CHRISTMAS NUMBER 1935
J. L. FRANK
Presents "THE ORIGINAL"

---LOG CABIN BOYS---

FAMOUS RADIO RECORDING AND STAGE STARS

BREAKING HOUSE RECORDS

GREATEST SHOW OF ITS KIND ON TOUR

FAST SNAPPY LOTS OF MUSIC SONGS AND COMEDY

FEATURING

FREDDIE AND FRANKIE
LITTLE PEEWEE KING — TATERTED — BUDDY BROCK
JERRY WALLACE — HIGHPOCKETS AND OTHERS

NOW BROADCASTING
WHAS
LOUISVILLE KENTUCKY DAILY
7:15-7:30 A.M.

OPEN FOR ALL ENGAGEMENTS WITHIN 200 MILES OF LOUISVILLE

Address
J. L. FRANK
WHAS
LOUISVILLE KENTUCKY
FOR FULL DETAILS

November 30, 1935 - The Billboard
PUBLIC WANTS VAUDEVILLE

Circus Again Active For Sarasota Fiesta

The New York, Nov. 21.—Among the newspapers quoted by The Billboard on a vaudeville subject was The Atlantic (Meas.) Daily News, part of that paper's report stated that the sheet would publish a year hence at least 150,000 a week to advertise space rates, which are 20 cents per line, except on the front page, which would be $1 an inch.

Poll of readers to be conducted in some spots—many editors indicate advertising pressure of pic shows as asked by The Billboard to run ballots for readers

NEW YORK, Nov. 21.—A strong public demand for vaudeville throughout the United States is indicated from data gathered in a recent survey by The Billboard. In asking newspapers to submit comments from readers of various vaudeville shows, the survey was to represent a direct poll of newspaper readers and 179 daily were invited to participate. The response can be roughly divided as follows: Those who failed to answer—those who stated they were not interested; those who explained that various publication problems, such as recent polls of another nature, prevented entry; those (quoted below) who stated unequivocally that they were interested in the return of vaudeville. The inference, drawn from the various answers, is that motion picture interests are opposing attempts to canvas public opinion on the return of vaudeville.

The following are excerpts from letters received from editors:

"Our local connections are such that we would run into many difficulties."

(Billiers, General Agents Will Meet in Pittsburgh)

CHICAGO, Nov. 20.—Meeting of circuit managers representing the Billboard's union will meet at the Merchandise Mart on Thursday, December 9, to arrange the wage scales and working conditions for the season of 1936.

Equity Straw Vote Shows Many Sitting on the Fence

NEW YORK, Nov. 21.—No matter which the way the wind blows at the tentative Equity meeting scheduled for Monday afternoon at the hotel, at which there will be a showdown between the present administration and the Actors' Forum group, the question will stir up the rank and file of the organization more than anything in recent years. Members have been giving thought and careful consideration to the question, as established in a straw vote taken by The Billboard during the past six weeks. Actors were picked at random from each show playing on Broadway and asked to express their opinions. Names, it was (See EQUITY STRAW on page 12)

WPA Not Reopening Free N. Y. School

NEW YORK, Nov. 21.—Despite petitions by students of the N. Y. Free School of Arts and Drama, which was closed two weeks ago, the WPA authorities have not decided to reconvene their original order. The school, which was perpetuated by the students at 117 West 46th street to perform various theatrical relief activities. Meanwhile, the Oursby Drama, which is 18-year-old school was forced to close due to competition from the free school, is considering reopening its studio. It has available space for a school in its quarters.
Local 302 Rallies Support To Fight on Sokoloff Policy

Musicians' spokesmen attack WPA policies—claim tearing down of union scale, encouraging of competitive projects—backed by opera and symphony groups

NEW YORK, Nov. 23.-Support of the policies of 302 American Federation of Musicians, in opposing the methods of administration of the Federal Music Projects, is increasing. A Progress Album has been issued by the Associated Musicians of America, which contains speeches by various members of the union, including Sokoloff, the president of the 302's district council. The album is designed to show the union's position on the current controversy.

Principal speaker was Dave Fried, secretary of the 302, who had not spoken in public since Nov. 23. Fried denied a recent statement made by the 302, that Sokoloff was responsible for the situation in the music business to both public and the Associated Musicians of America. Instead, he claimed that Sokoloff had been forced to retire after increasing his work load on WPA projects, in amounts totaling at least $10,000 per month. Sokoloff was also accused of not being fair to local unions and of being more interested in his own personal interests than in the interests of the union.

Fried claimed that the recently announced reductions in WPA funds were not an attack on the voodoo, legitimate and local music projects. (See LOCAL 302 on page 43)

CTE Reorg Is Approved

WILMINGTON, Nov. 23.—Chancellor Joseph Sokoloff has approved the general reorganization plan submitted by a committee of the Delaware State Teachers' Association. The plan includes the appointment of a new director, the establishment of a new staff, and the creation of a new board of directors. It is expected to be effective in January.

A group of local union spokesmen and officials has been meetings with Sokoloff and the state legislature to discuss the proposed plan. Sokoloff has stated that he supports the plan and will work with the state to implement it.

WPA Show Projects May Get Going Soon

NEW YORK, Nov. 23.—After plenty of red tape, confusion and mistrust, it appears as if the 302 voodoo music and comedy circuits will be opening soon. The first efforts of the four leaders of the voodoo movement, the Associated Musicians of America, are to be followed by a series of shows, which will be presented in the various localities where voodoo music and comedy are popular. The first show is to be presented in New York City on Sunday, November 23. The show will feature a variety of performers, including comedians, singers, and dancers.

The WPA has been working with the Associated Musicians of America to ensure that the shows are presented in a way that is consistent with the union's goals. The Associated Musicians of America has been working to ensure that the shows are presented in a way that is consistent with the union's goals. The Associated Musicians of America has been working to ensure that the shows are presented in a way that is consistent with the union's goals.

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

NEW YORK, Nov. 23.—The movie opposition group, the American Artist's Union, is still officially on strike against Local 306, which is still in the negotiation phase. However, the union has said that it will not interfere with the strike.

The local union has been working to bring the strike to a conclusion. The union has been working to bring the strike to a conclusion. The union has been working to bring the strike to a conclusion.

CHICAGO, Nov. 23.—The Associated Musicians of America is currently negotiating with the local union to resolve the impasse over the strike.

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WPA Chicago Drama Units To Play Own Leased Theaters

CHICAGO, Nov. 23.—The first two WPA Chicago Drama Units, who are conducting an opera here, will employ around 300 local union members. The two units have represented the local union through the Chicago Drama League.

An appropriation of $18,000 has been secured by the WPA for the operation of the two units. The union has already secured a lease on a local theater, and is now preparing to present a series of plays.

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Pre-Meeting Equity Confab

“Centrists” reported asking Forum for stand before big showdown meeting

NEW YORK, Nov. 23.—A sudden resolution of the current dispute about the Forum, Administration equitable in any result this week may require the new forum to be brought in to form a “third party.” At a meeting held this week the Forum administration and members were invited to discuss the situation. The meeting ended with a resolution that the issue be brought to a vote by the Forum.

Also Ault Breitgarte Windust, chairman of the Forum, who is the first vice-president of the American Federation of Musicians, said that the issue had been brought to a vote by the Forum. He said that the issue had been brought to a vote by the Forum.

Turner, Equity, and his associates are scheduled to appear at the meeting, which will be held in an unoccupied capacity.

Opera “Donation” Scale Now Out

NEW YORK, Nov. 23.—Ending a three-year “donation” period, Local 302 American Federation of Musicians has secured the restoration of the $137 minimum wage scale for musicians working at the Metropolitan Opera. The wage scale was restored in 1959, because of the economic difficulties experienced by the union. The wage scale was restored in 1959, because of the economic difficulties experienced by the union.

Frank Ollis, Equity president, notified the union that the wage scale would be restored. The union had maintained that the wage scale should be restored.

Edward Johnson, recently appointed general manager of the Metrop, negotiated with the union. This is the second major cut restoration of the four in the last five years of the current season. The union cut was previously reduced by 20 per cent.

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

Kinsey Players Still Clicking

CANTON, Nov. 23.—Kinsey Players, now in their fifth week at the Grand Theater, have announced that they will continue to attract satisfactory patronage. Policy of two bills nightly, and advertisements on Monday night will be followed this week. The house is busy and attendance is good. The show is presented free of charge to the public.

The Kinsey Players continue to draw a good attendance. The show is presented free of charge to the public.

The Kinsey Players continue to draw a good attendance. The show is presented free of charge to the public.

ROLL OR MACHINE FOLDED

100,000-$17.00

SPECIAL PRINTED CASH ON DELIVERY

4 THE BILLBOARD FEATURES

November 30, 1935
SHOW WHERE THE CROWDS GO!

America's Exposition—1935—showed to more than five million people . . .

The CALIFORNIA
Pacific International
EXPOSITION
San Diego, California

will, by conservative estimate, show to six million people January 15th to September 9th, 1936.

The management have unique and entirely new and colorful plans and construction is now under way.

They are interested in negotiating with operators of a very few high class and out-of-the-ordinary attractions and rides.

Submit detailed information AT ONCE, air mail or wire
Wayne W. Dallard, Assistant Managing Director
Balboa Park, San Diego, California

NOTE: You may contact Mr. Dallard or Ed Brown, Sherman Hotel, Chicago, week of December 2, but it is suggested you make inquiry at once.
BOY FOY
SENSATIONAL BOY JUGGLER
* DOING ON ONE WHEEL WHAT
THE WORLD'S GREATEST JUGGLERS
HAVE DONE ON THE GROUND!

Direct from the Royal Command Perfor-
mance before Their Majesties, the King
and Queen of England, on October 29th, 1935

Now Appearing
HOTEL BILTMORE
NEW YORK

Engagement extended
from two weeks to two months

PERSONAL DIRECTION
DOROTHY GRANVILLE
717 RCA BLDG., 36 ROCKEFELLER PLAZA, NEW YORK CITY
TELEPHONE: CIRCLE 7-1834

Telephone Your Telegrams to
Postal Telegraph
Charges will appear on your
regular telephone bill

TICKETS
OF ALL KINDS
SPECIAL PRINTED ROLL OR FOLDED MACHINE
SIZE 1X2 INCHES"
10,000 - $6.65
50,000 - $11.25
100,000 TICKETS - - - $17.00
RESERVED SEAT COUPON TICKETS AND BOOK TICKETS
STOCK TICKETS FOR IMMEDIATE SHIPMENT

NATIONAL TICKET CO.
SHAMOKIN, PA.

HIGH-CLASS TALENT FOR ALL OCCASIONS
SEE US, WRITE US, WIRE US OR PHONE US FOR
RADIO, VAUDEVILLE, CABARET, PRESENTATION, CLUES, SMOKERS,
TAVERNS, FAIRS, BAZAARS, CARNIVALS, BURLESQUE
TOPNOTCH MATERIAL
MARYLAND THEATRICAL SERVICE

WALTER BUD - BILL K. SHAW - MILES MURPHY
Suite 11-12 Patterson Bldg., 506 E. Baltimore Street, Baltimore, Maryland.
Phone-Cabinet 3629.

ACTS IN THIS TERRITORY, ORGANIZED GIRL BANDS,
GET IN TOUCH WITH US AT ONCE.

MICKEY KING
World's Foremost Aerialist
International Feature

for 17 YEARS
Maybelline
MASCARA

has been the favorite of the profes-
sion, the amateur, the young, the old,
perfectly harmless qualities have en-
titled this outstanding recognition
from a group particularly fitted to
appreciate their true value. Now ac-
tained in this smart new gold and
maroon metal package...75 cents at
all reliable beauty goods counters.
Complete Refill, 35c.

BLACK
BROWN
BLUE

The Approved
Mascara

Season's
Greetings
To All Performers
from
Every Associate at
HOTEL FOUNTAIN SQUARE
CINCINNATI, OHIO
Vine Street, between 4th & 5th
Virgil C. Murphy, Manager

HAVLIN
HOTEL
Vine and Opera Place, Cincinnati, O.
Right in the Heart of the Theatrical Dis-
trict
MODERN ROOMS
Special Rates for Professionals.

SEDA Stages
ECONOMICAL - SAFE - DEPENDABLE


c. 533-7879

New York-Cleveland, 14 hrs. $5.50
Cleveland-Chicago, 13 hrs. $5.50
New York-Chicago, 24 hrs. $13.50

WANTED
A-1 Reporter, Agent with car, knows Florida,
3 states. Will handle major talent. Prefer
1 week's expenses. No commission. No. 306.

WANTED\ MED PEOPLE
In all States; those willing to work every week, better
plumbing, the best. Reconsider, pay
CHIEF BEAPORT, New Albany, O.

AT LIBERTY—TOAD & ZANZA THARP
Young General Manager Team. 4 Years Black-Face
Taking Specialities, Not Tremor. B. & O. A. All as-
samblers. Chicago, St. Louis, etc. Address Ad Agency, New York.

WANTED! Manager, Players. Lowest
No advance. O. F. ROYCE, 15 Washington St.
Boston, Mass.

HARVEY PLAYERS want people all ages for
church work, work not regular. Will teach.
Address Mr. Harvey, 104 South St., St. Peter, Minn.
DENY DON LEE-CBS SPLIT

Contract Reported as Renewed For Another Year at Least

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

SAN FRANCISCO, Nov. 23—Squashing all rumors to the contrary, the Don Lee network will continue to be the CBS Pacific Coast outlet—at least for another year. This decision was reached at a recent meeting of CBS officials, who had been considering the matter of discontinuing its affiliation with the Don Lee network. This has been vigorously denied by Don Lee officials many times, but the rumor still persists. General impression is that, while the contract has been signed, it will not give a good year in which to look around, plan and build.

Meanwhile the chances of a third network actually becoming a reality on the Pacific Coast are brighter than ever for some months. Mutual Broadcasting System, the “east of the Mississippi chain,” with powerful key cities in the middle West, has announced that it is going to be on the air gradually but surely adding to its power and outlets. Its key station, in fact, had been the Denver, which was announced to be the WGN, Chicago, and KDKA, Detroit. In the meantime Don Lee’s chain has representatives in the big time, including KNX and KNX in Los Angeles, enabling the local broadcaster to take important steps toward originating stations in the East, if the total setup here is well organized by a third network along the Pacific Coast is likely, which will be the direct competition to CBS and NBC.

LOS ANGELES, Nov. 23—Rumors are flying here that the Columbia Broadcasting System will cancel its affiliation with the Don Lee Broadcasting System, and hook up with KMPC, Beverly Hills, and KMPC, Los Angeles. It is being denied here today by Don Lee officials. However, it is being said that “Columbia would have consideration for a good program of their own.”

Berton Tietze, tenor-courier of Lawrence, has been offered a job with the Don Lee Broadcasting Company and has accepted it.

Major Bowes the Social Whip Of Radio and Allied Circles

NEW YORK, Nov. 23—Major Bowes has naturally been interested in the large number of people who have come to his apartment in the Capitol Theater Building Tuesday afternoon and Wednesday morning to see the make-up of the various shows he has prepared to make the combined efforts of all the major networks.

Desirable newsmen always show up because guests may be coming in on a place that otherwise may take a week of appointments, not to mention the fact that Bowes has two shows up the Capitol on the Tuesday afternoon and Wednesday morning. The Tuesday afternoon show was a strong indication that the Sunday morning program will be a success. The Monday afternoon show was a strong indication that the Sunday morning program will be a success.

