sisters; Louxor, imitations; Twins, contortionist, and the Holls Brothers, acrobats.

Albert Powell heads the bill at the Rex in Paris. Mackee and Lavallee, peppy comedy acro number, and the Seven Roncos, acrobats, are also on Rex program. Con Colleano, tight-wire ace, heads the program at the Empire. Chrysis Delgrange, trapeze performer, is featured in musical show at the Alcazar. The Fratellini trio of clowns are at the Bobino. Howard Nichols, hoop juggler, is at the Casino Municipal in Nice.

CALLING ALL ASTROLOGERS, FORTUNE TELLERS, ETC.

Write at once, for free description, low price and method of running OUR NEW Astrology Walk-Thru Show for 1935 Also two other new red-hot Walk-Thru Shows for other people. Sure money.
CHAS. T. BUELL & CO., BOX 306. NEWARK, OHIO

WANTED

LOOP-A-PLANE with own transportation for Elks' Celebration, West Palm Beach, starting February 15 to 25, and several spots to follow. WILL BUY large Tent for Exhibits. Must be in good shape and cheap for cash. CAN USE few more legitimate Concessions. Wire **BERNEY SMUCKLER, Stuart, Fla., This Week.**

WANTED the address of

W. P. HARFORD
of Harford Productions Company for business purposes. Address **Box D-966, care Billboard, Cincinnati, O.**

CAN PLACE

Few more Rides, Loop-A-Plane, Chairplans, legitimate Concessions, for Elks' Big Celebration, opening February 15, West Palm Beach, Location Downtown, across from Court House. Also one more High-up Aerial Act. **BERNEY SMUCKLER, Stuart, Fla., This Week.**

ANIMALS, TRAINED, UNTRAINED

Elephant, Polar Bear, Small Animals, Birds, Male Lion Act, Leopard Act with Black Panther, 11 Mixed Group, Wrestling Lions and Tigers. PRICED RIGHT.
W. J. RICHARDS
3800 Mission Road, Los Angeles, Calif.

WANTED ELEPHANT MEN

Must be sober and steady. Wire age, experience. **MAX GRUBER, February 5 to 10, Orphanum Theatre, Sturz City, Ia.**

Business or Racket?

By S. CARL MANTELL

President, National Coin Machine Corporation, Baltimore

A great industry has lately been growing by leaps and bounds in the corners of the country. Figures recently published convey the fact that the amusement vending machine business has assumed the rank of one of the nation's major activities, that it represents a greater outlay of capital than many another important industry, that it employs more persons than reside in the State of Texas and that it is reaching into the consciousness and pocket of every individual in the country. Such a business, we would conclude, must satisfy a definite economic need, must represent a vital evolution and must merit its own degree of legal recognition.

Yet, despite widespread acceptance on the part of the public, recognition by constituted local authority has been proving an elusive factor. Everywhere legal agitation bombards in turn each of the activities which are our livelihood. In the nation's capital the digger machine as an institution has been subjected time after time to the ignominy of trial by jury. Maryland, Pennsylvania, New York, each in turn, have brought up the same matter for legal scrutiny and each has been compelled to return a decision favorable to the crane. In spite of this, however, the matter is not definitely closed. Next week, or even tomorrow, the same operators may face the identical processes in the selfsame places. A like situation, perhaps even more intensified, rules in the pin-game field. Everywhere pin-game operators are organizing into the strongest defensive units yet formed to protect investments, enterprises, livelihood in a sweeping case in defense of pin games. The outcome is as yet unknown.

At some points, let me hasten to admit now, the attacks are justified and I would not defend here the practices which occasioned them. But, equally obvious, on some scores this animosity on the part of misguided officials is unfair and casts unmerited discredit on the entire business. In our own defense we are compelled to some sort of concerted action. We must see that our pursuits, where they are legitimate, get the respect that they deserve. Too, we must see that our interests are always vigilantly and adequately represented both nationally and locally. And we must see that all unearned adverse publicity, official derision and public uncertainty be abated. Where we are right, let us stand on our rights. And—where we are wrong, let us correct!

The fact that 95 per cent of our people are earnest, respectable business people engaged in a straightforward enterprise cannot carry sufficient weight without proper publicity to offset the harm the other 5 per cent does. Our business can be recognized as the honest, upright business that it is. But it is up to us as a whole to eliminate any phases that it contains of the racket. And if any of our fellows refuse to co-operate every jobber, every manufacturer in the country will understand the choice which is before him, will recognize the distinctions implied. Each will know how to blot out the doubtful features.

I have in turn been operator, manufacturer and jobber, and on the strength of my experience in this field since almost its inception I presume to set forth certain principles for each of those classes which can result only in the elevation of the business as a whole. It would be superfluous to give my reasoning. It has all been reasoned out endlessly elsewhere.

To the manufacturers I would say that:

They are the best equipped to wage the campaign necessary before the coin-machine trade is acknowledged as a business. They have the financial standing, the influence and prestige to lend weight to their words and important other facilities not open to the other two classes. They are accustomed to the thought of organization and co-operation and they are more prepared mentally to make the necessary concessions for the good of all. And finally their own interests are more vitally entangled with the solution of the problem than either of the other two classes. Tremendous investments and huge turnovers make it very much to their inter-

est to ground this business of ours on a firm, legitimate basis.

Specifically I would ask them to:

1. Stick to their own business. Their business is to sell jobbers; where jobbers are not available, then to operators, and on no provocation at all to locations.
2. Advertise no prices to the public. Where a manufacturer does not seek to sell to the location he has no object in quoting prices to the location.
3. Be honest.

To the jobbers I must address their own special admonitions:

1. Sell only to operators at no matter what distance. Very few territories today are without their operators, and the sale of a machine to any location whatsoever reacts against the good of everyone concerned—operator, jobber, manufacturer.
2. Stick to their territories. Sales at a distance never total any real volume, and their own districts intensively serviced should provide more than sufficient business to suit.
3. Maintain prices.
4. Be honest.

And to the operator:

1. Do not sell locations.
2. Do not compete on percentages.
3. Be honest.

And those are the simple principles which should take us out of the wilderness. By themselves they are not enough. The task must be approached in the proper spirit. I know the temptations which are before those three classes for an immediate profit in off-color transactions. To some individuals those temptations are going to be too great. Those individuals will do their best to reduce this BUSINESS to a RACKET. But I know that the great majority have the common interests at heart. That majority is going to organize. It is going to legislate the illegitimate small fry out of existence. It is going to convene in manufacturers' convention, in jobbers' convention and in operators' convention and it is going to formulate its new code within a code. If necessary it will appoint a Landis to enforce its edicts. But infallibly, in the very near future, decisive action must be taken for the organization of powerful fighting units which can and will make themselves heard.

Louisiana News Briefs

Former Tulane football star is now in the jobbing business in New Orleans. He is none other than Louis Boasberg, of the New Orleans Novelty Company. Louis played tackle on the Varsity squad and he was plenty good.

Roland Johnson, Louisiana op, has recently placed an additional 200 gum machines on his route.

George M. Baker, of the Louisiana Amusement Company, New Orleans, recently returned to his old home town, Bedford, Ind., and went back to the Pelican State with a bride. This was a shock to numerous Southern belles. Hearty wishes to you both, George.

Larry Copeland, Bally jobber of New Orleans, reports good business regardless of conditions. Mr. Copeland has been established in the coin-machine business in New Orleans for many years.

Ideal Firm Is Battery Distrib

ST. LOUIS, Feb. 2.—Ideal Novelty Company, distributor in this territory for Bally products, has been appointed factory distributor for Ever-Ready batteries in the State of Missouri. In addition to its coin-machine business, the Ideal firm deals in premiums and novelties.

TAMPA FAIR'S

(Continued from page 3)
and children and teachers were admitted free. Grounds were packed, and until 6 p.m. it looked as tho the record would be broken but night attendance made it fall short. Special free grand-stand program was presented for kids in the morning, and performers for the only time during the week played to a capacity audience. Acts were interspersed with contests and races of a track meet held for school athletes. The midway made special prices for children, and all rides and shows were overflowing during the day.

Friday also brought awards of prizes in all departments of the exposition,

THE BIGGEST BARGAIN FOR ALL OPERATORS EVER INTRODUCED . .

THE MUTUAL Horse Race Game. One of the greatest revolutionizing ideas of all 5-reel machines. Over 100 machines proved success on location. Has greatest earning power of any Horse Race Game. We have closed contract with inventor for United States distribution.

Jobbers and Operators write quick for prices and information.