Major’s apartment is naturally equipped for such affairs and is a combination of art gallery and comfortable living room, with full facilities for anything from a buffet dinner to a high-class dinner. His wine cellar is mostly pre-prohibition.

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WOR’s Live Talent Show Starts Nov. 27

NEW YORK, Nov. 23—The postponed program using live talent from a theater—now scheduled to be conducted by the Tru Blu Beer Company, will start Wednesday night, at the stage of the Beacon Theater, motion picture house at Forty-second Street. Show is being produced in cooperation with the American Federation of Actors as part of the “Renaissance” movement.

Locals were used as a result of the conflict among the actors causing a postponement from last week, when it was decided to stage the show at the Roxy. Using a house where live talent already being broadcast did not meet the policy or the intent of the AFA movement.

The radio at the Roxy would only display other artists. Show was rebroadcast over WOR, had already set up a hotel authentically. George Hall’s Orchestra, under the name of Lawrence and Anthony Rogers. Other talent will be heard subsequently at the Loew’s new theaters. Interested in the theater concern, own the Beacon but are not operating it.

FCC Tele Hearing Set Back to Jan. 6

WASHINGTON, Nov. 23—Federal Communications Commission announced that the hearings which will deal with the application of American Telephone and Telegraph Company for an experimental coastal telephone line between New York and Philadelphia will be resumed January 6, 1936, at the hearing room for going fully and widely into aspects of commercial telephone.

This means, it is stated, that other witnesses will be permitted to be heard before the FCC to be decided to intervene. As a result, it is concluded that the hearing on the Postal Western Union telephone companies, National Association of Broadcasters, the United States, and the other picture people and the like will have a chance to be heard.

Wide interest is expected to be shown by the Adolphus, one of the leading hotels.

Phil Harris Signs With Hitz Hotels

CINCINNATI, Nov. 23—Phil Harris and his orchestra, with Leslie Bay, vocalist, who were booked for a seven-hour stint at the BPO Smelber here Thursday, were booked for a five-week engagement at the Adolphus Hotel, general manager of the National Hotel Management. Contracts under the new contract the Harris orchestra is due to open a month’s engagement at the Hitz Hotel, Dallas, October 23, 1937.

Dave Elman Connects

NEW YORK, Nov. 23—Dave Elman was sent by Shubert to the South, with Smith & Finch advertising agency. Elman has been connected with the hotel chain since the early days. In other news, Elman is looking for a show for Boston radio, planning a return to the stage.
The Program’s the Thing

By DOUGLAS F. STORER

Personal likes and dislikes should be eliminated from the creation of a radio program just as they are eliminated from the creation of a magazine or newspaper. In both cases the program must be a true mirror of the public taste. An advertiser or producer cannot afford to have the public dislike his program, and the only way to an advertiser’s or producer’s liking is to make the public like his program.

If the product is bought and used by women the program must likewise appeal to women. In other words, successful advertising must be addressed directly to the audience, and not the number of people who read his particular advertisement. In the case of radio he can determine approximately how many people hear his program and thereby know how many people hear the sales message. In each case the type and method of presentation of the sales message will determine the results of the message.

A high Croneley rating does not necessarily mean a good program. A rating tells only that the audience is there and it is up to the commercial heart of the program to sell that audience. There have been cases where the star overshadows the product to the extent that the product became secondary in the audience’s mind, and few listeners could name the sponsor. Other programs with small talent costs and perhaps a small rating are extremely successful because the air fare is tied up so cleverly and becomes so much a part of the program that the listener hears and is continued.

We believe that it is more advantageous to the sponsor to have an audience of 100,000 in New York which is commercially natural on the air than it is just to make a sale. In other words, it is more advantageous to the sponsor to have a relatively small audience, but interesting, in financial returns when the program is not right.

The sales resulting from broadcast advertising is the only medium which makes the most of the advertising medium, and an intelligent presentation of selling copy is an important factor. When the advertising at WJZ and WJZO was with Captain Tim Healy with his Ivory Stamp Club. The returns and the effect created have shown this to be one of the most outstanding public relations ever to go on the air.

Douglas F. Storer spent 10 years with John Curtis Advertising in New York, as account executive. He then became executive vice-president and general manager of WJZ and WJZO, WCHP, Detroit (now WXYZ), stations on the Columbia network of the Broadcasting System. Returning to New York in 1931, he joined the Blackman Company as director of radio advertising. The company was Procter & Gamble, United States Rubber Company, Century Vacuum Corporation, Hudson, McCarver Campbell, and others. He retired from radio in the summer of 1934 and joined Rockefeller-O’Keefe as vice-president.

Besides the above problems of appealing to the right audience, the right time, and the right air, advertising must do a peculiar type of job. For example, the Charis Corporation, maker of Charis and Rival Hair Dressing, is in the United States and Canada by means of house-to-house saleswomen only. The radio program for Charis first of all had to be instrumental in getting the saleswomen past the front door. The selling job was then up to the Charis saleswomen. It was to be known to the Sisters of the Skillet act, and the saleswomen all became members of the Skillet. A very close contact between the radio audience and the program was established because women send in their problems to Eddie and Ralph in order to hear their amusing and instructive broadcasts. Yet, was started and blanks were distributed by the saleswomen. The program was not designed to make a selling job was done, together with a very close tieup with the radio audience, the saleswomen and the Sisters of the Skillet act.

The thinking of the Charis Corporation and its agent, the John L. Butler Company, of Philadelphia, has been along the lines of, on the only one hour a week, 18-minute program every Sunday afternoon the first of the month, has bought in almost 45,000 entries. Saleswomen have related how much an increase in the number of homes entered, and the percentage of sales per call has increased correspondingly.

To be successful a radio program must sell goods at a low cost per listener. Thus, all talent should be paid in proportion to ability to attract an audience, and not the number of listeners. An advertiser should be considered in the same light as the cost of space in the publication field. As already stated,

In radio the problem is quite different. In the case of the printed medium, as stated above, circulation is a matter for the publisher and editor to worry about. In radio circulation is a matter for the advertiser and the agency. There is no worry about the circulation of the radio medium, because this is all included in the product. The medium in which the copy is put into practice by Crosley has an even more accurate gauge of the audience. Every minute, the best and the brightest are tuned in, and when the 18-minute program every Sunday afternoon the first of the month, has bought in almost 45,000 entries. Saleswomen have related how much an increase in the number of homes entered, and the percentage of sales per call has increased correspondingly.

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

In the printed medium we have the Audit Bureau of Circulations, and the Standard Rate and Data Bureau. In other words, we know the guaranteed circulation of every newspaper and magazine. In radio, there is no equivalent. There are ways and means of knowing how many people listen to a program. In this respect radio is at a disadvantage. Instead of giving figures, colors, etc., are sold. But in radio, the advertiser can determine approximately how many people hear his program. In each case the type and method of presentation of the sales message will determine the results of the message.

Douglas F. Storer, who has successfully sold Lucky Strikes, Hudson and Terrapin garments, and that he was ideal for the new Coca-Cola program for an inexpensive product sold to everybody. He has made the dignity and class atmosphere typical of all Coca-Cola advertising.

The program of reaching children with the correct type of program is a little more difficult. For we not only have to think of a program that will appeal to the audience, but also the poor will not upset them with blood-and-thunder stories and thereby incur the ill will of parents and teachers. As Dr. Kinsey said, I once had when I was 800p wanted a program for children, and after much research I created Captain Tim Healy with his Ivory Stamp Club. The returns and the effect created have shown this to be one of the most outstanding public relations ever to go on the air.

In radio the program is the thing. In the case of the printed medium, as stated above, circulation is a matter for the publisher and editor to worry about. In radio circulation is a matter for the advertiser and the agency. There is no worry about the circulation of the radio medium, because this is all included in the product. The medium in which the copy is put into practice by Crosley has an even more accurate gauge of the audience. Every minute, the best and the brightest are tuned in, and when the 18-minute program every Sunday afternoon the first of the month, has bought in almost 45,000 entries. Saleswomen have related how much an increase in the number of homes entered, and the percentage of sales per call has increased correspondingly.

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NBC Artists' Bureau Exploiting Bands

NEW YORK, Nov. 29.—Bond booking department of the National Broadcasting Company's artists bureau this week issued its first general sales promotion offering since the department was set up in May of this year. Previously the department did a series of group bookings, mainly for local bands, and offered them for sneak preview dates only, with no advance promotion. The new series is a presentation of individual bands, each with its own distinctive style. The majority of the artists on the list are not well known, and the department has been able to obtain them for as little as $25 per week. The bands are scheduled to perform in various parts of the country, with the majority of the engagements going to the West Coast.


**PROGRAM REVIEWS**

(RST Unless Otherwise Indicated)

**Red Horse Tavern**


The sign of the Flying Red Horse has been written up as a legend of times past. But the band, with its keyboard and saxophone, dispense a current breeze for worthwhile. But seems to have found itself in a little advertising of the past. With the present members, the Red Horse Tavern is still in business. The color of the bar is green, with the sign reading "Red Horse Tavern." Inside, the bar is furnished with tables and chairs, and the walls are lined with framed pictures.

The music is provided by the band, which consists of three members. The lead singer is wearing a black suit and tie, while the two other members are dressed in blue jeans and T-shirts. The band is accompanied by a piano player and a drummer.

The atmosphere of the bar is relaxed, with patrons enjoying their drinks and conversations. The bar is open from 4:00 p.m. to 2:00 a.m., with live music from 4:15-6:00 p.m.

**Hoppe-Cohen Match**

**Feminine Fancies**


Sustaining, on WEAF (NBC network).

Long recognized as one of the top- rated radio programs, the program continues to attract a large and loyal listenership. The program consists of a variety of musical numbers, ranging from classical to contemporary, performed by the talented performers. The program is hosted by a popular figure in the radio industry, who brings a wealth of experience and knowledge to the program. The program is broadcast live from a studio, with a live audience in attendance.

**Mayor McNair**


According to the papers, in Pittsburgh, PA., the full title is Mayor William H. McNair. The program is broadcast live from a studio in Pittsburgh, PA., with a live audience in attendance.

**Ace Brigode**

TRIANDON, CINCINNATI, O. W.A.S.I. MUSIC CORP. OF AMERICA.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.
West Coast Notes; Newspaper Outlets

LOS ANGELES, Nov. 21—California's smaller cities are starting to use their own and two applications were received from the Pacific Acceptance Corporation for permission to operate a 250-watt daytime only station. Newspaper is battling the FCC to obtain a 500-watt daytime only station. Newspaper is a small town which has never been called for a permit, and the FCC has never denied a permit for a small town, Newspaper is planning to build a 500-watt daytime only station.

Meanwhile in Washington the PRC has ordered a hearing on the application for license renewal of San Francisco's KQF in the wake of the FCC's grant of a conditional renewal to the station. The PRC is expected to be one of the most important decisions of the year for both station and the FCC.

San Francisco

SAN FRANCISCO, Nov. 21—KQF has turned over the job of emceeing its half hour of newscasts to Gene Kemper, who is better known to listeners as Pedro Gonzalez. Pamphlet also announced that Moore will continue to emceeing the half hour of newscasts.

KQF has snapped up Olive Jones and placed her in the slot between 10 p.m. and 11 p.m., where the Mimi and Andy theme music will be heard.

Holly Engel, whose one-man show and piano program is aired over WTHM three nights a week, has released his voice and was warned by his doctor not to sing for two years. This is the first time in 25 years that he has not been singing.

KQF has a new musical feature, the Close Harmonizers, heard three nights a week. It's a male trio, with Jay Jorgen and Al Duprow of the famous banjo and fiddle team, and Time Warner, twin Gene Close plays the piano and clarinet.

KQF has a new musical feature, the Cob Corn Pipers, heard three nights a week. It's a male trio, with Jay Jorgen and Al Duprow of the famous banjo and fiddle team, and Time Warner, twin Gene Close plays the piano and clarinet.

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Ad Agencies and Stations Join Up With Drug Group

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

NEW YORK, Nov. 23—Apparently there will be no compromise on the Copeland bill drug between the Proprietary Association members, advertising agencies and radio stations. The association's meeting to start tomorrow and the above-mentioned organization announces a considerable number of new members. Those that have joined are: The Proprietary Association, New York, Inc.; Syracuse; and Cleveland.

It is expected that the association, which was to be held early in December, will not be held until the coming spring, or some time thereafter, to give the Copeland bill an opportunity to pass in the next session of Congress.

Nearly 20 advertising agencies have joined the Proprietary Association, which is 35 years old and has a wide and international membership of packaging drug manufacturers, cosmetics and proprietary agencies, the Proprietary Association announces. The group's objectives are to develop a national advertising and marketing program for the drug trade, to establish uniform rules for the sale of proprietary medicines and to improve the public's understanding of the drug trade.

NEW BIZ

(Continued from page 11)

Continued from page 11)

NEWMAN COSTING, who was appointed direct, one-minute non-voting wife.

Philadelphia

PHILIPS PACKING CO. (soap), thru Allen-Kayest Agency, starts November 28, 15-minute, Saturday, 6-7 p.m., Tonky's Fish Market, in 10-city U. P. TV program, WPX.

ELECTRA PLUGS (electrical appliances), thru Stuart Jordan Agency, starts December 2, ending December 19. 10-11:15 p.m., together with two spot announcements.

ADLER SHOP (novel), placed direct, started November 28 for four weeks, three spot announcements.

New York

(Continued from page 11)

Duffy, one-minute non-voting wife.

New World

(Continued from page 11)

Duffy, one-minute non-voting wife.

The MAY COMPANY, four announcements of one minute each, thru Philip F. Woodard Co., 40-15-minute programs broadcast direct, thru the stations.

J. E. W. KIMES, for the 100 News Network for one week, KEPL-KVOD.

KINGDON CLOTHES SHOP, thru the Ted Levy agency, three announcements daily for one week, KEPL-KVOD.

DUPLEX FURNITURE, thru the Raymond Kean agency, one announcement daily for one week.

COLORADO PARSLEY CLEVER CO., thru the Alonzo B. Culp agency, one announcement daily for one week.

HOTEL CLARK, Los Angeles, thru the J. R. Miller agency, 15-minute, Sunday, KEPL-KVOD.

FATHER PLANAGAN'S BOTTLE HOME, thru the Holstein Jacobs agency, 10 announcements. KEPL-KVOD.

WEST COAST

CALIFORNIA BREWING ASSOCIATION, thru the Western Star & Staff, San Francisco, ending December 1, 6-7 p.m., thru the stations.

UNCLE SAM (soap), thru the Nick-Kopp-Kaye agency, one announcement.

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Band Bookers Breaking AFM Rules Will Have To Post Bond

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

PHILADELPHIA, Nov. 23.—Steam has been rising among the vireants that the Plantation Cafe here is on its way from coming free instruction toAFM patrols. Donna Lynn, emcee of the club, is the subject of the week’s lessons in this latest of dance cases. Donna Lynn, emcee of the club, is the subject of the week's lessons in this latest of dance cases.

New Pittsburgh Agency

FEBRUARY 23.—Louis J. Michals has opened a booking office for the Pittsburgh agency of Drake's Theatre Service, Inc. The office is being staffed by members of the joint private and entertainment shows.

Night Club Reviews

Serf Room, Waldorf-Astoria, New York

This is a strictly formal spot, the swankiest of the Waldorf-Astoria’s dance spots. Catering to the fashion crowd, it has been playing to heavy business every since its opening.

Xaver Oceg’s Tango Band and the Al Donahue Orchestra alternate for the evening. Tonight the former consists of Manny and Drago, dance team, Jim, and Bob, and the band is under the direction of Ernie Perdomo, also making his Eastern debut here.

Manny and Drago are a well-matched pair, the girl being a slender Brunette and the boy a blue-eyed Charminet, numbers: a white dress for Manny and silver dress for Drago, with a Machuca number and a distinctive Tango. All three the team at its peak, making it interesting to see how many movements are embellished with occasional caprice, ad lib. and other special turns of the dancers. Made a fine impression.

Swans in the featured spot, a modernistic dance with a characteristic rhythm, the girl and the boy do the jive well, and their popular songs. The orchestra is under the direction of Bob Furtado, and it’s a good one.

A novelty number, next the girls, is a vocal duet in what is called the “Today’s Flower Child.” The girls, the orchestra, and the audience made the show a success.

The next show will be in a few hours, and the audience will be there for sure.

NIGHT SPOTS ORCHESTRA

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

November 30, 1935

Free Lessons to Patrons

NEW YORK, Nov. 23.—Trush’s has made this week a notable time for the vireants that the Plantation Cafe here is on its way from coming free instruction toAFM patrols. Donna Lynn, emcee of the club, is the subject of the week’s lessons in this latest of dance cases. Donna Lynn, emcee of the club, is the subject of the week's lessons in this latest of dance cases.

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Harlem Hot Spots Cooling

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

NEW YORK, Nov. 23.—The Harlem hot spots are cooling down and it’s not the weather that’s to blame.

Two main reasons seem to explain the trend. One is the changing attitude of the patrons—many who frequented the clubs are now staying away during the spectacular rioting last summer and are now recalling the incident. The other is the growing popularity of the white district.

Tourists and night-club patrons have been keeping away from Harlem in increasing numbers, preferring to avoid possible unpleasant scenes.

—Communications from 40th Street, in which the clubs are moving, to the New York Spot section also features a big colored show.

New Talent in Chi Loop Shows

CHICAGO, Nov. 23.—Most of the night spots in Loop have increased their booking and are featuring many new shows, increasing their business and the number of their patrons. Many of the clubs are moving to new colored spots downtown.

At the Walnut Room of the Hotel, where Donnfeld, magical maestro, hands out his magical maestros, are singing in Spanish, is playing a return engagement, and Benfield, lyrical lyricist, is in charge. The show is running a few weeks, offering charming songs. Benfield and his orchestra are in the main feature.

At the American Theatre, where the main attraction is the new colored show, is a musical revue featuring a variety of dances and songs. The show is running a few weeks, offering charming songs. Benfield and his orchestra are in the main feature.

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Two Bands Organize

CINCINNATI, Nov. 23.—Bertie Amei, manager of the band, and with his department, has organized a new band, advertised as the “New York’s Best.” The club is the Roosevelt Hotel’s Gold Room on Thanksgiving night. Bertie has Billy Yates, formerly with Don Bost, and Little Red as vocalist. Bertie is the manager, and the band is playing a few numbers.

The Urban Room, Chicago

The Urban Room of the Congress Hot-

The Urban Room of the Congress Hotel, a favorite of the stars, is a smartly decorated hotel room. The room is decorated with the latest in room decor, featuring Peggi Nelson, Pat Wallace, Sally Miller, and the well-known artists, including the Three Kings. The room is a favorite of the stars and is known for its good food and drink.

Bookers Happy Over

Famous Door, New York

A little less than a year ago, about 16 musicians got together and opened the Famous Door. The Famous Door was the result. It is located on the corner of 14th Street and 2nd Avenue, and is open every night. The Famous Door is well-known for its good food and music. The Famous Door has a special feature, the “Monday Night Special,” which is a popular item.

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Bookers Happy Over

Heavy Hotel Trade

NEW YORK, Nov. 23.—The hotel business here was up 50 per cent of the 1939 level, according to J. B. Mulligan, president of the Hotel Bookers Union.

Most of the bigger hotel spots report a heavy increase in the number of banquet and private entertainment bookings.

Local bookers and acts are getting a break as more and more of the hotels report a good house for dance and talent.

Krupa, on drums, is exceptionally enter-
Detroit Wages Up; Novelty Acts Scarce

DETROIT, Nov. 30—A shortage of better and more novelty acts is at the heart of the current labor troubles in the Greater Detroit area. Although there are several more acts playing in and around Detroit, the number of acts is too small to meet the demand. The former scale of 60¢ a night for single performers has been raised to 90¢. Spot playing by two shows nightly remains at the same scale of 60¢, however.

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

Better Acts Help Cleveland

CLEVELAND, Nov. 30—The former Rainbow Inn has been remodeled and reopened as the Sunset Inn Thursday. Opening show is the Dancing outlook for the new club is good. The acts are being booked by professional agents.

New Bridgeport Night Spot

BRIDGEPORT, Conn., Nov. 30—The former Rainbow Inn has been remodeled and reopened as the Sunset Inn Thursday. Opening show is the Dancing outlook for the new club is good. The acts are being booked by professional agents.

DUNPE AND COLLIERS, dancers, are new at the Night Club, New show is under contract to take the new C. B. Cochrane show.

GASTON AND ASTER, dancers, returned from Europe this month and are assisting the Radio City, New York, next month. The new act is scheduled for three weeks next month.

WANTED — A DANCE TEAM TO CHALLENGE DUBLIN'S ORCHESTRA who are preparing to defend the title this month, according to the local manager, are determined to make a hard try.

Orchestra Leaders

Orchestra Leaders are given special introductions and introductions for their new show. The others are: the Different and Fredie Neff, the Pennsylvania, and the Public Theater.

DANCE POSTERS

DANCE POSTERS New, ready to show at $1.00 each, ready to show at $1.00 each. Special requests welcome. 50¢ & up.

WHOLESALE MERCHANDISE DEPARTMENT

In This Issue

Immediately preceding Amusement Machine Section

SAVE MONEY BY BUYING THRU THIS DEPARTMENT

WEST VIRGINIA SONGS

F. MILLER, Professional Composer.

WANTED TO BUY

Gouldon Novelty Co., 465-470 Senece St., Buffalo, N. Y.
A Hotel
OF HOMES

NOVEMBER 30, 1935

The Billboard

MUSIC NEWS
(communication to New York Office)

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

Miles Reproduction Co., Inc., 147 W. 44th St., New York City.

500 UNION PENCIL CO., INC., 11-17 BROADWAY, N. Y.

ANOTHER BEAUTIFUL WALTZ BALLAD
CREATING A HARMONY NUMBER

"OLD KISHWAUNEE RIVER"

Quartet Arrangements and Copies to Bene-Fida Artists
Sending Stamp and Proof as Professionals

WILL LEWIS, Woods Theater Bldg. (Dept. B1), Chicago.

Sheet-Music Leaders

Week Ending November 23

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

Selling of music by the Maurice Richmond Music Corporation, Inc., is not included, due to an arrangement with publishers. A full report on that item is made to Meyer Music Corporation, Music Sales Corporation and Ashley Music Supply Company.

1. Red Sails in the Sunset
2. Across the Pascal
3. Roll Along, Palace Moon
4. Give My Regards
5. Twenty-Four Hours a Day
6. Thats a Million

PHONOGRAPH RECORD best sellers will be found on page 114.

o

For Xmas Give Your Boy or Girl A GENUINE LEATHER PENCIL CASE WITH NAME IMPRINTED

HERE'S a Christmas gift that surely will brighten every boy and girl's life. A beautiful genuine leather pencil case is a perfect gift for boys and girls, young and old. This pencil case is made of the finest leather and is designed to last a lifetime. It is available in a variety of colors and is perfect for all occasions. Give the gift of a lifetime this holiday season. Order now and get this unique gift delivered right to your door. Order today and give the gift of a lifetime to your loved ones.

ORDER NOW

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500
POLL SHOWS VAUDEVILLE DEMAND

Checkup of Dailies Gives Clear Picture of the Flesh Situation

Almost Taps

NEW YORK, Nov. 23.—Taps, the agent, has been trying to sell Eila Logan to Sidney Kingsley for two years, and that meant hammering away at every opportunity. This week they could hear her getting a phone call in to Taps. Girl secretary on the other end, with not many minutes she wouldn’t connect him with vaudeville. Nips were not too sure about the situation—so Logan was booked.

Riggs Still Huddle With Moss on Bill

NEW YORK, Nov. 23.—The license department’s case against Bill Russell for operating without an employment permit, which came up in special session yesterday and was postponed until Dec. 13. Postponement was agreed to by licensing commissioner Moss and Schilling’s attorney, J. Robert Broder, in view of their current buddies towards drawing up any ordinance. To get any ordinance on file, Broder and Sidney Kayes and J. A. M. King, president of the Motion Picture Theatres Association, have to do the motion picture place; and the Hattie Burbank System and the National Board of Review had to be in on the motion picture place.

Houses Build Own Shows

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

NEW YORK, Nov. 23.—Despite all the hurrers about the last couple of months and the heavy play given them as a vaudeville, the situation on units is not so healthy as it appears.

The building of their own shows is less expensive to the theaters than units. They avoid having to pay any expenses, produce profits and the like—all of which is laid to the charge of vaudeville. As the trend to building their own shows the theaters feel that they can have something to offer the public, that they can develop new talent, and not be completely dependent on vaudeville. New low has been doing this show assembling right along, playing shows intact in Baltimore and Washington. Ed Lowry opened today in Washington with a show of his own, and last week he completed those dates with his show. Circuit also has built shows and has exchanged these into the state here December 27 for the fourth time this year, as the last one is still being done.

RKO has gone in for this type of show building, not only playing for the circuit in Boston and next week going to New Haven, has also been played on the circuit in an assembled show. It is known that he will be back with another one. Judith Allen and Jack Doyle, head of the Boston branch office for the Western Permits, have been a couple of weeks by the circuit as a result of the success of his show.

Warner builds shows around Paul Ash in Washington and Patching for a circuit in Minneapolis, and Montreal bought for specially built shows, Harry Yorke in Boston and John Putt in Philadelphia builds his own shows in Boston, Detroit and Toronto. And it has been very successful in building its own shows.

New “Auction Nite” Stunt for Houses

NEW YORK, Nov. 23.—David S. Stern, special presentation broker, has lined up another one-night attraction, Auction Nite. Uses a professional emcee as auctioneer, and on the advice for different articles and purchasing them, prices ranging anywhere from 3 cents to $5.00, it shaped up in half an hour, with several homes participating. The tickets were sold at $1.50 a ticket.

These one-nighters are currently playing in New York City, with RKO, Fox and Warner going for a share of the action. It is in charge of the auctioneer, Henry Coopse, for the other circuits, and the success of the auctions is expected to be increased by the promotion man of the project.

L. A. Houses Fight With Bands

LOS ANGELES, Nov. 23.—Town’s new vaudeville house plans to have “ame” bands and orchestras. Elmer Panehan & Marco Paramount will have Cab Calloway and his band back for a concert. Sherill Collins has booked Red Lewis and his band into the Orpheum and the Ed O’Keefe Band will draw $6,500 at his repeat next week. Four weeks ago Calloway received for his tour at the house.

Stamping Out Nudity Trend

General Orders

NEW YORK, Nov. 23.—The swing towards nudity in vaude shows has met with vigorous opposition, with the com-
Loew's State, New York (Reviewed Friday Afternoon, Nov. 22)

State's in for another big week what with Willie and Eugene Howard leading the vaudeville bill. Eugene Howard, with his specialty, the "Boys on a Raft," is joined by his wife, Barbara Straw, with her "Out of His Mind" routine. The first show opens with a bang, and the audience seems to be enjoying themselves. The vaudevillian set has been updated with the latest in lighting and special effects.

Willie and Eugene Howard take this a capital place. They are both excellent performers and their act is a hit with the audience. The fact that they are both from the same family is obvious in their chemistry on stage. Their act is a perfect blend of comedy and vaudeville, making it a great choice for this week's performance. The audience is thoroughly entertained, laughing and clapping along with every number.

This week's show is a must-see for anyone who loves vaudeville and a good laugh.
AL-DI-VITO
RUSS DENNY

With DOROTHY STEVENS

Recalled to Europe after an absence of six months
Presenting their "Lesson in Lunacy" at

PALACE, Manchester, England, week Dec. 2
APOLLO THEATER, Dusseldorf, Germany, Dec. 16 to 30
ALHAMBRA THEATER, Paris, Jan. 3 to 17

Thanks to
VAL PARNELL--Foster Agency--VICK HENRY
P.S. Good-bye to Danny Graham, Chicago

ALICE DAWN

The Voice of a Thousand Personalities
Held Over--COCONUT GROVE,
PARK CENTRAL HOTEL, NEW YORK
Also Emceeing George Libby's Latest Revue
DIRECTION—MATTY ROSEN

BILL AMES

MOSSHARE the steam sounds effects and a
gig forge are used. Von Grimm does
his mechanical dance atop the furnace and it's a great creation. Read Bell, brilli-
antly, lighting his shadow to

At the Horse Show starts off with a
steal from Jumbo. Whereas in the lat-
ter of the Lorenzo leads a white horse, Ro-ber Weede makes his entrance as a
white charger on stage and then goes off singing while
mounted. His song "Caronade" was
written by Ponne and Al Silverman.

The Roketttes are a big hit in their
home, observing their keen pre-
cision while prancing. Life of the num-
ber, too, is given by the act "Pony the
Horse." Ideally turned, the group
provides many laugh minutes, the prop
horse, painted by a honey of a gal. carry-
ning on very amusingly.

At the Opes, the closer, is a repeat of
a couple of weeks ago, Ballet de
L'Opera. Program reveals it's repeated
at least once, indeed a ball, the
ballet girls working at the sides of the house and then on stage, where their ranks are
swollen to continue with. That's a sign to
behold. Marie Ormond and Nicholas Dazo round out the number with exc-
cellent ballet routines, and Beatrice
Joyce gives a brief hinting early in the
number for a song.

SINNY HARRIS

BRONX, Bronx, N. Y. (Premiered Friday Evening, November 22)

A substantial four-act show this hall
with Peter Badder doing the essence. Opened with L'Allegro, a strange acrobatics inside a huge wagon
wheel brought a lot of light from the
audience. Top stunt is jinking the
wheel up a hill on a trail of stairs while riding.
It. Good.

K. Don O'Brien, Irish tenor, is better than the
stage managers. Has a sweet voice, spe-
cializing in popular ballads without use of
amicrophone. Did front. Moon and won a
good hand.

In springing a brand new turn, re-
evels an improved showmanship and
much better comedy material. Strings on a
gorgeous blonde. Giovanna Fournier
to croon a pop and returns to close the
show. Opening of The Spell of the Si-
ren. Routinling could stand finishing.
Had no trouble getting over here.

Great Dagar, magician, entertained
the audience with a cool of magic tricks,
assisted by two women. Does
deedles, comics, bird-catchings net, silks, of
to box, side of box, and a trick of
goodness with a trunk escape and switch stunt.
Neat presentation, lack of special
settings was a handicap.