WALKER SALES COMPANY,
Established 1922,
Route No. 2, Box 289, FT. WORTH, TEX.

SHIRLEY TEMPLE DOLLS

Get busy and book SHIRLEY TEMPLE DOLLS. A Sure Winner—Cannot Miss. Get Your Order in Immediately To Insure Delivery.

18-Inch, \$3.75 Each; Packed 12 to Carton. 22-Inch, \$5.00 Each; Packed 6 to Carton. 27-Inch, \$8.50 Each; Packed 4 to Carton.

HORROW NOVELTY COMPANY, 215 MARKET ST., PHILADELPHIA, PA.

with Marion County, last year's winner of highest honors, again taking first place Saturday was American Legion Day, held in conjunction with the State Legion convention in conference here. A big military parade passed in review in front of the grand stand in the afternoon, which swelled crowds for the grand-stand performance. Saturday's attendance was 39,624.

Fine weather is forecast for today, Gasparilla Day, usually the biggest day of the fair from a financial standpoint. Special trains from all over State will bring crowds to the gates.

Early Crowds Large

Opening day drew attendance of 14,366, compared with 12,223 last year. Ceremonies were held in front of the grand stand, where Mayor Chancey, in presenting the keys to the grounds to President W. G. Brorein, made a prediction "that this will be the outstanding year in wealth of exhibits, in attendance and in the good influence of this association thruout the community."

Auto races were featured on opening day and more than 4,000 saw Gus Schrader, "Flying Dutchman," Cedar Rapids, Ia., win the Florida Fair Sweepstakes for the third time in as many years, driving his red Miller. Schrader dominated the racing program, with exception of special invitation race, when Buddy Calloway, in a Luthy special, beat him by half a car length.

On January 30, designated as President Roosevelt Day, attendance was 20,030. In the evening a special ceremony took place in front of the grand stand, at the close of the regular performance, when military and civil units marched to the platform in front of the grand stand, where officials of the city, chamber of commerce and other organizations outlined Tampa's effort to assist materially in the President's fund for crippled children. At the end of this ceremony a picture of President Roosevelt in fireworks was lighted. This feature drew an unusually large grand-stand crowd.

Tourist Day, January 31, brought out 20,813. Fair officials are optimistic about outcome of the fair, believing attendance records and gate receipts will far surpass those of any previous year. Children's admission to main gate at night has been reduced from 15 to 10 cents, but remains 25 cents during the day. Admission for children on bleachers has been reduced to 10 cents. Officials say they have made up for this reduction by issuing fewer passes.

Modern Note Prevails

Grand-stand attraction is Catherine Behney's *Quakertown Maids Revue*, augmented by vaude, circus and hippodrome acts. The revue is playing a return engagement at Florida fairs. It is proving even more popular this year, striking a modern note in keeping with the fair. Show is presented twice daily, afternoon and evening, on an open stage strikingly decorated in black and silver.

Costumes are lovely and chorus and soloists do excellent work, especially in the beautiful Ballet of the Hours. Other outstanding numbers of the revue are the Bird Ballet, Magasakki Lace Ballet and Six Rockets in thrilling exhibition of adagio dancing. Orchestra is Lee's Mis-sourians, augmented by local musicians. In addition to the revue, acts presented include: Mlle. Ella Bradna, with her Act Beautiful, Arabian horse and colored

pigeons; Jack Hoegland's Trained Horses; Hughes' Performing Dogs; Colonel Ray Hensley, sensational auto driving exhibition; Buck Buchanan, lightning sign artist; Bert Northrup and his Educated Horse; Caridad Suarez, Spanish prima donna, and Billy Lorette, clown cop. Some are old favorites in Tampa.

Splendid Midway Array

Royal American Shows are on the midway for their second season, and their popularity is demonstrated by unusually good business. The modern novelty and animal shows and spectacular rides are attractively arranged in a large oval, with shows and concessions on the outside and all rides in the center. Since the company was here last year the Carver High-Diving Horses and Hippodrome have been added. Other features are the Kemp Lion Motordrome, Midget Village, Monkey Town and quadruple Ferris Wheels. The midway is brilliantly lighted by four large naval searchlights.

Concessions are being handled by Milt Morris and Joe Martin and all space has been taken, both inside fair buildings and on the grounds.

Weather Hurts Festival

WINTER HAVEN, Fla., Feb. 4.—The most inclement Florida weather experienced since 1928 kept up from the opening of Florida Orange Festival here on January 22-25 until the closing of the 11th annual event, with an attendance drop of 12,000 and a small drop in midway gross receipts.

DIVORCES

(Continued from page 33)
Frank J. Schrom, in Superior Court, Chicago, January 28.

Woody S. Van Dyke, film director, from Zina B. Van Dyke January 25 in Los Angeles.

Ludwig Lewisohn, lecturer and author, against Mary Arnold Crocker Lewisohn, author, January 23, Juarez, Mex.

Peggy E. Stuart, stage dancer, against Philip D. Stuart at Los Angeles January 23.

Virginia Christofferson Speers, stage dancer, from Wesley C. Speers in San Francisco January 24.

Xenne Haviland against Wanda Haviland, dancer known as Wanda Palmer, January 23 at Los Angeles.

William Billings, trapeze artist, January 29 by Emille Billings in Wayne County Court, Detroit.

Order **Live Power** TO-DAY FROM YOUR JOBBER!

Sensational 10-Day SALE!

RED ARROW ROCKET CHAMPION

Your Choice of Above BRAND NEW AUTOMATIC PAYOUT Games **\$69.50 EA.**



Red Arrow, Regular Price, \$94.50.



Rocket, Regular Price, \$82.50.



Champion, Regular Price, \$89.50.

Check Separator Model \$5.00 Extra. 1/3 Deposit With Order. Balance C. O. D. Note regular prices under each cut! You save up to \$25.00 per machine! Order these great hits today!

SALE ENDS FEB. 7 Write Wire Phone Your Order Today!

THE VENDING MACHINE CO.
205-15 FRANKLIN ST.
FAYETTEVILLE N. CAR.

★ FREE ★
NEW 1935 CATALOG
WRITE NOW

SLOTS - - SLOTS - - SLOTS

MILLS 5c-10c-25c Silent Escalator Double Jack Pot Front Vendor or Bell. (Serials 285,000 and Over) \$33.00
MILLS 5c-10c-25c Mystery Gold Award Front Vendor or Bell. 52.00
MILLS 5c-10c-25c Single Jackpot Front Vendor or Bell. 15.00
MILLS 5c-10c-25c Silent Gold Award Double Jack Pot Side Vendor or Bell. 49.00

Not for Sale in the State of New York.
GOLDEN GATE or LIGHTNING, \$10.00; ELECTRO, \$12.50; DROP KICK, \$17.50.
TERMS: 1/3 Cash, Balance C. O. D.

PHOENIX VENDING MACHINE CO., 923 Broadway, New York City

SLOTS WANTED

MILLS DOUBLE JACKPOT BELLS OR VENDORS, OR Q. T.s. (Either 5c or 10c Play) providing these machines are late Serial Numbers and in A-1 Mechanical Condition.

FOR CASH OR TRADE

On any Pin or Marble Game you may be interested in.
All slots are bought C. O. D., Subject to Inspection.

1 MILLS DANCEMASTER (3 Months Old, Like New), with 4 New Wall Boxes, \$275.00.
MILLS Q. T. VENDORS (Late Models, in Original Boxes), \$57.50 Each.

SEND FOR OUR NEW AND USED PRICE LIST BEFORE BUYING ELSEWHERE.

BAUM NOVELTY CO. 2008-12 ANN AVE. ST. LOUIS, MO.

NEW MACHINES		CHICAGO'S LARGEST JOBBERS		USED MACHINES	
Flying Trapdoor, Jr.	\$39.50	Drop Kick \$25.00	Champion 49.50	Fleet 14.50	
Drop Kick 39.50		Auto Bank 47.50	Jr. Contact "44" 20.00	Auto Count 35.00	
Crisis Cross 39.50		Golden Gate 17.00	Rocket 39.50	Signal, Jr. 32.00	
I. O. U. 39.50		Major League, "44" 25.00			
Sensation 39.50					
Cannon Fire, Jr. 42.50					
Action 39.50					
Beacon 39.50					
Live Power 34.50					

NATIONAL COIN MACHINE EXCHANGE
1407 DIVERSEY BOULEVARD CHICAGO, ILLINOIS

NEW PENNY CIGARETTE VENDING MACHINE

GUARANTEED MECHANICALLY PERFECT.
Positively Slog Proof. Attractive—Compact. All Metal. Size 4 1/2" wide, 7 1/2" long, 11 1/2" high. Fills huge demand for a Cigarette for a Penny. Locations everywhere waiting. No serving—Merchant refills. Holds 100 Cigarettes. Its operation has been approved by Commissioner of Internal Revenue, Washington, D. C.
Here is opportunity! Act now. Do not delay! Wire or write today. Sample Machine, \$12.50.
SMOK-A-TAIRE SALES COMPANY
140 North Dearborn Street, CHICAGO, ILL.

Judge Reasons On New Sport

ADRIAN, Mich., Feb. 2.—An appeal for fair play was seen in the opinion of Circuit Judge G. Arthur Rathbun, in which he denied the application for an injunction against the police department. While denying the injunction, he expressed his opinion that the pin-ball table game in question was not a gambling device. In part the opinion says:

"The Lightning table game, advertised as a game of skill, is in the first instance a construction for amusement, and as such is not a gambling machine. But it may be wrongfully used.

"This isn't in a way a binding decision. It's a guide by this court, given you that you may know how we would feel if there were a replevin or damage suit before the court. However, when you have a machine which by its construction is not a gambling device, then it is essential that the owner make it plain to the proprietor of the store that he must so regulate the use of it as not to make a gambling device of it and make himself liable to arrest because of an unlawful use.

"These things are usually considered wrong because they result in injury to people who can least afford them. People of strong will power do not usually require protection against gambling machines because they know the customer doesn't have any chance. But there are people who may be weaker in will power who do need protection.

"By a strict application of the law lodges and even churches have conducted lotteries in different forms which are as effectively a violation of the gambling laws as some of these things may be. In many instances there is nobody hurt because the little money that the members may spend is given for a good cause, and they do not spend beyond their means.

"There is no law that is 100 per cent perfect. And it can be the more perfect only as common sense is used in its application. I believe with the guide you have gotten from this hearing that perhaps all people who have been in business where the dividing line is very close will make every effort to widen that gap away from a close dividing line and an infringement of our gambling laws. I am not a professional gambler, so I don't know all the troubles that could come from the operation of such a machine."

The hearing throught was based on a statute definition of gambling which is considered extreme and applicable to "any machine, device, or apparatus" on which the player anticipates a chance gain either in money or merchandise.

Britisher Likes Game

CHICAGO, Feb. 2. — Dudley Clark Company, maker of the Live Power table game, takes pride in the following letter from Charles Richard Lancaster, Kent, Great Britain:

"Dear Sirs: My maxim is, 'Be modern to be successful.' I say that I am an up-to-date business man, therefore I only entertain modern methods and machines.

"My customers require entertainment and get it thru up-to-date pin tables, hence my letter to you to compliment you upon your latest machine, Live Power.

"It is the utopia of desirability that one looks for and has found in this machine, free from mechanical defects, definitely the best in every detail, interesting to the last ball and a credit to American workmanship.

"Now may I just add one tiny suggestion, that of the cash box—that you make it on the scale of a drawer under the machine big enough to hold at least four pounds in coppers, so that should one desire to go to the machine for change while in location it could be detached without divulging to the public the takings of the machine. This drawer could be fed from the machine by the aid of a chute that carries the pennies direct to the drawer.

"I would deem it a pleasure if you would keep me in touch with any new machines that you introduce on the market, either direct from yourselves or thru your agent in Great Britain.

"Permit me to add in conclusion my sincerest esteem and admiration for so mechanically perfect a machine."

BARGAINS!!!

- RAZOR BLADES—Blue Steel, Double-Edged, Etnod, Cello Wrapped, 100, 40c
- SHAVING CREAM—Ethe-Large, Ea. 5 1/2c
- SHAVING CREAM—Brushes-Large, Ea. 5 1/2c
- MENTHOL INHALERS—1 Doz on Card, 45c
- LIGHTER FLINTS—2 Doz. on Card, 40c
- Per Card, 40c
- ASPIRINS—in Tins, Per Gross, \$2.00
- STYPTIC PENCILS—Pkd. 1 Doz. to Box, Gross, 60c
- STYPTIC PENCILS—2 Doz. on Card, Retail Value \$1.20, Per Card, 15c
- SHOE LACES—25 Pairs on Card, Per Card, 22c
- HANDI-STRIPS ADHESIVE—1 Dozen Pkgs. on Card, Per Card, 30c

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

\$1.60 STARTS YOU IN BUSINESS!! BIG MONEY—ALL YEAR ROUND NEW SPRING LINE SILK LINED TIES

\$16.50 Gross—\$1.60 Sample Doz.
New Gorgeous Colored Knitted Silks, Pure Crepes, Jacquards, Weaves, Folia Dots, Plaids, BELLS ON SIGHT! BIG PROFITS!

NEW BOUCLE WEAVES
\$19.50 Gr.—\$1.85 Sample Doz.
Finest, Colored, Satin Stripes, Foulards and Pure Woven Cloths, THE NEW YEAR'S TIE SENSATION!
COMPLETE LINE MEN'S NECKWEAR! MEN'S HOSE—SHIRTS—TIES TO MATCH and other novelties.

FREE Send for ILLUSTRATED CATALOGUE and see for yourself why OUR MEN are the BIGGEST MONEY MAKERS

25¢ Cash, Bal. C. O. D. Money Refunded.
BOULEVARD CROVETS
22 West 21st Street, Dept. B2-9, New York.

Petitions Used To Defend Games

DETROIT, Feb. 2.—Petitions to secure the support of taxpayers, customers and the general public for the operation of pin games are being sought by operators in Port Huron, Mich., where the machines were recently banned by police edict. Petitions are being placed in locations, stores, restaurants and other places where machines have been located, usually with the full support of the owner, who drew a handsome percentage from the machine, and his own customers and friends are being personally urged to sign.

In other small Michigan cities where adverse action is threatened operators are centering their efforts on ways and means to keep children from playing. It is felt that adults can take care of themselves, but children need protection.

Asks Fellow Operators To Observe Agreements

DETROIT, Feb. 2.—Operators who meet official restriction of amusement machines were exhorted to play fair with any legislation or agreement made with city officials by Joseph Rich, Detroit operator, this week. Speaking with reference to the Detroit situation, he said:

"Local operators are putting machines on locations without getting the necessary police permit, despite the terms of the regulatory ordinance and the agreement of the Skill Games Operators' Association with the police department on enforcement. Operators are not playing fair.

"It is true that they have operating licenses for the required number of machines and they have paid the fees, but they are not going to the bother of securing individual permits for each location. It can only lead to trouble if persisted in."

Oriole Wins at Bowling

BUFFALO, N. Y., Feb. 2.—George J. Floss, proprietor of the Floss Main Alleys, won the total prize in his own league, totalling 647 pins. His games of 203, 217 and 227 greatly aided his teammates, the Oriole Coin Machines, in taking three points from Sugg's Five. This contest was the Floss-Main Business House Loop, and the Orioles are priding themselves greatly about the outstanding results.

Jobber Is Purchasing Agent for Modern Ops

To the Editor:

"What I saw behind the scenes while on a recent visit in Chicago convinces me that the manufacturers are on their toes. All are in a fever heat to get new models out for the show, and the question is whether or not there will be overproduction. It seems that manufacturers



Wm. Cohen

are going in on a department store policy. Each one is endeavoring to cover the field thoroughly with a variety of games, such as light, ticket, payout and many other types.

"Being a convention veteran of the old days at the Palmer House, where principally slot machines, phonographs, a few counter

games and ball gum were shown, and having seen all the big shows at the Sherman, it has often been a matter of wonder to me what becomes of all the machines exhibited at the show, inasmuch as only a few of the new ones ever obtain volume sales.

"I, as a jobber, feel I am on the spot. How to give the manufacturers a break and how to handle all their various lines will be a problem. The jobber today, with games being made all over the United States, must have a scouting system similar to a big league baseball organization in order to get correct information as to what is good and bad. Buying a cat in the bag is a very dangerous thing for jobbers at the present time. Fortunately, my numerous connections have proved a great help. I was rather unfortunate to have no connection in Alabama. I sent some money down for a machine and am still waiting, as the firm sent up in smoke.

"The operator now more than ever will need wise counsel from his jobber, and the jobber in turn, who is the operator's trading post, will have to be doubly careful where he buys machines. They must be money makers and mechanically right, or the jobber will get them back in trade at a loss.

"The question now confronting the skill games trade is whether or not the automatic pin tables are a menace to the long life of the skill games business.