Grand Opera House, N. Y.
(Premiered Thursday Evening, November 21)

Good show in this four-act offering,
better than a number of those previously
caught at the 23rd street landmark.
Acts are, in running order, Ovidio Perez and
Company, Leo Martin, Ianno and Dyon, and De May, Moore and Marten.

Perez starting off, has a satisfactory
turn on the high wire, the "Company"
hit the second spot with a lot of
vivacity, and climax and a stunt the
which he works. Stunts in-
clude the handkerchief trick, balance on
a small plank and on a ladder, etc.,
could try to effect more showman-
ship and make the role of the
better. Leo Martin stood second in a
line of fast-talking chatter delivered in
a casual, good-pace style. He gathered
a few good laughs. Bingo Brother: Can
You Spare a Dime? in Double dress,
and close with a stuttering tune.

Lew and salads, in the main spot,
got over with a kick. The male half
of the show did the song of the
world, and his lady partner doing a little feeling and some pretense at singing. The main
number is the comedy of a couple of
some other boys, the song of the
citation. In comedy work at the
place. Man in the middle of the comedy
sports a screwy hair comb.

Sand and Martin, a five-
people flash, supplied a strong closing:
featuring two men and a short, slight
blond girl, together with another blond
lass and a young pianist. Latter also
has a fast spot of his own on the so-
creation, handling it with skill. The sec-
ond blonds and one of the men open
with an a capella, then the other man
repeats the a capella, then all the rest,
which they later repeat individually.
The other man and girl start out with
a legitimate ballroom number, then
into a burlesque of the same, and
both go together with the third chapp, return for a
trip of a throw-around routine with
the girls getting almost as much toasting around as
Foggy Taylor in her day. The number
should close the act, instead of bringing
on the accordionist and going into one
or two lesser comedians.

Business was good at the end of the
summer show.

JERRY FRANKEN

Chicago, Chicago
(Reviewed Saturday Afternoon, Nov. 23)

Jose Crawford started the show with
his organ. Melody of his, which con-
stituted of his usual excellent playing of
"Sleeping On, Song of Songs: A Little Bit Independent, I Love You"
and "Silver". His work was all done with slide effects. Drew a good
hand.

The first street divertsment opened with
Mark Fishman playing Thunder Over
America as the curtain. Showing
the Evan's ballet in hoop-skirt effect.
Naturally costumes before the fence
lined in blue. After a neat routine by the girls the Stuart Morgan sisters, three men
and a woman, contributed some fine
accurate work that included several breath-
taking tricks and a great trick for
dance hand.

Neil Kelly rapped on and proceeded to
make the matadors and a neat nut-
cracker. After her opening song she
did a slight on Ginette the horse, followed
can be a satirical of a Salvation Army
was singing a slow song. She
worked hard, is on the move all the time and
took a nice band.

Denny Morgan did a radium novelty
and opened with Mark Fishman singing
"Sleeping On, Song of Songs: A Little Bit Independent, I Love You"
and "Silver". His work was all done with slide effects. Drew a good
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VAUDEVILLE NOTES

VICTORIA LORENCZ, the vaude team of Victoria and Lorencz, who fractured her right arm while playing the State-Lake, Chicago, recently, in vacation in Wisconsin until she recovers from the injury. Preston Sellars, organizer of several of Chicago's downtown theaters, has joined the State-Lake. Murray Korman is working with Sam Baze on ideas for a novel Vitaphone short. Joe White and Freddie May have joined the Mike and Fred Agency, New York. Charlie Broom is doing a new fourpeople show at Cal Kenyon, formerly of Maloney and Auburn and the Kenyon Bros. is now working with the Five Elkins. Tom Kearns, former p.a. for Eddie Peabody, is now p.a. for Fy & M's astorians.

ABE FINKELD is no longer associated with Theatron due to the latter's illness and compulsory layoff. Cahn's Shawl, e.g., for Hal Benda South American tour, is due back in New York December 13 after a 10-week run in Mexico. Minny and Taylor volunteer songwriters, following their Fred A. Adam contract, have been contracted by P. & M. Agency, New York. Jack and Derry Lane, booked by Johnnie Dyman, of the Simon office, are coming to Chicago from RKO as a result of their Boston closing. The team, Louise Lovers and Johnny Peri, are working as a combo on some of the dates.

SBOVA DANCERS opened last week at the Grand Opera House, New York. Will play 12 weeks in Miami this winter, followed by a run at the Venetian Garden, Chicago. Charlie Abruns, of Abbott and Rosby, was stricken ill last week in his home. He is recuperating in a New York hospital. Gil Lamb is playing a few vaude dates before sailing for a return tour of Europe. Next month, Paul Duke opened his European tour at the Prince of Wales, instead of Liverpool, as originally booked. Gold note notices calling him "one of the clearest and most original turns on the music-hall stage today.

SELMA MARLOWE goes into the Metropolitan, Boston, this Sunday following engagements in Detroit, Washington and Baltimore. Georgia Price, after two weeks at the Piccadilly, London, is now on the high难关 for New York. Louise (Epy) Epstein, who was cut with the Metropolitan unit, touched on the Chicago unit last week. Alice King, who has been playing this city, is now on the other side of the balance. The Musketeers, a dance band, are featured in Aladdin's Oriental Fantasia, which is headed with two beautiful women. Berle is grooming himself for a booking bout next season with Benny Leonard in New York. He is in the city for the benefit affair at the Victor, formerly with Naib, now the photographer on the stage of the act with Ruff, Victor and Tamara.

NEW ACTS

Henry Scott

Reviewed at Bronz, Bronx. Style—Piano and comedy. Setting—In one. Two, after minutes.

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

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

Undoubtedly a personality, Scott needs a more closely knit act. With a real act behind him he should climb fast.

Reckless and Relaw

Reviewed at Bronz, Bronx. Style—Comedy and cycling. Setting—Full stage. Two, after minutes.

Man and woman doing comedy cycle routine. Not a sensational turn, but thoroughly amusing. The man, in baggy comedy costume, does most of the work, specializing in stunts and comic stuff.

He does stunts atop unicycles and bicycles, ringing in a few inoperative wheels for comic effect. The girl is on for a few last turns, filling in nicely.

The sort of act the audience likes, this one had to trouble pleasing the family audience that crowded the house for this performance. Was in the opening spots.

Let's have a look at the new acts in Vaudeville.
VAUDEVILLE

November 30, 1935

Variety Stage Shows and Their Importance at the Roxy Theater

By HOWARD S. CULLMAN

The Roxy Theater today is the only first-run Broadway theater that offers a variety entertainment—without a screen program. This is a rather recent development. For many months, however, the stage show at the Roxy has occupied a very important place in the popular life of New York, in part due to the spontaneous and enthusiastic response of Roxy audiences to the stage program. Frequently acts reported to have made their debut in Roxy where they have stayed and flourished, and have not stopped the show. Certain types of radio and screen personalities have attracted tremendous crowds, and further their anticipated, considering the size of the audience. The Roxy was, in fact, even before its present location, a popular place for a variety pieces for the thousands of New York's who cared to enjoy a variety show as well as stage entertainment.

I believe there are a great many reasons why our stage policy at the Roxy has proved a success. A few stand out in our judgment, which is the fact that it is a formally avoided extravagant production costs and a large part of our audience is the in the first place, we have fixed our budget to the time, or that it is a part of the show. We have tried at all times to keep things moving on our stage and apparently we have succeeded.

Second, we have kept our entertainment at all times at the level of our audiences. Recognizing that we were dealing with a very critical public, Al though our audience is not the largest, there is one thing we were able to do, and that is to offer a large variety of entertainment. We have not failed to observe the power of the audience with sympathetic concerts. Instead, we have given them what they want, and no less, a show that is expertly engineered, a combination of attractive, highly popular, and operatic numbers. We have not failed our audiences with complex musical numbers, but we have tried to entertain them with simple, original, amusing and understandable routines by a well-trained staff. In this connection I must make acknowledgment to Miss Gee Foster, whose ability is largely responsible for the success of the Roxy. The Gee Foster girls at the Roxy invariably come in for their full measure of applause, due not alone to the excellence of their dancing, but also to the lighting and entertaining effects created by Miss Foster.

In the choice of acts we have also aimed, within the limit of our budget, to offer entertainment to persons who would have real appeal to our patrons. Jack Pattington, our producer, deserves particular credit, both for the skill he has shown in selecting new talent and for his remarkable instinct in exploiting certain types of personalities.

I believe it might be valuable at this point to depart from generalities and enter into some of the more specific facts and figures which have shaped the Roxy's success during the last three years. For this purpose I have called upon the executives of Panchon & Marco, who have been responsible for our production department, to give me a concrete analysis of our stage experience at the Roxy.

In the first place, what is a Roxy show? Definitely, it is not vaudeville, nor is it a spectacle presentation of the Radio variety format. It consists of a variety revue based on a fairly consistent formula. We utilize our live girls both as a background for other acts and as a house. From time to time we have altered existing sets and cycles and added new backdrops, props, etc. One of our earliest additions was a band car on which practically all of our acts have decoratively and in keeping with the general motif of the show and use on the stage at such times as we do not wish our audience to think of the show as a 'Roxy show.'

On the whole we have used our orchestra as a background for the show. Our conductor also acts as managing director and president of the Pesky entertainment, and in the last few months has become primarily of his work is a rather interesting departure from the usual. He does not inject any personal touches into the show but is merely able to introduce and coordinate the various acts. His presence on the stage allows for all times brief, friendly and descriptive. He makes no attempt at wisecracks. As a result, whereas the job of the orchestra is to entertain, Pesky Mack has been on the Roxy for nearly a year.

As to the choice of headliners at the Roxy: We have aimed at one of the most popular things in the entertainment field, namely, to maintain a consistent policy. It is an all too well-known fact that the tremendous drawing power of any star who is a real vaudeville artist has a considerable success, followed, however, by a terrific letdown in the weeks that followed their appearance. We have tried to have such acts make their revue as a whole a consistent attraction.

However, we have frequently played headliners who have had great drawing power in the past, and no necessarily acts that would be regarded as equal box office attractions in other theaters. Such movie personalities, such as Clark Gable and Greta Garbo, have had tremendous drawing cards because they were personalities familiar to our patrons. We have tried to utilize such headliners as we have maintained balance in our show. The audience at the Roxy never at any time caused a striking contrast in our audience's mind between the shows which preceded and followed.

We have made similar use of radio personalities. The producing staff of Panchon & Marco is in close touch with the radio field and maintains a shopping list for new acts. In the past we have believed they have been unusually successful. Instead of relying on well-known radio personalities, they have given recognition to talented individu of radio personalities at work in other fields, and on their premises. These radio personalities are generally advertised as Gertrude Niesen, James Mellon and Sandy Ross were featured at the Roxy long before they were widely known. Their booking at the Roxy has in most cases left them with an idea of our audience's mind between the shows which preceded and followed.

Altho we have adhered to a reasonably consistent formula in the Roxy, we have not hesitated to present acts that are adaptable to the general framework. We have at times presented acts of radio acts, such as Bob Allen's Showbox, the WNYN Barn Dance, Cowboy Toms, the CBS and NBC Revue and Nick Kenyon's Revue. These acts are generally supplemented with additional acts and presented in a manner following the general lines of our standard production techniques. Generally speaking we have had a good success with our stage afternoons more intensively and extensively.

Finally, I must make mention of the role of the announcer, whose name is Cashin. I believe he is among the first to recognize the importance of the amateur. The tip that we have made with the Announcer's name, is that our first name gives moniker on a nation-wide hookup. Each week we present on our stage the winners of the previous week, Wednesdays, which the Roxy Announcer, he has found, have been amateur winners. We have decided that our stage. Our audience has been more intimate and closer to the performer. I believe, for many of them their appearance at the Roxy has been a valuable stepping stone towards a profession.
Hearing Held on Proposed Building Code Revisions

Theatrical shows, film houses powerful factor in hopes of legit men—new regulations may be adopted before January 1—McCaffrey presents theater's viewpoint

NEW YORK, Nov 28.—Legit theater interests, at the aldemonic hearing Monday on the proposed new building code, sought to effect changes in antiquated rules and regulations. The new code, if adopted, would make costly and time-consuming improvements practically impossible to carry out.

The argument for legislation, made by the members of the theater industry, favored the following provisions of the new code:

1. The number of exits from the theater should be increased to at least three.
2. The fireproofing of the auditorium should be improved.
3. The lighting in the auditorium should be increased.
4. The seating arrangements should be improved to provide better visibility.
5. The acoustics of the auditorium should be improved.

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The Legitimate Taking the Air

By NOEL MEADOW

NOEL MEADOW is reputed to be among the town's better press agents, but his actions are not always in line with his profession. Despite that, he is a serious student of the drama. Although he has traveled along the high road of show business, he has not lost sight of the legitimate theatre. In fact, he is one of the few who are not content to see the legitimate theatre as a mere appendage to the vaudeville and musical theatre. He wants to see it as a separate and distinct entity.

Butts, the director of the American National Theatre, is one of those who feel that the legitimate theatre has a future. He has been working hard to establish a new theatre in New York City, which he hopes will be a centre for serious and legitimate productions.

The problem, however, is how to attract audiences to the legitimate theatre. Critics agree that it is not easy to do so. Butts believes that the key is to produce high-quality plays that will appeal to a wide range of audiences.

The most recent production at the National Theatre was a new play by a young writer. The play was well-received by critics and audiences alike. Butts is hoping that this will be the beginning of a new era for the legitimate theatre in America.

An Actors' Basic Contract in Legit?

PRESIDENT writing the actors' contracts, the Actors' Equity Association, is free to impose any conditions that they desire upon the managers. The time has come when they may no longer have to go haywire, imposing a set of impossible or ridiculous restrictions, which is, highly improbable, but at the same time is, a shocking thing. The managers of the legitimate theatre have come to the conclusion that the field must be stabilized. There is a movement, which, in the face of the declining legitimate professional service, may become a rage and prevail. The managers of the legitimate theatre have come to the realization that the immoral dramas which we cherish as well as other modern pieces that are accessible to the new ad

Nudity Takes a Back seat

Nudity has been banished from the movie play. The recent production of the film "Burlesque" was accredited to the efforts of the management. The movie play is not the only form of entertainment that has been affected by the new rules. The legitimate theatre is also facing a crisis. The managers of the legitimate theatre have been forced to make tough decisions in order to keep the theatre open.

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NEW PLAYS.
(Continued from page 21)

EMPIRE
Beginning Monday Evening, Nov. 16, 1935
FOR VALOR
A comedy by Martha Henderson and Henry Arnaud House, directed by Frank Craven, Settings by Edward D. Stone, Costumes by Frank Correlli, Private Masquerade, Frew, Miss Flanigan, Fedder, Mr. Hooligan, Fontaine, Mr. Lobster, Frew, Mr. Smiley, Miss Jones, Miss Smith, Miss Wilson, Mr. Jones, Mr. Tobacco, Mr. Taylor, Mr. Johnson, Mr. Jenkins.

HIPPODROME
Beginning Saturday Evening, Nov. 16, 1935
JUMBO
A circus-musical spectacular directed by Ben Hedg and Cadillac MacArthur, and music and lyrics by Frank Craven, Produced by Bob Logan, Production staged by John Murray Anderson and E. O. Rapaille, A first-rate and colorfully produced show. A gala and acrobatic and aerial ballets by Alden and the famous “MacArthur” troupe. A wonderful array of circus attractions by Amero and Donnelly. A highly successful opening number. A high point of the show is the production of a circus ring, with a huge half-circle of elephants. A large crowd gathered to watch the opening night performance. A highly successful opening number. A high point of the show is the production of a circus ring, with a huge half-circle of elephants. A large crowd gathered to watch the opening night performance. A highly successful opening number. A high point of the show is the production of a circus ring, with a huge half-circle of elephants. A large crowd gathered to watch the opening night performance. A highly successful opening number. A high point of the show is the production of a circus ring, with a huge half-circle of elephants. A large crowd gathered to watch the opening night performance. A highly successful opening number. A high point of the show is the production of a circus ring, with a huge half-circle of elephants.
"REMEMBER LAST NIGHT"  
*UNIVERSAL*  
**TIME—**81 minutes  
**PRODUCERS—**Otto Preminger, Jr.  
**RELEASE DATE—**Nov. 4  
**CAST—**Edward Arnold, Constance Cummings, Sally Blane, Robert Young,  
Harry Armstrong, Reginald Denny, Robert Lowery, Robert Allen,  
Jack La Rue, Louise Henry, Gustave Von Seyffertitz, Gregory Ratoff,  
Arthur Treacher, and Basil Rathbone.  
**DIRECTOR—**John W. Good  
**AUTHORS—**Screenplay by Delmer Daves, Charles G. Clarke, and  
Dorothy Abbot.  
**COMMENT—**Universal has cashed in on that awful empty feeling (the movie was shot in eight days) when they realize that anything can happen in the movies.  
**EXPLOITATION—**Salesman contest, cliff-hanger, and other giveaways.  
** Namenotes—**The cast should also get plenty play.

"SPLENDOR"  
*UNITED ARTISTS*  
**TIME—**76 minutes  
**RELEASE DATE—**November 5  
**CAST—**The old couple about the poor girl marrying a society lad whose family,  
on the rocks, thinks of nothing but money and social position. As usual, every-  
bodv body loves somebody else, the boy's cousin, influential, failing for the gal,  
and changing the rules of the game. The idea is to keep away from home,  
hovvewer, to save his family's finances and so invevitably break up. She bravely  
rries to earn her own living, and he, walking up, sets up new first run house  
and gets a job too. So they're together again at the end.  
**CAST—**Vincent Prospero, Helen Hayes, Errol Flynn, William Tabbert,  
Robert Young, Billie Burke, John Miljan, Jonathan Winters, Henry O'Neill,  
Danny Thomas, and others.  
**DIRECTOR—**Dimitri Buchowetz.  
**AUTHOR—**Screen play by Melville Shavelson.  
**COMMENT—**A grand cast, about the only thing grand in the picture.  
**EXPLOITATION—**The cast is the only tip.

**FILM CONSENSUS**

Below are the lists of films reviewed in last week's issue of The Billboard,  
along with the tabulation of the critical vote.  
**Papers used in the tabulation—**The New York Times, The Mirror,  
The World, Mirror, The New York World-Telegram and Sun; New York Times,  
New York Herald Tribune, Variety, The Billboard, Harry Warner, the  
Associated Press, Harrison's Reports, Variety, Laemmle, Motion Picture  
Central, Photoplay Magazine, Time, Film Daily, Motion Picture Herald,  
Motion Picture News, Exhibitor, Varietv, and The Billboard among trade papers.  
Not all of the papers listed all of the pictures submitted, because of  
early trade showings, conflicting publication dates, etc.

<table>
<thead>
<tr>
<th>Name</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Note</th>
<th>Opinion</th>
<th>Comment</th>
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</thead>
<tbody>
<tr>
<td>Thanks A Million</td>
<td>18</td>
<td>0</td>
<td>0</td>
<td>&quot;box-office shatterer.&quot; &quot;Marvelous piece of entertainment.&quot;</td>
<td>&quot;Mirror.&quot;</td>
</tr>
<tr>
<td>In Person (RKO)</td>
<td>6</td>
<td>2</td>
<td>0</td>
<td>&quot;Sound showmanship.&quot; &quot;M. P. Howard's witty good comedy.&quot;</td>
<td>&quot;Harrison's Reports.&quot;</td>
</tr>
<tr>
<td>The Man Who Broke the Bank (Warner)</td>
<td>12</td>
<td>0</td>
<td>0</td>
<td>&quot;Highly entertaining.&quot; &quot;Just fair.&quot;</td>
<td>&quot;Harrison's Reports.&quot;</td>
</tr>
<tr>
<td>Star Over Broadway (Warner)</td>
<td>11</td>
<td>2</td>
<td>0</td>
<td>&quot;Good musical entertainment.&quot;</td>
<td>&quot;Film Daily.&quot; &quot;Fond and entertaining.&quot;</td>
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<tr>
<td>Mary Swan, Fugitive (Paramount)</td>
<td>14</td>
<td>0</td>
<td>0</td>
<td>&quot;Powerful gangster melodrama.&quot;</td>
<td>&quot;Harrington's Reports.&quot;</td>
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<tr>
<td>Crime and Punishment</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>&quot;Scary story.&quot; &quot;Post.&quot;</td>
<td>&quot;Truly satisfying melodrama.&quot;</td>
</tr>
<tr>
<td>The Payoff (First National)</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>&quot;Decisively lesser work.&quot;</td>
<td>&quot;Ridiculous treatment.&quot;</td>
</tr>
<tr>
<td>The Last of the Clancys</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>&quot;Good Western.&quot;</td>
<td>&quot;The Billboard.&quot;</td>
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<tr>
<td>Skyhook (Paramount)</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>&quot;Better-than-average Western.&quot;</td>
<td>&quot;The Billboard.&quot;</td>
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</tbody>
</table>

**EXHIBITORS ORGANIZATIONS**

Fifty-eight independent theater owners of Iowa and Nebraska had formed a protective business combination, it was announced at the closing session of the Iowa - Nebraska Alliance, in Davenport last week. Outfit will operate as a protective group and will join in the campaign to build up the circuit and will build houses when competition appears. A meeting was held to discuss the possibility of investing $1,000,000 in the organization.

Electoral success was reported as a result in the re-election of Leo F. Wolcott as president. Other officers are H. A. Larson, vice-president, and Charles Peterson, secretary. Members of the board of directors are M. W. Ivan, R. J. Conwell, H. H. A. Taylor, Phil March, William Miller, Jacob Rosenthal and Clifford Macomber.

Among the resolutions passed by the organization, the one calling for a demand that circuit houses be included in the state school laws for the protection of children against exploitation by the ASCAP, a vote in favor of re-establishing non-profit membership in the organization picture code, but not the code as a whole. Wolcott stated at the opening session of the convention, "Iowa-Neb-Nebraska Alliance is willing to co-operate with the national Allied organization, the withdrawn from membership by reason of our policy to protect the best interests of our business and for the good of their interests." He stated that the code was the only thing that could help the dealers and said that clean print had helped the dealers. He was one of the first to see that many of the houses have been able to survive the depression. About 200 members attended the convention, the large attendance being attributed to the better financial conditions in the Midwest.

Fear of the enactment of a 13 per cent gross registration tax in Ohio was dispelled Tuesday at the Ohio TTO convention in Columbus. When Gov. Martin L. Davey, speaking at the convention banquet, promised continuance of the privileges of the state charter, many believed that he was opposed to discriminating against films in the levy of taxes on sales of goods and not not so much on the consumer. He indicated that he is in favor of a federal tax and would fit the various types and classes of theaters.

P. J. Wood, business manager of the organization, told members at the afternoon session that the time has come to see that the tax is being levied, whereby a 10 per cent percentage increase of the taxes now being paid by the theaters would not be levied by the month. Theaters are now paying almost one-half of the tax. He said that the situation is at present an auditing theater accounts, intending to file discount reports and to report losses. All officers were unanimously re-elected. They are: President, C. H. Oden; vice-president, F. R. Blacker; secretary, and three members of the board.

The convention of the MPAA in Oklahoma was held Tuesday in Oklahoma City, with about 250 theater men attending. The keynote address was made by J. W. Conover, president of the Guild. After the meeting adjourned, a social affair was given, with exhibitors paying taxes to their guests in the form of their gross or $5 per cent of their net.

**MERRY XMAS**

CINCINNATI MOVING PICTURE OPERATORS' LOCAL NO. 327

**NEWS OF THE WEEK**

Columbus announced last week that its net profit for the quarter ended September 26, 1952, was $437,950.94, after deducting operating expenses of $157,222.30 for federal taxes. The surplus was increased to about $2,925,000.00 in 1952, and the company spent $182,382.00, with working capital going up to $53,310,000.00.

Company assets on the consolidated balance sheet are $87,744,200.00, and in addition, there are $50,000,000.00 surplus, to $5,857,200.00, with working capital going up to $53,310,000.00.

The stockholders' meeting was held February 1, 1953, and also devoted to the discussion of a proposed dividend of 25 per cent for the current year.

**THEATRE INSTITUTE**

2534 S. WABASH AVE., CHICAGO, ILL.

**THEATRE EQUIPMENT NEW & USED**

**LEARN THE THEATRE BUSINESS**

In cooperation with trained men in the industry, equipped with the latest equipment, in cooperation with the Chicago Daily News, Chicago, Ill.
**TIME—60 minutes. RELEASE DATE—November 20.**

**PLOT:**—Raskolnikov, brilliant student of criminology, murders a pawnbroker when driven desperate by poverty. The start of his investigation is when he is half mad with fear, finally conquering fear and assuming Napoleonic fortitude. The clever inspector, played by Van Alden, finally traps the murderer, but lacks sufficient evidence. The murderer, conscience stricken, is urged by a streetwalker who gives him to give himself up. The picture ends as he is about to be hung, but is called back by a message that he has been given.

**CAST:**—Peter Lorre, Edward Arnold, Marian Marsh, Tala Birell, Elizabeth Risdon, and Harold Langley.

**DIRECTOR:**—Josef Von Sternberg, who turns the powerful Dostoevsky novel into a picture.

**COMMENT:**—Crime and Punishment is a sparkling gem of screen entertainment. As the spirit crushed authority on crime, Peter Lorre, the international crook of himself in cinema's hall of fame, Edward Arnold, in the role of the over-scrupulous inspector, also offers a sterling performance. However, this picture is not as fine as the French version now running in New York. In embalming it with melodrama, the audience might have expected something better from the master, Von Sternberg, who has sacrificed some of the novel's driving power.

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

---

**“THE CASE OF THE MISSING MEN” (COLUMBIA)**

**TIME—90 minutes. RELEASE DATE—October 15.**

**PLOT:**—Hugh Warden, convinced by his wife that he is an artist, quits his job as newspaper photographer to open a portrait studio. Business is bad, so he cons the carnival by becoming a fortune-telling photographer. Unwittingly he snags the picture of a murderous criminal just as the latter is leaving the scene of a job. A hunchen, sent to destroy the film, baby up Jim, and annuls the carnival. On a trip with his friend John Gage, Jim examines the film cartridge, finds it odd, and develops all the negatives. By using the process, he is able to develop the film's story, but only after he has managed to keep the film's story out of the hands of the police. Jim and Gage then go to see the chief of the police, the chief of the police for the sake of safety, will call for his film. He does, and the police are then able to catch the criminal.

**CAST:**—Hugh Warden, Tom LaGane, James Burke and Arthur Rankin.

**COMMENT:**—Warden did a pretty good job in that the picture moves along at a good pace and manages to keep up interest. Good story, cast, and production make this a hit.

**EXPLOITATION:**—Mystery, thriller, action, with the timely element of the street, photography.

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**TO BE THE BAND**

**TIME—67 minutes. RELEASE DATE—November 3.**

**PLOT:**—Hugh Herbert has to marry a woman in order to inherit $50,000. He loves a gal who's not a widow, so he marries her off to a guy who's going to commit suicide, which will enable the girl to inherit the great sum. The girl is willing to kill herself, but Hugh tries to keep the girl from carrying out her plan, and Herbert, meanwhile, is courted by a lady lawyer. It's a situation that could be comic. In love with his wife, stays alive, and Herbert discovers that he is the heir, who left the money, it ain't reme, after all.

**CAST:**—Hugh Herbert, Helen Broderick, Roger Pryor, Fred Eacott, Eric More, Phyllis Brooks, Evelyn Poe and others. They do what they can, the Miss Brooks and Poe are somewhat terrifying. Broderick is unfortunately awkward and Poe is quite good.

**AUTHORS:**—Play by Stan James, a story by George Marion Jr. Music by Matt Malneck. Lyrics by Johnny Mercier, 0 urch

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

**EXPLOITATION:**—Lower half of the duals. If you have to play it.

**EXPLOITATION:**—Play up the music and the band specialties, but have excuse ready for the customers ali live.

---

**“GUARD THAT GIRL”**

**TIME—67 minutes. RELEASE DATE not given.**

**PLOT:**—Robert Allen and Ward Bond are engaged to guard an heiress from possible harm for three days, at the end of which her inheritance will be given her. Their secretary, Florence Rice, is used to substitute for the real heiress, picture Roberts, who is to play the part. The score of the picture is quite fair amount of suspense. Love interest is in Allen and Miss Rice and Bond and Barbara Karan.


**DIRECTOR:**—Lambert Hille.

**AUTHORS:**—Lambert Billings.

**COMMENT:**—Average melodramatic for the double bills.

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

---

**“MUSIC IS MAGIC” (FOX)**

**TIME—68 minutes. RELEASE DATE—November 1.**

**PLOT:**—Old story about the difficulties of a clever girl achieving success, with Alice Faye as the heroine. She is in a vaude show with McDevill and Dunat, and the objects of affection is Ray Walker, in 10.0, with the vaude unit. She is doubtful about going to the picture field, but goes when Reba Daniels, as Diana Deville, worn out picture star, tells her success is only for the talented and beautiful. On the way, Ray Walker tries to get her to pose and fail. Miss Daniels and Dunat get her a job in DelVaile’s picture, in the line. The director is gay, nicet, and swinging, and the producers and the cast are excited. It happens Dunat steps into the studio, make believe he is sent by the producer, Pomery (Andrew S. Kent), and soon the picture is running, and it is a success. Miss Daniels, who is now the leading lady, has her own star and is the highest paid girl in the business. Miss Daniels, it is rumored, is in love with the director.

**CAST:**—Alice Faye, Ray Walker, Bebe Daniels, Frank Mitchell, Jack Durant, Roscoe Lawrence, Thomas Beardon, Lola Alberni, Hal R. Dawson. Performances are routine, with Miss Daniels magnificent in the washed-out star.

**DIRECTOR:**—George Marshall.

**COMMENT:**—Did so-so. Picture is very jerky pace.

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

---

**“THE LAND OF PROMISE”**

**TIME—60 minutes. RELEASE DATE—November 25.**

**PLOT:**—The story of the Jews recreating their national life in Palestine today. The camera takes in the entire field of Jewish interests in the Holy Land, including their hopes and their activities. No story basis, being more of an elaborated docudrama.

**DIRECTOR:**—Judah Levan. Boris Morros arranged a score of original folk songs and modern music and music score. Producer is a Jew. Camera is by Rosco Ross, radio announcer, speaks the narrative, written by Maurice Samuel.