"Haven't heard of any recent activity among jobbers in giving away used games to charitable institutions. Being the originator of this policy, which I started about a year ago this December, I have this year given bigger and better games to various institutions to replace the older machines. For example, I gave the Shriner hospital a Keen-Ball table game originally costing \$125 for the older children, a Jig-Saw for the children 6 to 8 years of age, and small games for bed-ridden patients.

"How about you jobbers in the East and West keeping up the good work? How about the manufacturers giving away their surplus machines that are unsalable?"—William Cohen, Silent Sales Company, Minneapolis.

Pacific Coast Firm to Introduce New Machine

LOS ANGELES, Feb. 2.—Barrel-Roll is the name of a new pinball game to be announced shortly by the Allied Amusement Company, according to statement by Bon McDougall and R. S. Diller, of the firm. A special model of the machine incased in glass is being made up for display at the 1935 Coin Machine Exposition in Chicago, February 18 to 21. Production plans for the new game have necessitated removal of the Los Angeles plant to larger quarters at 1425 South Flower street, where a production of 500 games daily is possible.

Barrel-Roll is said to incorporate new features not found in other pinball games. Jobbers and others who have seen the game on preview at the factory have been enthusiastic about its originality. The unique playing field, as the name implies, involves shooting marbles over each of three revolving drums toward high-score holes. Player appeal is increased by the possibility of matching up colored lights on the re-

volving reels for extra scoring combinations. Suspense is created by three progressive units that keep up continuous action. Two "flying bridges" crossing the length of the board lift the balls over low-count holes and advance them toward higher pockets.

New Four-Shot Game

CHICAGO, Feb. 2.—Exhibit Supply Company introduced another new game this week in what it calls Radio Station. It is a four-shot game. There are four holes that allow free plays so the player gets a good share of amusement, pleasurable suspense and anticipation. An unusual display card reads: "For greater amusement tune in Radio Station IOU." The player is then directed to "shoot three balls to tune in Station IOU and shoot the fourth ball to get distance."

The playing field is similar to Exhibit's Rebound except that holes have the letters IOU instead of the customary scores and other holes have the numerals 2, 3, 10, etc. No reward card is necessary because when the player spells IOU and then places a ball in a numbered hole, the number on that hole indicates the number of skill points awarded.

"Radio Station is a fast game, ideal for locations where customers have a limited amount of time to spend," said Leo Kelly, of Exhibit Supply Company. "It is the kind of game that operators need because it enables them to get the big play from a location while the players are in the store at noon time when a tremendous amount of play is possible in just a very few minutes. Even operators whose tendency was to delay purchasing new equipment until after the show have decided that Radio Station is such a powerful idea that they can't afford to pass up the profit possibilities it has demonstrated."

Exhibit To Manufacture Improved Ticket Games

CHICAGO, Feb. 2.—The Exhibit Supply Company announced recently that the firm had taken over the supervision of manufacture and sale of the Standard ticket game, introduced by the Standard Ticket Games Corporation and made under patent No. 1,973,815. The firm states also that the ticket mechanisms will be supplied to two other responsible coin-machine manufacturers for installation in table games.

"There never has been a game or mechanism that has been so thoroughly tested as this ticket game," Leo J. Kelly stated. "Seven hundred of these games have been on test locations. We know thru two years of research and test everything that can possibly happen to these games on location, and we have redesigned and made changes until now we can assure the trade we have a perfected ticket game. It will soon be in full production to supply all demands.

"We want to extend our thanks to operators and jobbers in New York, Texas and Chicago who worked with us in developing this game to its present high perfection."

New Peanut Vender Out

NEW YORK, Feb. 2.—Stewart & McGuire, distributors of cigaret machines, now bring the merchandising division of the industry a modernistically designed peanut vender. The firm believes that since the repeal of the 18th Amendment a general demand for a small peanut merchandiser has been increasing.

The new modernistic black and chromium machine is a fit mate for the firm's penny gum sales merchandiser. It is expected that the machine will appear on bars and counters thru-out the country. It has not been designed for outside operation. The machine will be shown at the Chicago convention, and it is expected that it will create general favorable comment.

Sells Warden on Games

MILTON, N. Y., Feb. 2.—Dan Daniels, of the Daniels Vending Company, recently had the opportunity to pull the warden of the Walkkill Prison out of the ditch. After playing the Good Samaritan he immediately proceeded to sell the warden on the idea of placing 10 pinball games in the jail quarters, high score for the week to get a prize.

(Hey, warden, how about time off for high-score prize?)

RADIO STATION
ANOTHER WINNER
BY EXHIBIT SUPPLY COMPANY

RADIO STATION is a Sensational 4-Shot Pin Table that will pay all your expenses to the big Coin Machine Show. Popular Size, 19"x38"

IT'S A NEW IDEA—THE FASTEST MONEY-MAKING NOVELTY ACTION SKILL TABLE EVER INTRODUCED!

ONLY \$39.50

Get it from your jobber now or wire us.

Manufactured by
EXHIBIT SUPPLY CO.
 4222-30 W. LAKE ST. CHICAGO

— A GREAT GIVE-AWAY SPECIAL —
SEEBURG'S HOCKEY GAMES ONLY \$25.00
 THESE GAMES ARE PRACTICALLY BRAND NEW. EVERYONE GUARANTEED.

SHYVER'S New Pin Tables Ready. Write for Details. || **SWEET SALLYS only \$10.00**
Brand-New Trade Stimulators.

GEO. PONSER CO. 11-15 East Runyon St. (Tel. 81gelow 3-3790), NEWARK, N. J.

Reconstructed Machines
 Guaranteed Like New.

GOLDEN GATE	\$11.00
ELECTRO	12.50
LIGHTNING	11.00
FLEET	8.00
RELAY	7.00
PUSHOVER	8.00

We Give You No Competition!
 We Do Not Operate!

FORWARD PASS	\$10.00
DROP KICK	22.50
CONTACT (Master)	8.00
CONTACT, Jr.	12.50
MAJIK KEYS KICKER	12.50
SUPER 9	11.00

ACME VENDING COMPANY
 1121 ST. NICHOLAS AVE., NEW YORK N. Y.

Penny Cigaret Distrib Locates Office in Chi

CHICAGO, Feb. 2.—The Smok-a-Taire Sales Company has taken offices at 140 North Dearborn street to distribute the penny cigaret vending machine, made by a St. Louis firm, in territory east of the Mississippi. J. F. Dunphy is head of the distributing organization and says that good progress is being made in introducing the venders to operators. Many of the machines have been placed with the group of Service drug stores in Chicago and the sales records are proving convincing to operators.

The mechanism of this penny cigaret vender is said to be one of the simplest on the market and is the result of three years of work in its development. More than 2,500 of the machines are said to be on locations in St. Louis. The machine is built to vend one cigaret for a penny from a specially designed carton which holds 100 cigarets. It shows the revenue stamp and in other ways conforms to revenue requirements. Location is given a key to the servicing compartment, while the operator retains the key to the cash box. In small towns an advertising card service is furnished with machines which provides additional revenue from the sale of advertising space.

Stuffed Toys for Awards

CHICAGO, Feb. 2.—Toy dogs, cats, rabbits and other animals are being offered as premiums with salesboards in an arrangement made up by the National Manufacturers' Distributing Company. More than 6,500 of these outfits have been placed in Chicago alone, the firm reports.

"If you were to drop into any store or shop in Chicago, you are very likely to see perched on the counter right before your eyes a woolly, pug-nosed Scottie dog staring you in the face. He is a prize award and few people can resist his appeal. Operators can follow him up with a regular line of stuffed animals," officials of the firm state.

Harrison, N. J., Is Open

NEWARK, N. J., Feb. 2.—Frank Hart, of the Eastern Machine Exchange here, reports that Harrison, N. J., in Hudson County, is now open for the operation of pin games.

CANDIES

made especially for Coin Machines. Hard Shell Candies in a variety of bright colors and highly flavored.

Chocolate-Coated Raisins, Chocolate-Coated Peanuts, also a Mixture of Chocolate-Coated Candies for Vending.

Hard Shell IMPERIALS in Red, Green or Violet Color—for DIGGERS.

BREATH PELLETS
 for carding. Highly flavored—Five different flavors, including Clove Pellets, in demand wherever liquor is served.