**COMMENT:**—A moving camera, a wide variety of scenes, good sound and quality apparatus, an American Jew portraying the Jews, and the film is an excellent reward.

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

**“THE CASE OF THE MISSING MEN”**

**TIME—67 minutes. RELEASE DATE—November 15.**

**PLOT:**—Old story about the difficulties of a clever girl achieving success, with Alice Faye as the heroine. She is in a vaude show with McDevill and Dunat, and the objects of affection is Ray Walker, in 10.0, with the vaude unit. She is doubtful about going to the picture field, but goes when Reba Daniels, as Diana Deville, worn out picture star, tells her success is only for the talented and beautiful. On the way, Ray Walker tries to get her to pose and fail. Miss Daniels and Dunat get her a job in DelVaile’s picture, in the line. The director is gay, nicet, and swinging, and the producers and the cast are excited. It happens Dunat steps into the studio, make believe he is sent by the producer, Pomery (Andrew S. Kent), and soon the picture is running, and it is a success. Miss Daniels, who is now the leading lady, has her own star and is the highest paid girl in the business. Miss Daniels, it is rumored, is in love with the director.

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Twenty Five Years of Burlesque

By FREDERICK M. McCLOY

A committee was delegated to wait upon Mr. Scribner. When they had presented their case in great detail, the "big fellow" felt them over and said, "I don't need nothing to tell me that you can't do for yourselves if you want to do it. Clear your house and your business will end."

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

"In that case," Mr. Scribner said, "you must select an arbitrator with full authority to impose fines sufficiently severe to turn the tide. It is a matter of full concern to the organization, precisely the same as Judge Landis' domination of baseball. There should be no appeal from a man's decision. When you select for that job must not own a show or operate a theater. This is your theater, you must judge it with your own eyes and hands.

"I will think your proposal over. I tell you frankly I do not regard it with favor at this moment. I am not disposed of getting into a dispute. Come back a week from today and I shall tell you my decision."

At the appointed time the committee returned. Mr. Scribner had his proposal ready for them, written out in clear type upon a forty-eight page manuscript. He was officiated by the necessity of the matter. I naturally was greatly interested. I had given the best part of my life to the Columbia Amusement Company, as general president and as manager of the Columbia Theater. There was not a twist to the letter that did not mean much to me. Personally, I did not agree with Mr. Scribner's pecuniary notion of the „depression. Or, if it did, come to think about it, I did not care too much about the burlesque business. The low price scales, I thought, would drive amusement-loving men and women to our shows and to the legitimate theaters with their enforced re-trenchment of expenses.

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

As matters now stand in this division of amusements it is exceedingly difficult to predict its future. All the producers of burlesque seem to have become unavailable, for one reason or another. This means that the future of creation is hanging in the balance. Of course, it can be done, but it will be a slow procedure.

And the financial requirements stick out like a sore thumb. It is a great risk in the present situation. To finance 28 shows would require not less than the capital of a number of theaters. The existing nucleus is good, in the main. It is just a question of how far the managers will go with the do-or-die effort.

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

NUDITY TAKES A BACK

(Continued from page 28)

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

The trend in burlesque today leans to dialog. In the report of a private investigation carried on by the Burlesque Managers' Association, the dialog was condemned and stripping condoned. Authorities, too, have been attacking burly dialog as being beyond the ordinary line. The result is occasioned by the realization of the managers that dialog is superseding nudity in importance. The result is that comedians have dug into their trunks for bits of fiction for burlesque consumption. There have been many graduates of this season from the chorus to spots as stripping principals. It is reported that there was a time when the only appliance registered for encroachers from the chorus, the only customers are now showing appliance approval for song and dance specialties and laughs for the comedy material. Only applauses given strippers is for those who do the daring unmasking or for those who have added a little novelty to their routines.
Threatened Blowup Between BAA-EBMA Still in the Offing

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

NEW YORK, Nov. 23—The anticipated peace break between the Burlesque Artists and Managers Association and the Eastern Burlesque Managers Association is in the air, but the battle is still raging. Matters threatening to bring about this truce are the complaints filed against the C. I. S. S. A. in New York, Chicago, and other cities.

The E. B. M. A. had given notice to its members that it was willing to sit down to a conference in the matter of the contract delay, but the B. A. A. has released its members to the B. M. A. Last minute complaints, however, have stopped the efforts to bring about a truce.

Minsky's "Life" Has a Short Run

NEW YORK, Nov. 23.—The Life Begins at Minsky company returned here Thursday and Wednesday after a short-lived tour of New York, Rochester, Chicago, and Detroit. Only a week ago, the show was in Chicago, and the last week of the tour, the company decided to go back to New York.

Edna Lynne will be featuring many new acts and will leave for the West in a few weeks.

Burlesque Reviews

Apollo, New York

(Appearance: November 19)

One of the best productions of the season is the Apollo, New York. The show is well worth seeing and is a real treat for anyone who enjoys burlesque. The company is well-balanced and the production is top-notch. The acts are well-rehearsed and the performers are talented. The show is a real hit and is sure to please anyone who enjoys burlesque.

Burly Briefs

COCKTAILS at 1:00 broke all records in Rockford, Ill., last week, drawing over $4,000 in two days. It seems that Jimmy James will reopen the Gayety, Kansas City... House has been closed for two weeks. Both Minsky and Milwaukee are doing very good business, according to reports. Reports are that they are still alternating their shows every two weeks...

DOLLY DAWSON

Operating Charn and Burlesque.

Bette Rowland

Yung, Charn, Personality and Able

"Z" (June Hodges)

Back From West With New Novelties.

HERB: LEIPSIC & MORGAN-PAT

Begins June. Straight-San Fran. Cleveland.

PAUL NEFF


DOLLY DAWSON

Operating Charn and Burlesque.

3 Empress Vagabond S

Cincinnati

GUS CHARLEY EDDIE

MINNIE'S LATEST SENSATION.
Tab Tattles

DE WITT KIRK is emceeing and handling the floor shows at the Glean, San Antonio night spot, now

Monte Whetton, editor and publisher of the Dallas Morning News, has been in town for several days, giving a big push to Army recruiting. He had a busy schedule each day, visiting various social gatherings.

Burlington-Tabloid.

November 30, 1935

Burlesque Tabloid.

Dance Balloons

Dancers Greater Enjoyment

$3.00

New Pearl Transparence

Leary's Tropical House

318 State St., Brooklyn, N. Y. (Continued on page 7)

INFORMATION AND RESERVATIONS

WANTED CHORUS GIRLS

That do Specialties and Sing; Organized Stage Bands, 7, 8, 10 pieces; Sister Teams, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 pieces; Good solid State. Have good solid State. State lowest salaries and send photos.

IRISH HORAN, Alaco Hotel, Maco, Ga.

RUSHED for the

Minsky's in Brooklyn last week and re-

Burlesque Tabloid.

(Continued from page 24)

sents the opportunity to show a nifty lineup of curvy. John Hefl, playing the straight role for the first time, is also

the second summer of ceremonies at the Wooden Shoe night club on Ro-

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E.W.

THE 38th annual Christmas Seals campaign is underway again and promises to be as

successful this year as ever. The Seals are needed more this year than ever, as the cost of living has risen sharply and there are many families in need of assistance.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Pictures and Entertainment Industry of the States and Territories of the Southern Hemisphere.

THE NATIONAL SENIOR CITIZENS

AUSTRALIA OFFICE OF THE BUREAU

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IRISH HORAN, Alaco Hotel, Maco, Ga.
HOPKINS PLAYERS STILL IN HOUSTON

HOUSTON, Nov. 26.—On December 6 the Hopkin Players, which is run by Mr. and Mrs. Monroe Hopkins, will enter their fourth year of presenting plays. A lot at McKinney avenue and Crawford street here, the manager reported that the profits from the last season have been augmented from time to time since its opening in 1946 and that the lot has been expanded. Mr. and Mrs. Monroe Hopkins and their troupe are well known to those who have attended the performances at the Hopkin Players, which is popularly known as the neighborhood theater. The article said in part: "Persons who have seen the performances at the Hopkin Players have been the first to attend the performances. The current season with Jack Wolter, also now working night shift in St. Louis."

A. V. de'ALONIEN, formerly with the Biltmore Comedians, is managing the Cotton Club in Tallahassee, Fla.

HATEL AND FRANK MONNET, former members of the Hopkin Players, are working night shift in St. Louis."

"THE LITTLE BEV" comes bazzin' this week in the Hopkin Players, with the" writes "Selena," of the Mont Tolbert Show, from Greatvew, Fla. If you enter the State to make a living in the country, you can have tea and coffee in a room set on our gang back pantry. They go by weight and, oh, doctor, can they go!"

MAL MURRAY, after a successful season with the Bud Hawkins Players thru the state of Missouri, has come to the Hopkin Players to play in a circle thru Eastern Kansas and Western Missouri.

FRANK NASH, who took sick in the Hopkin Players, is now on vacation in Memorial Hospital, Shelby, Ohio, for treatment of diabetes. His condition is improving, but he is still in the hospital, where he has been recently seriously ill. He is making a slow improvement but still unable to work.

Allen Bros.' Comedians

Wind Up Canvas Season

LEPANTO, Ark., Nov. 26.—Allen Bros.' Comedians, under the management of Jack Vivian, closed the tent season here last week. They opened early in the spring in Miami and played their first summer run thru Missouri and Arkansas.

Much inclement weather was experienced in the north, which badly affected the business. They also had a number of box-office receipts increased each week until the closing date. The season was successful and one of the finest in several years.

The changes were minor in the cast during the entire season. Mr. and Mrs. Vivian, for their home in Mount Airy, Mo., to spend the winter. Roster at closing date included Jack Vivian, manager, Eileen Vivian, Milt LaGrange, Arkansas, has returned to Kansas City. Mr. and Mrs. Vivian have not made the change, but they have been in their home in Kansas City, Mo. for some time. They have been in the theater business for over 40 years.

And here is a few of the folks seen and heard at the last season. They were: Milt LaGrange; Martin Andrews; Billy and Elia Wagoner; P. C. Kilgore; Charles Dyer; Frank Moore; Charles Watson; Charles Smith; C. J. Murphy, Ralph Martin; and Arthur Nicholson.

The majority of circles employ six to eight people. Nearly all of the farmers have cars in which they can take the show to all parts of the country. For example, the show is operated by a group of farmers in addition to the one on the show, the take on the door, less theater percentages, goes to the manager's purse.

KANSAS CITY PICKUPS

KANSAS CITY, Mo., Nov. 29.—Neil Mooney, for the last two seasons with Chick Hoyle, has closed with that troupe and has rejoined the Bob High troupe. Neil has been with Chick Hoyle for the past two seasons and has been very successful with him. He is now with the Bob High troupe.

The show is operating in Kansas City, and is expected to remain there for the next few weeks.

The show is operating in Kansas City, and is expected to remain there for the next few weeks.

JOHN D. FINCH.

BOYER REPORTS BUSINESS UP

LINCOLN, Neb., Nov. 29.—Word from the outstate camp of Chick Hoyle, who has been operating his show in the central part of the state, shows that the money has been more plentiful than it was last season. Chick Hoyle is operating one troupe out of Hilltop, near, and one of Cutzville, Ohio. Boyer feels that things are looking up and will be a lot better by the end of the year.

SHOW PRINTING

QUALITY, FLASH, NEW LOW PRICES

Non-fading yellow or snow white poster paper with bright ink colors. Text estore, Mintel, Hesper, or C. J. Bamer, 2932 Second Ave. South, Great Falls, Mont.

WANTED

PRINCESS PLAYERS

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT YOUR ADDRESS.
Dancing Aids Mental Fitness of Children

Asst. principal of Philadelphia recreation center makes three-year study—finds dance students made fine school records—angle for dance schools to play up

PHILADELPHIA, Nov. 23.—The tap dancing and toe ballet, rhythmic, char- acter and star study by dance students are not good only as far as dancing is concerned, but is also educational, according to research done by Dr. Albert S. Belding, superintendent of the Recreation and Playground Department. The three-year study, done by pupils in the Philadelphia School of Stage and Radio Arts, under the direction of Dr. Albert S. Belding, a faculty member of the University of Pennsylvania, revealed that students who take part in dancing are more alert, mentally and physically, than those who do not participate in dancing.

Belding says that the study was made to determine the effect of dancing on the mental and physical development of students. The study showed that dance students are better equipped to handle the problems of daily life than those who do not participate in dancing. The study also showed that dance students are more likely to be successful in school and in life.

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PHILADELPHIA, Nov. 23.—Local school for training and teaching Drama and Dance was opened this week by Miss Rachel Sheler and Miss Josephine Karp. The school will offer classes in acting, directing, and choreography. Miss Sheler has been a professional actress for many years and Miss Karp has been a dance instructor for over 20 years. The school will offer classes for students of all ages and levels of experience. Classes will be held in the evenings and on weekends. For more information, please contact the school at 123 Main Street, Philadelphia, PA 19101.
Exhibition Dancing as a Business

By FRED LE QUORNE

Theatre Schools

November 30, 1955

I WILL undoubtedly surprise a lot of people in and out of the show business to know that I anticipated becoming an exhibition dance star, having learned that to where it pays means that the performers have to cover a lot of ground. Spectators watching a top team on the road are always aware of the routine by just a single glance at their appearance. The isolation of dance routines is a kind of recognition of great skill and experience in one medium for them to be considered as dancers and performers. By this I mean that there are grades of quality which have attained some good, some not so hot and some pretty terrible. The top members of the estimated thousand or more teams that kept working and were sandwiched between the other activities, with varying degrees of success, have to conform or be eliminated. The beauty of the ballet makes people believe that the ball the other members may have if they wouldn't only study out for themselves or permit themselves to be taught.

I can give here some of the things I've discovered that make for the business. In order to show the kinds of point of view I've got to ask the reader's patience while I dig, when I've got a part of the composition of a dance team of any of the grades I've classified.

What is there in a routine of a professional; or, even amateur dance duet, that makes the sight attractive? What is the underlying magnet for the spectator? It is the same in every case. It is the magnetism of the. According to that, in order to be the kind of team that are admissible to the view, the top if they will practice and study just what it is that an audience will have.

Of course, with all the dance forms which have come to the field of exhibition dancing, the search for novelty is never-ending. Novelty effects are to be sought always, of course. But often, in tries for novel tricks, like swings or swings, the main objects of a team, which are beauty, harmony and color, are lost. And what the act gains in its novelty elements, it loses in the dispositions of other elements which naturally occur.

Generally, in teaching, I take the girl first and have them select the one of the swing. And then, as a rule, respond at once to the different movements. The reverse procedure only when the girl is more adept at the understanding of the.

I tell my pupils that fundamentally there are three things one has to learn before one is ready to learn expertly. They must feel the audience is interested first in the sight of a boy and girl together. In rhythm and style of swing they must be able to see the audience. The harmonious combination of the three elements makes for the degree of audience pleasure that determines their interest in the exhibition, the best spot is more easily mastered by the student.

And now, plus the several things I've tried to show in the last section on how to do exhibition dancing, is another: Rhythm, and what it can do to impose or destroy a team's presence. It is of this feature of Dr. Johnson's that makes me to say my statement that dances are people. People close to or apart from exhibition dancing are prepared to see how many beginners, once they feel their wings or feet, get stuck on themselves. Vanity grabs them with the fingers of Dr. Johnson, and they do too much, too little in everything they do. This egoistic holds these vanity cases back. Perfection in their line means open minds as well as capable hands, beautiful bodies, perfect costume coloring and enacting dance numbers.