Write for Our Price List
SEE US AT THE SHOW—BOOTH NO. 38

PAN CONFECTION FACTORY
 (National Candy Co., Inc.)
 345 W. Erie St., Chicago

GUARANTEED

WALTHAM-ELGIN, Ea. \$2.50.
 18 8-7 J. Nickel-plated movement. Like new. Open face, new engraved chrom-plated or Indian Head, Yellow Cases. Minimum quantity 1/2 Doz. Same in 15 J. \$3.50; 17 J. \$4.00. 25% Deposit, Bal. C. O. D. Money refunded in 5 days. Sample, 50c Extra. Send for Special Circular. PALMER & SMITH, INC., 110 Trinity Pl., N. Y. City.

20th CENTURY FASTEST SELLER

Looks Like A \$5.00 Value To Sell For 99c

No. D49 DEAL, consisting of 2 pairs of Ladies' Hosiery, 320 needle construction; 1 Package of Face Powder and Perfum wrapped together, and 1 Genuine Rock Crystal Necklace. New Diana helps you to sell 75 to 300 Deals a day.

Sample Deal 60c. Dz. 59c Each. Gr. 58c Each. SPORS CO., 2-35 Kook St., Le Center, Minn.

CHECKERS

JACK CAPALDI

THIS IS WHAT JACK CAPALDI (LEADING COIN MACHINE DISTRIBUTOR OF EUROPE) SAID ABOUT THE NEW MUTOSCOPE PIN GAME "CHECKERS" AT ITS INITIAL SECRET SHOWING.

"MY TRIP TO THE U.S.A. WOULD HAVE BEEN WELL WORTH WHILE IF I HAD MADE IT ONLY TO SEE THIS REMARKABLE NEW MUTOSCOPE PIN GAME. I CONSIDER 'CHECKERS' AN ORIGINAL SPLENDID GAME CERTAIN TO BE A BIG MONEY EARNER FOR OPERATORS."

Jack Capaldi



INTERNATIONAL MUTOSCOPE REEL CO. INC. 516-20 W. 34 ST. New York

Co-Operation Given

By H. I. DROLLINGER

Unlike most branches of the operation of vending machines and amusement devices, automatic music has support from the base of its success, namely, the manufacturers.

To begin with the manufacturer who builds the automatic phonograph of today has a personal interest in the operator, as well as the location, if he is a responsible manufacturer. However, this interest which is displayed oftentimes is not the fundamental reason for the success of automatic music, for after all the music-machine operator is selling recorded music at five cents per tune. Therefore if he does not have the support of the various manufacturers of recorded music he is just like the fellow who was out in the boat without oars.

For many years the manufacturers of phonograph records would not co-operate with the operators of musical instruments, giving as a reason that it would hurt the sales over the music-store counter to have their records played in public places by automatic machines.

It was not an easy task, and by far not an inexpensive undertaking to convince the various manufacturers that they were wrong. In fact, for quite some time it looked as tho the operators would have to get their records at retail and take what the retailer wanted to let them have if they stayed in business. Your writer, with the assistance of several responsible operators, kept beseeching the manufacturers and their agents until they finally saw the light, and today they are bidding for the operators' support.

The writer has spent a lot of time and money in bringing around the condition that prevails today in regard to automatic music service by the manufacturers thruout the United States, and he looks on with pride at the service that the operator is being given in his present home State, Texas.

There are many examples of the service that is being rendered the Texas operator, made possible by the writer, one of which is a record demonstration service setup in the Brunswick Record Corporation's branch by its splendid manager, Donald Law, at Dallas.

Mr. Law has worked conscientiously and untiringly with operators from the time he was a salesman in Texas up to and including the present moment as manager, and much of the success of the music operators is due to his untiring efforts to give them what they should have to reap the financial success they desire.

In his beautiful branch at Dallas Mr. Law has a corner that is devoted to the demonstration of records which should command a play on automatic musical instruments, and the operators of Texas are welcomed there at any hour. In fact, there have been occasions when during the night Mr. Law has come to the office and demonstrated records for an out-of-town operator.

The writer travels the entire State of Texas and operates a large group of instruments in Houston. Naturally, he is in constant touch with the demand for music thruout the State, so each time that he is in Dallas he spends a day with Mr. Law, going over the record situation for the operators. Mr. Law and myself check over new releases with his secretary, Mildred Sue Garison, affectionately known by the operators as "Brunswick Sue," jotting down notes on what we think should be done to promote better conditions for the Texas operators, as well as the operators in all Southwestern States which are under the supervision of Mr. Law.

Needless to say, a marked improvement has been the result of our untiring efforts, and it goes without saying that we have in store a great many decided helps for the operators in months to come. So in this position criticism, as well as suggestions, is invited from the operators. We assure you it will help us to make your automatic music business more profitable.

I have hopes that the other manufacturers in the near future will install in their branch offices a department catering to the automatic music instrument operators, such as has been installed in the city of Dallas by Mr. Law. Without fear of contradiction, I believe that it is the first operators' service installed in the United States by any

NEW Surprise PIN GAME
"C.O.D."
by Bally. NOW DELIVERING!

EXTRA! LOOK! READ! EXTRA!
We will prepay Freight (not Express) to any part of the U.S.A. on the following Rebuilt Machines:

CONTACT, JR.	\$20.00
MAJOR LEAGUE, SR.	38.50
MAJIK KEYS, SR.	30.00
GOLDEN GATE	19.50
SIGNAL, JR.	25.00
SIGNAL, SR.	40.00
SEEBURG HOCKEY	31.50
DROP KICK	24.50
SUBWAY	17.50
A. B. T. WINNER	69.50
MILLS Q. T. VENDERS (5c Play, Brand-New)	57.50
Q. T. VENDERS (5c Play, Rebuilt)	45.00

COUNTER GAME CLOSE-OUTS
DICE-O-MATIO, 21 VENDERS, CHICAGO CLUB HOUSE \$9.50
Like New MAJIK BEER BARREL, ALL REBUILT MACHINES CARRY OUR NEW MACHINE GUARANTEE. WRITE FOR THE "YELLOW SHEET." Terms: 1/3 Deposit, Balance C. O. D.
UNION NOVELTY CO.
"Watch Us Grow in 1935."
1107 N. Taylor Ave., St. Louis, Mo.

HI-LO
WILL PYRAMID YOUR PROFITS
The Newest, Fastest Playing Board You Ever Saw!—And Profit! You're Heading for Big Money With HI-LO!
—A 600-Hole Extra Thick Board, complete with Eschs and Celluloid Protector over the Parlay Jack-Pot Holes. Has both \$10.00 and \$15.00 hits for the boys to shoot for. Yet it shows an average profit of almost \$20.00! Sample only \$2.25, 1/3 Off in Dozen Lots. Get it started now! \$1.00 deposit required.

SUPERIOR 113 MAIN ST. PEORIA, ILL.
PAPER PRODUCTS CO., SALES BOARD FACTORY
WORLD'S FASTEST GROWING SALES BOARD FACTORY

ATTENTION OPERATORS
RED ARROWS, \$69.50; SKYSCRAPER, \$47.50; ACTION, \$39.50; SPARKPLUGS, \$29.50. Following guaranteed slightly used: GOLDEN GATE, \$16.00; FORWARD PASS, \$16.00; JACK-RABBIT, \$16.00; BLUE STREAK, \$16.00. Liberal Trade-In Allowance for Champions and Sportsmen on Red Arrows.
MIDWEST NOVELTY CO., 613 1st Avenue, South, FT. DODGE, IA.
REVISED AND UP-TO-DATE MACHINE
List mailed you each Wednesday, showing Lowest Prices on Used Machines. Drop us a card and receive this List weekly.
KANSAS NOVELTY COMPANY
555 W. Douglas Ave., Wichita, Kan.
"Largest Stock of New and Used Machines in the Middle West."

manufacturer of recorded music. We take pride in pioneering beneficial undertakings for the music trade. Therefore a cordial invitation is extended to the operators of Texas, as well as any other State, to visit the demonstration room in Dallas.

Petition Asks Return of Pins

ALBANY, Ore., Feb. 2.—Restoration of games in which amusement and skill are the chief factors was petitioned by 18 signers, largely proprietors of hotels, restaurants and other retail establishments, in a recent petition presented to the city council.

The petition was referred to the committee on health and police.

Recent strict enforcement of the city's ordinance governing slot machines is the purported cause of the petition.

Signers explained today that their purpose is to secure amendment of the ordinance to permit operation of games in which skill is employed by the players and in which amusement is a major motive.

Present ordinances, petitioners said, do not differentiate between strictly gambling devices and amusement games.

ARMY and NAVY Immediate Delivery. ACTION \$39.50
RECONDITIONED MACHINE BARGAINS
GUARANTEED PERFECT CONDITION. (Only a Few of Each.) (Subject to Prior Sale.)