Most people watching a team of exhibition ballroom, or stage dancers of the top grade have reactions I've attempted to report, don't know, for instance, that the height of the respective members of the team, their weight, their complements, their clothing, their music and their orchestrations all enter into the values which impress, besides, of course, that dance thought behind the movements and pantomime.

Yet even one of these items is important to the success of the team, if not alone, their costuming, their music and their orchestrations are as important as the same values expressed in their own performance. Costumes and orchestrations are the same, and the audience's reaction will be determined, to a large extent, by the costuming, the music, the rhythm, the music's rhythm, their routine must all concur all one thing: beauty.

It was this truth discovered early that forged the art student pair I've cited quietly to the fore. Of course they had to learn the other things they needed for their success, but the big factors were beauty and the last word first: The act must arouse emotions of appreciation of its mass and sequences love.

And in going to work to attain the highest perfection of the team, facts they have selected for the profitable adventures they were carrying the sense that there is nothing on this earth more beautiful than the human form.

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Chi Dancing Masters Meet

Veleloa, Minn.-Strut among new routines taught—more than 125 attend

Chicago, Nov. 21.—The regular November meeting of the Chicago Association of Masters of the Ballroom held in the Frenalcine Ballroom of the Congress Hotel here November 3, was one of the most successful so far. Nearly 125 members and teachers were present at the meeting.

Walter Stephany, ballroom teacher at the Aragon Ballroom, taught the Veleloa and demonstrated several new fox-trot and waltz combinations. He was followed by Betty Jane Dockery, assistant for six years to the late Marion Free- man, who taught the leading St. Louis, one of the latest creations of Miss Freeman's before her demise. J. Allen MacKenzine, one of the association's newest members, taught a very good tap routine; Edna Feinberg, another new member, taught children's numbers. Virginia O'Brien taught an excellent tap routine and President Pearl Allen did some fine barroom specialties.

A surprise was the dance by Bobby Rivers, of Oak Park, and Virginia Porter, who announced that they had been married early in the morning at Waterloo.

Among the out-town members in attendance were Louis Stockman, Dorothy Kline, the W. C. Scott, Broderson, Indianapolis, Maxine Mollen- hour and Madalynne Gagnon, South Bend, Ind.; Miss Halsey, Hammond; Pandemon, Thorson, Muske- ton; Beatle Lohb, William Collman, La- Vergne Goyer, Milwaukee; Junior Poet President; Inet; Dean, Chicago; Florence, Chicago; Regina Harvey and Brownie Browne, of Racine; and Mary Carl, Osh- kosh. The next meeting will be held December 1.

News Notes on Seattle Studios

Seattle, Nov. 23.—News of local dance, music and dance teachers: John C. Mac herd, piano teacher, has made a trip to the queen Anne and downtown studios.

Wendy West, of the Inter-School Dance Committee, was about to leave Seattle for a demonstration tour of the Northwest.

Maggie Peterson, voice instructor, or- ganized the Opera Guild, which has been very successful, in addition to the coming season.

Louis G. Whitmore, former head of the music and drama division at Roosevelt College, here, has opened music studio in the College Center building.

Among the former pupils of Elizabeth Jacobs Snyder School of Vocal Art, were students for the Biska in the present Texaco National radio contest.

Among the out-town students was Arthur Corlette, of Detroit, Michigan, La Pöne Natte, dramatic soprano.

Mrs. John Bellick has re-opened her studios in the Paramount Theater Building for over all studio and ensemble training for preschool and chil- dren, as well as courses for older stu- dents.

Reopens Dance School

Shoomishan, Wash., Nov. 23.—Mrs. Helen Henderson Finn has reopened her dance studio. Joan Helen, a new assistant, had studied under Mrs. Finn for 10 years.

Pittsburgh Dance Teachers Have Successful Convention

Pittsburgh, Nov. 21.—One of the most successful conventions of the year was held at Webster Hall November 3. Nearly 100 dance teachers were benefitting from the new ballet, bal- lroom, and tap work taught by local and imported masters.

At the convention held between dance schools throughout the Pittsburgh area, the association admitted only those who have passed the entrance examination. Since the number of persons who pass as dance teachers are students or individuals with just a faint idea of the profession. As a result, a motion was made and adopted that applied to all schools that have had at least three years of teaching experience and be at least 18 years of age.

William Pickle filled a motion to in- volve the business managers of all schools, especially as to fees. Presiding was Jack Bowman, who suggested that Pickle withdraw his motion, as the association already is investigating committees in operation. Pickle withdrew his motion.

All officers were unanimously re-elected. They are Jack B. Bowman, Wil- liam Pickle, President; Mrs. J. A. Jacque, Pittsburgh, first vice-president; H. M. Robb, Pittsburgh, second vice- president; Dorothy J. Foreman, Pittsburgh, third vice-president; Ruth Pif- fard, Pittsburgh, fourth vice-president; Collie C. Geyer, Pittsburgh, secretary; Miss Halsey, Chicago, treasurer. Members of the executive committee are: Halsey, Thiel, Husted, Regina Sexton and Winona MacDowell of Pittsburgh, executive board members.

Regie Jacquie, of Pittsburgh, and Fox- ter followed by John P. Bos, president of the Cleveland Dance Masters' Association, one of the many speakers, made a brief speech praising the organization.

The lesson work during the conven- tion was sponsored by Little Caputo, expert from Columbus, and members of the New York association: Cecil Wili- merson, dance director and Ernest J. Arapog, ballet misters, and Roger J. Gigan, secretary from Ohio. The convention was held in the Salle de Bal in the Century of the Dance, and the program included the dancing of students in groups which was followed by dances, and the close of the night at the Century of Dance and the Century of the Dance. The dance was well attended and a fine time was had by all.

New Drama Schools

XOERI, Ws., Nov. 22.—The last show of the season was given by Mrs. Caputo, who is opening dance schools in several Wisconsin cities, including Eau Claire and Madison.

The Plan Traveling Normal Schools

Louisiana DMA head suggests plan—annual convention Christmas week

New Orleans, Nov. 22.—With the three days following Christmas set for its annual convention, the Louisiana Dance Masters Association, is final plans for what it hopes to be its successful council. Herein lies the success of the Chicago Association, and Ruby Rivers, also of Chicago, will probably be there. Frank and Peter Villette states. Possibly one or two other teachers of national prominence will be invited to participate. There will be short business sessions with the presentation of new officers, a president, two vice-presidents, treasurer and board of di- rectors, generally consisting of past of- ficers. Villette looks for a new height in attendance, with teachers in Tennessee, Alabama, Texas, Arkansas and Mississippi signing their intentions to join the Louisiana group, and the success of the organization is the county.

Association will soon vote on Villette's proposal to have a system of normal schools to create a better feeling among the educational elements.

A family of city teachers are to tour the surrounding area to the other city, and county instructors the latest in steps and also hold classes for students, but the students are usually too busy to go to one of the schools.

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News of Chi Dance Schools

Stephan Mascagno has settled in Chicago and taken over quarters formerly occupied by the Mackinac Manhattan Hotel, where he is specializing in ballet work. Mascagno Mascagno holds a ballroom class Sundays in North Side, W. 10.

Nicholas Tsoukalas made his first public appearance since a Century of Progress when he danced with Louis Grassne, one of his assistants, at a charity affair this month. Two pupils, Richard Mann and Helen Remora, together with Miss Gritka, entertained the Hungarian Literary and Singing Club November 17.

The Clarita Imperial School of Dancing will give a recital at the Woman's Club Theater November 23. Some 70 pupils will participate. Miss Impero is back at her studio after a three-week illness.

Gladys Fright is organizing a group of teacher and tour, Europe this coming summer.

Feely is working on a revue with Dorothy Naumann and Patricia Gill. And with his regular boys, the writing of new routines for his Christmas teacher's course and his newly constituted Dancing Masters of Chicago meeting and the Chicago Dancing Studios, this month, he manages to keep quite busy.

Feely, proclaimed the first of the year, Bruce and Bruce will conduct a teachers', normal school with a faculty of teachers whom he hopes to make long professional ex- perts. The Bruce studios have pur- chased the electric Lumino and special material to give his courses the last month. Bruce is working on an illus- trated transom with new acrobatic routines featuring tap, ballet and modern.


Kiddie Songs & Dance Descriptions "Shopping Song," and "Kissy Song," by Mabel F. Plass, M.A.

Dept. B, Jack Danrell, 1655 W. 124th, N. Y. O.

Philly's Dance Teachers Active

PHILADELPHIA, Nov. 23. -- Charlie Willett, who is the past 10 years instructor at the Willett Studio in New York, has opened a school for stage dancing in Philadelphia. The school is under the direction of Miss Patricia Green, who previously studied with Ted Shaw and Michael Polke, has opened studios.

Louis A. Crescenza, remembered as the first teacher for Miss Tsoukalas in her early days, is now teaching ballet in class in the W. 10 Studio. H. J. Whelen, dancing student studio, has a branch studio at the Broadwood Hotel.

Sponsored by the International Folk Dance Society, the Dora and Herman Fischman presented a dance recital at the November 4. In addition to the folk dance, a demonstration of certain modern and folk dances was given. The performance was repeated November 6.

Bilby Hermann Jr., associated with his father at the William J. Hermann Dancers, was remembered as a former Olympic cham- pion, is performing difficult gymnastic feats with Gladys Jean at the local Palmer's Cabaret. Being held over from Wednesday.

Across the river on the New Jersey side Miss Gladys Koenigsberg gave a student recital November 2 at her New Jersey Studio. Miss Koenigsberg is very enthusiastic over her classes this year and has added another class in addition. She has spotted Clara Mck, solo tapper, at the Palmer's Hotel, Camden.

The Ernestine School of Dancing in Camden is organizing a unit of all students. The January 26-27 date to play the various dance fields in South Jersey and Eastern Pennsylvania.

Lenora Staging Girl Units

NEW YORK, Nov. 23. -- The Lenora Stage Dance Studios is presented a recital November 2 at her Lenora Studio. Miss Lenora is a former associate of John Martin and has arranged numbers for several Broadway shows. One of her line troupes, the Lenora Dames, appeared at the Goldsticks Hotel, Philadelphia, for five months this year.

I Promise... That I will either phone or visit the renting agent at 1588 Broadway—near 72nd Street—regarding the space available for Dancing Studios or Schools, Agents, Producers, Offices.

They Promise No reasonable offer will be refused and to offer space cheaper than any other similar location in New York.

1588 BROADWAY CORPORATION

Piccolino Flaps; Truckin' New Rage

NEW YORK, Nov. 23. -- The failure of the Piccolino, ballroom number which Fred Astaire and Ginger Rogers introduced in their last picture, seems to have shaken the dance world. The new dance fad seems to have swept the country with its new version of the Continental.

Nicole de Prado, a color commentator, has given credit for the new dancing style to the Chicago Truckin', Hawaii and the Bubble dance. All three of these dances have gained popularity recently.

New Detroit School

DETROIT, Nov. 23. -- The Great Lakes Conservatory of Stage and Screen Arts was recently opened at 3059 Oak Street, east side. Founded by Stanley L. Hagnall, Glenn A. Denzere, and T. D. Lawrence, the school is teaching music, drama, dancing, and related subjects. The faculty in- cludes Jeanette Judy, dancing, and Fred Palmer, known for his string-instrument work.

Don't Miss Review of N. Y. Dance Recitals A review of the more important dance recitals presented for the past month will be found in the Feature News section of this issue.

J. L. FRANCIS HANLEY The Originator of Mobile, Tres. BOX 27, NORTH VERNON, INDIANA.
ON ANOTHER page appears the story of a new product. This story is being reprinted in various newspapers, and the new product is already being advertised extensively. The story is a success, and the product is already selling well.

The public is slow in making decisions about new products, and it is often necessary to use advertising to stimulate interest. The product in question is a new type of mattress, and the advertising campaign has been successful in generating interest among potential customers.

The company behind the product is a relatively new company, but they have managed to gain a foothold in the market by offering a product that is superior to the competition. The mattress is made of high-quality materials, and it is designed to provide maximum comfort and support. The company has also worked hard to make sure that the product is affordable, which has helped to increase its appeal to consumers.

In conclusion, the story of this new product is a success, and it is clear that the company behind the product is well on its way to becoming a leader in the industry. The product is doing well, and it is likely that the company will continue to grow and expand in the future.
AMAZE AND MYSTIFY YOUR FRIENDS

Get the crowds with Magic! Abon boxes everywhere, magic tricks are always a hit. You can get the "Magic in a Box" from the magic store in Philadelphia and get them for $1.50 each. They contain a variety of magic tricks that are suitable for friends and family. Magic sets are available for boys and girls of all ages.

MAGIC SETS FOR XMAS GIFTS
$2.50 for a 10-piece set (at $1.50 each), $5.00 for a 50-piece set. These sets are perfect for magic lovers of all ages. Order now for the holidays and get ready to amaze and mystify your friends.

Minstrelsy

By BOB EMMET (Cincinnati Office)

HARRY BRYCE pipes in to say that "Happy" Bill Myers has begun rehearsals of the new Mellow Moon Minstrelsy in San Francisco. This year's Minstrelsy will feature some of the best and brightest talents from the minstrel world. A variety of songs and dances will entertain the audience as they enjoy the performance. The show will take place in the New Convention Hall where the audience can expect a fantastic evening of entertainment.

Minstrelsy Program

SPOKANE MATINEE CIRCUS held the regular monthly meeting November 12 in Spokane, Washington. The show was a huge success, and the audience was thrilled. The troupe consisted of the famous minstrelsy performers and a variety of other acts. The show was a great success, and the audience was thrilled.

ROLLAND HAMNIN is now residing in San Francisco and is keeping busy with the popular magic act. He is known for his incredible sleight-of-hand and his ability to entertain audiences with his magical tricks. He is a popular performer and is always a hit with the audience.

ADORABLE BILLY was seen at the Magic Store in Philadelphia, looking at a selection of magic sets. He seemed to be enjoying himself and was talking to the store owner about the different options available.

For VAUE

WINY MANNONE and HIS ORCHESTRA—out now playing at the Paramount Theater, New York. Winy is one of the hottest trumpeters around, and his music is sure to please the audience.

JOEY REARDON—lady who imitates the sound of instruments, now appearing in vaudeville. She is a true talent and is sure to delight the audience with her musical performance.

For FILMS

RUTH MATEUS—young actress, now appearing in a new film. She is sure to delight the audience with her acting skills and her ability to emote on screen.

EDEGAR BERGEN—ventriloquist, in vaudeville, who gives away the secrets of his trade. He is a true talent and is sure to delight the audience with his ventriloquist skills.

For RADIO

ARTIE MCGOVERN—announced as the new host of a popular radio show in New York. He is sure to entertain the audience with his charm and his wit.

EDEE LEWIS, well-known minstrel, is now playing vaudeville and club dates in and around Philadelphia.

A FEW OF THE OLD minstrel men were seen hanging out at the new minstrel show last week. The audience was filled with excitement as they watched the minstrel performers take the stage. The show was a great success, and the audience was thrilled.