Contact, Jr.	\$25.00	Big Bertha	\$18.50	Fleet	\$16.50
Pushover	15.50	Golden Gate	19.50	Pennant	6.50
Electro	19.50	Jigsaw	7.50	Lightning	19.50
World Series	7.50	Merry-Go-Round	18.50	Magic Keys	22.50
Drop Kick	22.50	Mills Official	5.50	Streamline	12.50

Also All Latest Machines of Leading Manufacturers.
SLOT MACHINES IN 1c, 5c AND 25c PLAY. NEW AND USED.
America's Oldest Distributors. Est. 1895. 39 Years of Service.
SICKING MFG. CO., Inc. 1922 Freeman Ave., Cincinnati, Ohio

SALESBOARD OPERATORS Takes in \$24.00 Costs You \$2.90
2,400 1c sales takes in \$24.00, nets \$19.30 after cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.
WRITE FOR SAMPLES AND PRICES.
General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

• for PREMIUMS QUALITY CIGARS at the PRICE you WANT TO PAY
TRICK CIGARS? Explode after smoking 1 inch. \$2.50 per 100 (50 to a Box).
Our LA DALAGIA CIGARS, 5-inch Perfecto, a Combination of Porto Rico and Havana Fillers with a Shaggy Wrapper. Real Quality. Packed in both Cedar and Morocco Chests, each with Lock and Key. Price is only \$1.75 Box of 50. Special Price to Jobbers.
A. S. FREY & CO., - - Red Lion, Pa.

SENSATIONAL LOW PRICES ON USED MACHINES
MAJIK KEYS, Standard (Brand-New, In Original Boxes) \$25.00
ROCKET \$40.00
CHAMPION \$50.00
AUTOBANK \$42.50
GOLD RUSH 4.00
JIG-SAW \$ 4.50
JACK RABBIT 18.00
PURITAN VENDERS 6.00
WAHOO (New Model) \$45.00
BELMONT, JR. (Race Horse) 5.00
GVPSY 4.00
IDEAL NOVELTY CO., 3003 Lemp Ave., St. Louis, Mo.
"MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR BALLY PRODUCTS."

Show Profit To Merchant

Inquiring reporter asks many questions about use of pinball games

ST. LOUIS, Feb. 2.—Modern pinball games are proving to be profitable to merchants who make no investment and risk no loss but receive 50 per cent of the receipts, according to an "inquiring reporter" story in *The St. Louis Star-Times*.

"All of the risk is assumed by the distributors in return for the privilege of installing the machines in the stores, saloons or other places where they will draw trade.

"The merchant in most cases receives 50 per cent of all the receipts. The distributors pay for the initial cost of the machines, keep the machines in repair, install new machines when necessary and pay the \$2 city license and

the 10 per cent federal tax on the original cost of each machine.

"The proprietor of a cafe told a reporter that the one machine operating in his place nets him about \$7 or \$8 a week. He pays out, he said, about 25 cents a day to players with winning scores, but this is deducted from the gross receipts before the profits are divided.

"This particular machine used a baseball system of scoring, five runs winning two free games or 10 cents, and nine runs winning 15 free games or 75 cents. The reporter, who was not unskilled in the game, played seven games and the highest score he made was three runs.

"None of the machines are made in St. Louis. Most of them are manufactured in Chicago and installed here by local operators, according to one distributor. This distributor asserted that while he 'is not getting rich' from the business, he is 'making a living.'

"The machines cost us from \$50 up apiece," he said. "There are very few merchants who want to invest this much money, so we install the games on commission.

"Most of the big distributors such as ourselves will not put machines near schools except in saloons, which are not frequented by school children. If, of course, a merchant buys a machine outright the matter is out of our hands.

"When we install a machine we do not specify that cash prizes will be given for high scores. All we offer is free games for high scores, but if the merchant wants to give cash prizes that's his business, not ours."

"That neither the merchant nor the distributor usually takes much of a chance of paying out in prizes more than is put in the machines was indicated by the reporter's conversation with a distributor who operates on a comparatively small scale.

"If it is discovered, the reporter was told, that prize winnings are running high on some particular machine it is removed and another installed. It would be possible, it was explained, to change the prize list on the old machine, but this likely would arouse the resentment of the players.

"In some places machines are played so steadily that new ones are installed once a month to meet the demands of the players for variety.

"Records in the city license collector's office show that 594 licenses were issued in 1934 at \$2 apiece. It could not be determined how many machines are actually in operation in the city.

"However, where licenses have been obtained they usually are tacked on the machine unless this obscures the board. Of approximately 100 machines noted by a reporter, only about half had the licenses attached."

Million-Dollar Record Claimed

NEW YORK, Feb. 2.—That a single distributing firm in the coin machine industry had sales of pinball table games reaching almost the stupendous total of \$1,000,000 is the report of the Modern Vending Company in reviewing its record of 1934. This firm established a number of records in the distribution of individual machines and the report of total sales by the firm had been awaited with interest. The firm claims a record unequalled in the history of coin machine distribution. The fastest record in its own business was the sale of two carloads of machines within eight hours. The firm covers the States of New York, New Jersey and Connecticut in its operations.

Not resting on past laurels, the firm has already mapped a vigorous sales campaign for 1935 and "expects to exceed a million." There is widespread opinion in distributing and jobbing circles in the "great Eastern market" that sales during 1935 will gradually pass to fewer and higher-priced machines.

Marshall III in New York

DETROIT, Feb. 2.—Ben Marshall, of Marshall-Lemke, Inc., who went to New York two weeks ago to purchase machines, has been seriously ill in the East. He had to have a number of teeth pulled at once, but is now reported satisfactorily recovering, tho he will not be able to return home at once.

A unique display at the Chicago convention will be Pal, Henry C. Lemke's new fox terrier. The dog is being trained personally by Lemke in a number of old stage tricks and will be used to entertain Detroit and other coin men for the convention.

Sensational! FLYING TRAPEZE JUNIOR

The most mechanically perfect game!

Snappy action! Bigger play!

SIZE 40" X 21"

EXACTLY SAME AS SENIOR EXCEPT SIZE

FLYING TRAPEZE SENIOR
 8 balls actually FLY over the two Trapezes into High Score Pockets. New S-m-o-o-l-h action! Size 44"x24". \$52.50

See it! You'll want it!

D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Illinois
 London: Burrows Automatic Supply Co., 78-81 Fetter Lane

when it's coin operated AMUSEMENT MACHINES

—write to the MANUFACTURER of the most popular proven PROFIT MAKERS in the Coin Machine Industry —whether it's PIN GAMES, COUNTER GAMES or DICGER Machines.

EXHIBIT

EXHIBIT SUPPLY CO.

ESTABLISHED SINCE 1901
 4222 W. LAKE ST. • CHICAGO, U.S.A.

A Snappy Game — "I OWE YOU"

PRICE \$12.50 TAX PAID.

We have I. O. U., another great Counter Game by Exhibit. Equipped with Gum Vender, I. O. U. can be used practically everywhere. It's a brand-new idea so powerful no reward or instruction card necessary. Shows last coin played. Plays pennies, nickels, dimes and quarters. Also available in straight nickel play. Size, 1 1/2" Long, 10" Wide, 4" Deep. In stock ready for instant shipment. Wire your order for quantity wanted. Ball Gum, 10 Boxes for \$1.55.

THE VENDING MACHINE CO.
 205-11 Franklin St., FAYETTEVILLE, N. C.

TRICKS & JOKES

3 LITTLE PIGS — Hot Novelty Card. Very funny. Fast seller. Dozen, 25c. Gross. \$2.50

3 SNAKE RADIOS — Dozen. \$.75

AUTO WHIZ BANGS — (Orig.) Doz. .90

SNAKE FOUNTAIN PEN — Doz. .60

HOW AM I DOIN' — New Squirt novelty. Hot item. Dozen. \$1.40

JUMPING CIGARETTES in Box. Doz. .65

BLACK EYE JOKE NOVELTY — Doz. .25

RUNNING MICE — Dozen, 35c. Gross. 3.50

Send \$1.00 for samples of above and catalog. 1/2 Deposit With Orders.

GORDON NOVELTY COMPANY
 833 Broadway, New York City

1935's BIG BUY

STANDARD AUTOMATIC PAYOUT—2, 4, 8, 12, 16 JACK THE NEW PRICE

PLUS 10% TAX DOUBLE MYSTERY JACK POT PLUS 10% TAX

Biggest Playgetter, Flashiest, Most Reliable Machine on the Market. Weighs 45 lbs. Easily handled. Ideal for present-day operating conditions. Cash Box removes from Front. Bent Coin Receptor. All Anti-Cheat Devices. 7-DAY TRIAL GUARANTEE BASIS. RUSH YOUR ORDER NOW.

Manufactured and Guaranteed by EQUIPMENT CORPORATION, Benton Harbor, Michigan.

KING

A SUPREME SALE

RELAYS \$ 4.00
 AUTOBANKS 30.00
 MAJIK KEYS KICKER... 15.00

1/3 With Order, Balance C. O. D.
 WRITE FOR FREE COPY SUPREME NEWS.

BRONX BRANCH: 1416 Webster Ave., Bronx, N. Y. C. Marty Rosen, Mgr.

SUPREME VENDING CO.

557 ROGERS AVE. • BROOKLYN, N. Y.

LITTLE NUT and NUT HOUSE

Table Vendors, the most popular in the world, will pay for themselves the first thirty days you own them. (We sell you an income.) With a fleet of these you will be independent. Small investment. A proven success and as up-to-date as tomorrow.

(Pat. Pend.)

LITTLE NUT VENDOR COMPANY

Lansing, Mich., U. S. A.

Be Wise! BUY your GAMES FROM

MARKEPP Co.

RECONDITIONED BARGAINS

SHYVERS CANNON FIRE \$37.50
 GOLDEN GATE 17.50
 AIRWAY 5.50

CHAMPION \$44.50
 HOOKEY 25.00
 JIG SAW 5.50

3902-4-6-8 CARNEGIE AVE., CLEVELAND, O.
 1410-12 CENTRAL PARKWAY CINCINNATI, O.

When Writing to Advertisers Mention The Billboard.

ACTION



No wonder ACTION is breaking all collection records from coast to coast! Folks who've been "off of" pin games for months are now flocking back to play this game of sizzling ACTION! Get your share of the pepped up play!

JUNIOR 20"x40" \$39.50

F. O. B. Chicago.

SENIOR 22"x46" \$58.50

F. O. B. Chicago or Los Angeles.

1/3 With Order, Balance C. O. D.

SKYSCRAPER

THE ORIGINAL "LIGHT-UP" PIN GAME
RED ARROW ROCKET CHAMPION

World's Greatest Automatic Payout Pin Games
ORDER THESE WINNERS FROM YOUR JOBBER

BALLY MFG. CO.

4619 RAVENSWOOD AVE.

CHICAGO, ILL.

USED MACHINE BARGAINS

10c MILLS SINGLE JACK POT DRAGON HEAD MODEL.....	\$27.50
5c MILLS SILENT ESCALATOR VENDORS.....	42.50
5c MILLS GOLD AWARD BELLS OR VENDORS.....	55.00
5c MILLS LION HEAD DOUBLE JACK POT.....	37.50
5c MILLS SKYSCRAPER DOUBLE JACK POT.....	37.50
1c MILLS O. T. BELL.....	35.00
5c MILLS O. T. BELL OR VENDOR.....	40.00
5c JENNINGS TRIPLE JACK POT CENTURYS.....	55.00
1c JENNINGS SINGLE JACK POT DUKES.....	25.00
5c JENNINGS SINGLE JACK POT DUKES.....	27.50
5c JENNINGS SILENT ESCALATOR DOUBLE JACK POT.....	37.50
5c JENNINGS DOUBLE JACK 1932 VICTORIA.....	32.50
10c JENNINGS DOUBLE JACK 1932 VICTORIA.....	35.00
5c JENNINGS DUCHESS.....	37.50
5c WATLING TWIN JACK POT BELLS OR VENDORS.....	32.50
10c WATLING TWIN JACK POT BELLS OR VENDORS.....	35.00

USED MACHINES

ROCKETS.....	\$40.00	GOLDEN GATES.....	\$17.50
CHAMPIONS.....	65.00	SUPER 8.....	17.50
GOLD AWARD TABLES.....	37.50	LIGHTNING.....	17.50
O. T. TABLES.....	70.00	ELECTRO.....	20.00
SPORTSMAN.....	65.00	SHYVERS CANNON FIRE.....	40.00
ROCKAWAYS.....	12.50	OFFICIAL SWEEPSTAKES.....	7.50
PONTIAC.....	15.00	AMERICAN BEAUTY.....	17.50

ALSO ALL THE LATEST PIN GAMES FOR IMMEDIATE DELIVERY.

1/3 Deposit With Order, Balance C. O. D.

AUTOMATIC COIN MACHINE CO.,
369 CHESTNUT ST., Phone 4-7125 SPRINGFIELD, MASS.

3 Machines That Will Emerge From the Show as Winners

LITE-A-LINE
NEW CHIEFTAIN
MARBLO

JOBBERS-OPERATORS—No Need To Wait for the Show. Call or Write Today.
Metropolitan Distributors for All Pacific Games.



INTERNATIONAL MUTOSCOPE REEL CO. 51620 W. 34th ST. INC. NEW YORK CITY

NEW PRICE LIST JUST OUT

Full of the Very Newest Ideas in Premiums and Prizes for Sportlands, Pin Games, Crane and Claw Machines, Bingo Games, Etc. Send Us Your Name and Address Today.

LEONARDO NOVELTY CO.

39 UNION SQUARE,

NEW YORK CITY.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Ethics Code For Florida

Provides rules for dealing with locations when member withdraws machines

Maximum percentages of commission, rules on solicitation and cranes and diggers are covered in the tentative code of ethics drawn up for adoption by the Coin Machine Operators' Association of Florida. The code is as follows:

ARTICLE 1

Maximum percentage to be paid to locations using the equipment of members of this Association shall be as follows:

1. Salesboards: (a) straight boards, 50 per cent of the net receipts. (b) Merchandise boards, 40 per cent of the gross receipts.
2. Cigaret vending machines, 1 1/4 cents per package.
3. Marble and pin games, 50 per cent of the net receipts.
4. Counter games and devices, 50 per cent of the net receipts or 70 per cent of the gross receipts at discretion of operator.
5. Nut and candy venders, 25 per cent of the gross receipts.
6. Scales or weighers, 25 per cent of the gross receipts.
7. Cranes or diggers: (a) Percentage, 25 per cent of gross receipts. (b) Electricity, a maximum of 15 cents per day may be allowed over the maximum percentage.

ARTICLE 2

(a) Any member may solicit or place equipment in a location where another member has equipment provided that he does not solicit for nor place an exact duplicate of equipment owned by another member in said location.

(b) TO APPLY TO CRANES OR DIGGERS—where space makes it impossible for new equipment to be installed in a location, no solicitation shall be made.

(c) TO APPLY TO CRANES OR DIGGERS—By mutual consent of the members a location may be declared closed where equipment has been removed due to pilfering or damaging or misuse of equipment in said location. By further mutual consent the location may be declared open, in which case the last member or members operating in said location shall have the first opportunity of replacing equipment in the location.

ARTICLE 3

In the event of disputes or grievances among members, all members except those involved in said disputes or grievances shall act in settling the matter and their decision shall be abided by. In event of a tie vote the chairman may cast his ballot in order to reach a majority vote.

ARTICLE 4

TO APPLY TO CRANES OR DIGGERS—Slugs found in the money boxes of

FREE!

TO ALL COIN MACHINE JOBBERS and OPERATORS!
"TIPS AND TOPICS"

The Business Journal of Coin Machines
Issued Monthly, 64 Pages of:

- News of the Industry
- Pictures of Operators and Jobbers
- General Business News
- World Events — Business Articles
- A Little Philosophy — Bits of Humor

WRITE "TIPS AND TOPICS"
4309 W. Lake St., Chicago

Latest I-O-U Dice Machine



\$12.50 Each

WE ALSO HAVE FOR IMMEDIATE DELIVERY THE WELL-KNOWN "SELECT 'EM DICE" MACHINE AND THE "NEW HORSE SHOES" DICE GAME AT \$12.50 Each.

1/3 Deposit, Balance C. O. D.
W. B. SPECIALTY 2507 MARCUS AVE., ST. LOUIS, MO.

machines shall become the property of the member who operates the machine.

ARTICLE 5

Each piece of equipment owned by members shall be properly marked as to membership in this Association.

ARTICLE 6

No member of this Association shall employ any person or persons now employed or formerly employed by another member.

ARTICLE 7

If equipment is removed from a location by a member by reason of dissatisfaction with the Code of Ethics on part of the location, or by reason of misuse or abuse of equipment, the secretary may have the authority to close said location, after proper investigation and approval by him, to the type of equipment removed, said closure to be made only at the request of the removing member. If and when the removing operator adjusts his differences with the said location, it may be declared open when the removing operator replaces his equipment in the location.



RECORD SERVICE DEPARTMENT FOR MUSIC OPERATORS, said to be the first of its kind in the country. Left to right: D. W. Law, Brunswick manager, Dallas; Harry I. Drollinger, Houston; Mildred Sue Garrison and Perry P. Pyle, Dallas.

NEW Surprise PIN GAME
"C.O.D."
 by Bally. NOW DELIVERING!

Start Now for Early ACTION on
VALENTINES

- B 8-7x10 In. Oomie Valentines. Lots of 10-Gro., Gro. (Less than 10-Gro. Lots, Gro. 45c.) 40c
- B 9-Fancy Tissue Valentines (5c Sellers), Gro. \$4.25
- B 10-Plain Valentine Hearts (1c Sellers), Gro. 56c
- B 11-Shooting Books, A Good Seller, Doz., 40c; Gro. \$4.50
- B 12-Snako Books, Doz., 55c; Gro. \$6.00
- B 13-Skirt or Sho-Mo Dolls, Doz., 20c; Gro. \$2.25
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Indiana Ops To Have Org

Call meeting attended by hundred ops starts move for State group

INDIANAPOLIS, Feb. 2.—A called meeting of operators of amusement games, merchandise vending and similar machines in the State of Indiana met January 29 at the office of the Advance Sales Company here for the purpose of perfecting an organization of operators for the State. Altho the meeting was called on short notice, due to the urgency of threatened legislation, an attendance of approximately 100 operators and jobbers was present. A number of operators thruout the State reported receiving their notices too late to attend and also expressed their desire to co-operate with the organization. After reports and discussion of needs and prospects for organization it was decided to form a temporary organization. F. J. Horuff, of Indianapolis, was elected temporary chairman, and W. E. Slingerland, also of Indianapolis, temporary secretary. A committee to draft a constitution and by-laws was named by the chairman. It consists of George W. Roach, Fort Wayne; Charles Hughes, Ladoga; John R. Baughn, Warsaw; A. Fieig, Indianapolis; E. S. Boxwell, South Bend; W. E. Slingerland, Indianapolis, and F. J. Horuff, Indianapolis. The committee has been instructed to report within a week or two, at which time the chairman will issue a call for a general State meeting to complete the organization.

Valuable co-operation in getting the organization started was given by the National Association of Coin Operated Machine Manufacturers in the presence of C. S. Darling, executive secretary, who came from the association headquarters in Chicago to attend the meeting. Operators in Indiana may communicate with W. E. Slingerland, Advance Sales Company, 18 West 22d street, Indianapolis, for information on the new association.

Checkers to Capaldi

NEW YORK, Feb. 2.—William Rabkin, president of the International Mutoscope Reel Company, Inc., announced to the trade this week that S. Capaldi & Company, Ltd., Edinburgh distributors, would be European representatives for the new game, Checkers, manufactured by his firm. The negotiations were completed, he said, when Jack Capaldi was on his second visit to the United States in December.

Rabkin states that the Checkers table game should be well suited to the European market since it does not depend so much upon novelty as other games. The "registrator" on the game will be a great surprise even to the Capaldi, he stated. A shipment of the new games to England is planned within a few days. The firm plans to have more than a thousand of the games in Europe before the Chicago convention.

Flays High Commissions

DETROIT, Feb. 2.—An attack on the policy of many operators in giving too large a commission to the location owner was made this week by Joseph Rich, Detroit operator. Commissions paid in this city have recently been reported as exorbitantly high by many operators.

"Some operators are giving as much as 80 per cent to the location," Rich said. "But such operators are only hurting themselves. They cannot meet the expenses of doing business that way. They are only working for the benefit of the storekeeper."

"The future of the industry will bring about a condition of fewer operators but decent ones, who know how to run their business. The cutthroats will be driven out by their crazy commissions."

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OPERA GLASSES. Pocket Size. Imitation Leather Covered. Each in Plush Bag. B200J900. Per Dozen 7.20	BAKELITE PIPES. B785. Per Gross 10.50 Per Dozen, 95c.
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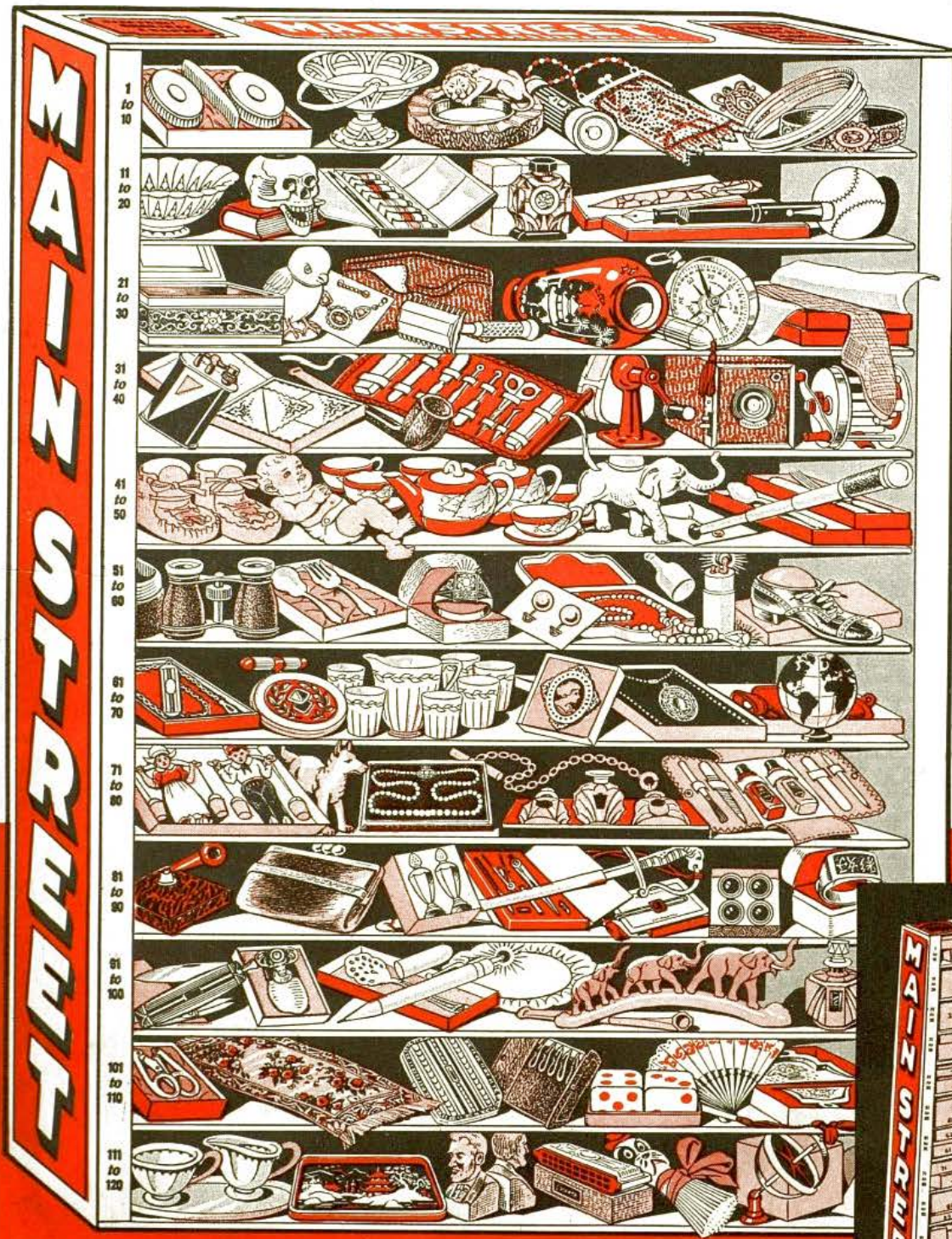
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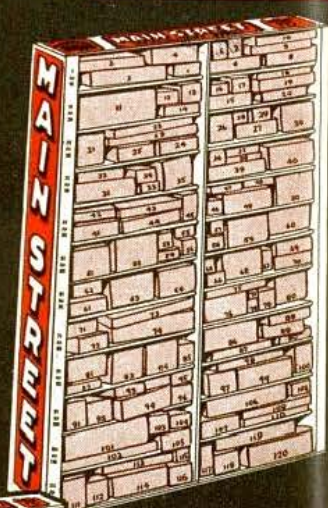
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