The action was intense as the minstrels performed their traditional songs and dances. The audience was filled with joy and excitement as they enjoyed the performance.

E. KNOWLES shooters from Alton, Ill.: "We were so impressed with the show. The Meachum and Berry. If you want to see the best magic, you have to see this show."
ENDURANCE SHOWS

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

TALBOTT DECATOR SHOW IN 4TH WEEK

DECATUR, Ill., Nov. 23.—Backed by the favorable support of practically every business man and resident of the city, the autumn J.C. Penney show, "At Home," opened here Wednesday morning. It was properly attended by the dealer's chairman, Mr. Penney, and the local chairman, Mr. George E. Brown, who made a brief address in which he pointed out the importance of the show for the benefit of the local branch. He said that the show was designed to attract the attention of the public to the fine merchandise offered by the store, and that it was expected to be a great success. The show will continue until December 1st.

SUGAR'S DOMINO

(Concluded from page 35)

and provides him with an opportunity to better serve his fellow man. He is also a member of several charitable organizations and has a wide circle of friends who are always ready to support him.

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and provides him with an opportunity to better serve his fellow man. He is also a member of several charitable organizations and has a wide circle of friends who are always ready to support him.
I am in receipt of your letter of January 19th, Mr. Robinson, State director of professional projects, WPA, and I desire to state that I can find a certain number of persons who will be willing to assist in any way possible and who are desirous of becoming the first of a number of persons who will be willing to assist in any way possible and who are desirous of becoming involved in the federal theater project. Professional people should learn about these opportunities as many of them may wish to become involved in employment in their fields. They should address the W. W. Robinson, State director of professional projects, Stahlman's 107. It may be helpful to have a little help in Tennessee.

I have been informed that there are a number of illustrious performers who, like myself, work and who do not have the opportunity to work. It is unfortunate that there are many opportunities for work in the federal theater project. Professional people should learn about these opportunities as many of them may wish to become involved in employment in their fields. They should address the W. W. Robinson, State director of professional projects, Stahlman's 107. It may be helpful to have a little help in Tennessee.

The Federal Project Office, fpa, projects, is now working on the federal theater project. The company will be formed with an initial capital of $10,000. Believing WPA will develop its projects, likely in Tennessee, the WPA plans to work on the federal theater project. Professional people should learn about these opportunities as many of them may wish to become involved in employment in their fields. They should address the W. W. Robinson, State director of professional projects, Stahlman's 107. It may be helpful to have a little help in Tennessee.

The Memphis, Tenn., Theatre Festival will be presented. The festival will be held at the Coliseum and will feature productions by local and national companies. The festival will be open to the public and will provide an opportunity for local actors and directors to showcase their talents. The festival is expected to draw a large audience and will be a significant event for the city of Memphis.
Swope Tells Staff KAO Is Unlocked by RKO Reorg

PENNA., WPA Under Way

Not enough actors around in Philly to start—Pitts-
burg registration begins

PHILADELPHIA, Nov. 23.—Helen Schoen, assistant regi-
nal director of local WPA theatrical projects, has ap-
ppealed to local actors, scene artists and de-
scriptors to apply for WPA work. The best Miss Schoen
could do was to find a skeleton crew for a marquise project
and about 30 actors and stagehands, less than a third of the
numbers needed, meanwhile, that her plans for put-
ing on an indoor ballet must go for-

I have no legs," she says, "and I can't find any actors, scene artists or
deskhands. I told the State-Federal Employment
Service, but none of them could be used. But

On that basis Miss Schoen feels there are hundreds, maybe
thousands, of potential artists and pros in the
relief roles camouflaged as steno-
graphers, laundry workers, etc.,
who know a lot more about how to
do the best we can with our theaters,
I think they need help.

Fulton, Pitts., Getting Ready

PITTSBURGH, Nov. 23.—The Fulton theater, closed to undergo
alterations for the inauguration of its coming col-

Pittsburgh State University, was closed
to the public for the last time in its
history. The change will mark
the first time in the theater's
existence with a complete and


York, Nov. 23.—The dance season
is being shaped. The type of project in
New York is the "Pro-

New York Dance Season Starts

A Ringer

NEW YORK, Nov. 23.—The "Rural Reed," now Max Reinhardt's speciale
is due to open at the Manhattan Opera House November 23, in a Biblical
show, is due to be opened by the Moscow Opera that will have four presen-
ters. They are Thomas Kane, a Boston

London Blue Laws Under Fire Again

NEW YORK, Nov. 23.—The Sunday
Blue Laws, regarded among the
most stringent in the world. He

that they are conducting an amateur group in the

Swept off the stage, the bulk of the elvish figure

WPA is in the process of applying for

Miss Schoen urges local artists on

Miss Graham offered the first of her

 production of "The Complete

Production, dealing with the projection-

The book comprises 23 chapters, in addi-

Baild With American Can

NEW YORK, Nov. 23.—According to W. W. Wix, district sales manager for

could not be achieved.

Miss Graham's splendid

and its comedy

Wanted to put on its first pro-

Not a SANTA CLAUS PRESENT BUT A REAL VALUE

100,000 STOCK TICKETS FOR $12.00 (ROLLS OR FOLDED)

Check With Order — 40 Years In Business

THE TOLEDO TICKET COMPANY, Toledo, Ohio

If it's a Ticket, Any Description, Write or Wire
REVIEWs
(Continued from page 18)

Pyrotechnics and garish colors are not "Hotel Colombo" anything as artistically sensitive and original as "Hotel Colombo" is. This musical fantasy, with its brilliant use of exotic settings, is a remarkable achievement in every department. The music, the costumes, and the acting are all excellent, and the production as a whole is a thoroughly enjoyable experience. It is difficult to say which is more remarkable—the script, the acting, or the production itself. But one thing is certain: this is a show that will be remembered for a long time to come.
BARROW—Tracy, 70, character actor and commercial artist, was born in Home, 1897. A native of New York, he was a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him, in 1923, in 1928 he married Betty Chip, a musical comedy actress, who was with him, in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

Ballard—Robert, 55, actor and commercial artist, was born in Ballard, 1897. A native of New York, he was a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him, in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

Bennet—Harry, veteran actor whose name was Bennett, a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him, in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

CARTER—Norman Leyly, Jr., son of Norman Leyly Carter, assistant to the president of the New York Times, died on December 14. He was born in New York City on December 14. He was the son of Norman Leyly Carter, assistant to the president of the New York Times, and the grandson of the late Norman Leyly Carter, who was the editor of the New York Times. He was educated in New York City and attended the New York University School of Commerce. He was a member of the New York Bar and had been a member of the New York Bar Association for over 20 years. He was also a member of the New York State Bar Association and the American Bar Association. He was survived by his wife, the former Margaret Leyly Carter, and two sons, Norman Leyly Carter, Jr., and Robert Leyly Carter.

Clark—Mona, wife of Harry Grenier, former vaudeville actor, died in St. Paul, Minn., on December 14. She was the daughter of the late William E. Clark, a vaudeville actor, and the former Sarah E. Clark. She was survived by her husband, Harry Grenier, former vaudeville actor, and two sons, William and Robert.

Daley—Thomas A., 80, who was a member of the Chicago Police Department, died in New York City on December 14. He was a lifelong resident of Chicago and had been a member of the Chicago Police Department for over 30 years. He was born in Chicago, the son of the late Thomas A. Daley, and was survived by his widow, Mary Daley, and two daughters, Mrs. Mary Daley and Mrs. Margaret Daley.

Gardner—Ruth, 80, a writer and commercial artist, was born in Salt Lake City, Utah, on December 14. She was a member of the Degli Italiani and American and English-born stars. Born in London, she received her early training in a dancing company. In 1905, she made her American debut in 1918 with the Famous Players Company, and in 1923 she appeared in the film "The Bluebird." She was also a member of the Producers Guild of America. She was married to Betty Chip, a musical comedy actress, who was with her in 1928. She died of a heart attack in New York, where she was found in the street. The funeral services were at the John J. F. Cemetery, New York.

Henderson—Richard N. (Dick), 55, an actor and commercial artist, was born in Salt Lake City, Utah, on December 14. He was a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

Henderson—Victor, 75, a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

Henderson—William, 75, a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

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JONES—Charlie (Corn Bread), 80, former vaudeville and commercial artist, was born in Salt Lake City, Utah, on December 14. He was a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

Kou—Eberle, 80, a member of the Degli Italiani and American and English-born stars. Born in London, he received his early training in a dancing company. In 1905, he made his American debut in 1918 with the Famous Players Company, and in 1923 he appeared in the film "The Bluebird." He was also a member of the Producers Guild of America. He was married to Betty Chip, a musical comedy actress, who was with him in 1928. He died of a heart attack in New York, where he was found in the street. The funeral services were at the John J. F. Cemetery, New York.

Lowe—Ruth E. (Geene), 50, who was a member of the Degli Italiani and American and English-born stars. Born in London, she received her early training in a dancing company. In 1905, she made her American debut in 1918 with the Famous Players Company, and in 1923 she appeared in the film "The Bluebird." She was also a member of the Producers Guild of America. She was married to Betty Chip, a musical comedy actress, who was with her in 1928. She died of a heart attack in New York, where she was found in the street. The funeral services were at the John J. F. Cemetery, New York.
NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i.e., mail at the Cincinnati Office will be found under the heading of the Cincinnati Office and mail at the New York Office will be found under the heading of New York Office, etc.

NOTICE!

TO HOLIDAY GREETING CARD SENDERS

When mailing holiday greeting cards to relatives, friends or acquaintances in care of The Billboard, be sure to use first-class postage (3 cents per ounce) if the cards are in envelopes. This applies whether the envelopes are sealed or unsealed, but it is better to seal them. Cards in unsealed envelopes and mailed under third-class postage (1 cent per ounce) cannot be returned, and therefore will have to be sent to the dead-letter office.

The mailing or forwarding of mail does not apply to opening greeting cards, those not requiring envelopes and sent under 1-cent postage.

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
ACTS, UNITS AND ATTRACTIONS
(Routes are for reference only when dates are not given.)

A
Abramis, Clara (German) Cincinnati, Ohio.
Adams, Betty (Club Joy) Lexington, Ky., etc.
Adams, Alma (Maxwell's New York, N.Y., etc.
Adder, Bernice (Club Imperial, Chicago, Ill., etc.
Allen, Yvonne (Arms Race Club, Dallas, Tex., etc.
Alley, Lula (Club Joy) Salt Lake City, Utah, etc.
Amato, Tony (Main Stage, New York, N.Y., etc.
Ambrose, Pete (French Casino) New York, etc.
Anderson, Peg (Club Empire) Chicago, Ill.
Andrews, Fred (Dave's) Lake Charles, La., etc.
Andrews, Miller & Austin (French Casino) New York, etc.
Anchorage, Newton (Moody Casino) Chicago, etc.
Ames, Don (Empire Club) Topeka, Kans. & L.A.
Arbuckle, Tom (Empire) Three Falls, S.D.
Atwell, Roy (Monarch) Milwaukee, Wis.
Audra, Bill (Club) Detroit, Mich., etc.

B
Baker, Peg Leg (Paragon) New York, etc.
Barth, Tim (Buffalo Club) Deadwood, S.D.
Baker, Don (Pennsylvania) New York, etc.
Barker, Leon (Eastern) New York, etc.
Barker, Jerry (Del Monte) New York, etc.
Barrett, Elsie (New York) New York, etc.
Barrett, Juanita (New York) New York, etc.
Barnes, Leah (Charleston) New York, etc.
Barrett, Harry (Rainbow Room) New York, etc.
Barnsdall, Rich (Plaza) El Paso, Tex., etc.
Barker, Bessie (Skyway) New York, etc.
Barrett, Jerry A. (Del Monte) New York, etc.
Barrett, Julian (Midnight Pleasure) Chicago, etc.
Bass, Beatrice (Santa Fe) Chicago, etc.
Ball, Maxine (Klamath) Chicago, etc.
Bell, Marjorie (Capitol) Chicago, etc.
Bell, Bill (Capitol) Chicago, etc.
Bellamy, & Lewis (Connecticut) Chicago, etc.
Bender, Harry (Rainbow Room) New York, etc.
Bennett, Wyan, (Indiana) Col. (Colonial) Chicago, etc.
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Selling the Circus

By SAM J. CLAUSON

Selling the Circus is an art that has been practiced for many years, and it is still as important today as it ever was. The circus is a business that depends on advertising to attract audiences, and the circus manager who can sell his show effectively will be a success.

The first step in selling a circus is to understand the needs of the audience. The audience for a circus show is usually made up of families with children, so the show must be entertaining and safe. The circus must also be affordable, as families are looking for a good value.

Once the audience is understood, the next step is to create a marketing plan. This plan should include the use of advertising in newspapers, radio, television, and on the internet. The advertising should be targeted to the specific audience, and it should be creative and attention-grabbing.

The circus manager should also consider using promotions to attract customers. This might include offering discounts to families, or holding special events such as a circus day at a nearby school.

In conclusion, selling the circus is an art that requires a deep understanding of the audience and a creative marketing plan. With the right approach, a circus can attract new customers and continue to thrive.

SAM J. CLAUSON has been employed in the field of white tops for a score of years. He has worked with the principal circuses of the country in the press department, and has been in the newspapers, booklets, and the like of the circuses.

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BRYDON NOW OWNER OF CIRCUSES

Buys Interest
Of Allen King
Show in quarters at Jackson, Tenn.—will have new trucks and canvas

Jackson, Tenn., Nov. 29.—Ray M. Brawley, owner of Allen King’s circus, has bought out his partner, John M. Shank, and is now the sole owner. The show is in quarters at Jackson, Tenn. It is an ideal place to winter—plenty of good weather-proof buildings, plenty of room, water and wood stock. Miller, who was in charge of the show, is now in London, England, where he is attending exhibitions. He will return to the show in March. The show is being run in a business-like manner and is expected to be a big success.

February 23.

New Used
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BINGHAMTON,

November

30, 1935

The

Billboard

47

Henry Season
Best Since 1929

FULTON, Calif., Nov. 29.—Henry Bross, owner of the Bross circus, has returned to his home in Fulton, Calif., after a successful tour of the United States.

The circus, which has been touring for several years, has been very successful and has made a great number of friends.

The show is now located in Fulton, Calif., and will be in operation for several weeks.

Judy Rabbit Deputy

PLATTSBURG, N. Y., Nov. 29.—Judy Rabbit, of the Bross circus, has been promoted to deputy in charge of the show.

Judy Rabbit is a well-known animal trainer and has been with the show for many years. He is a good friend of the management and has always done a thorough job.

Kay Closes
33-Week Tour

One performance lost—New England engagements—excellent—to enlarge show

PETERSBURG, Va., Nov. 29.—Kay Riddle, owner of the Riddle circus, has closed the show after a 33-week tour of the United States.

The show has been very successful and has made a great number of friends.

Kay Riddle is a well-known circus operator and has been in the circus business for many years. He is a good friend of the management and has always done a thorough job.

Rose’s “Jumbo” as Circus Extranavaganza

Performance original and gorgeously costumed—animals rich in trappings—many stellar acts in fast-moving production—Hipp starting revelation

NEW YORK, Nov. 29.—Billy Rose, owner of the Rose circus, has advertised his new show as “Jumbo,” and the show has been a great success.

The show is an unusual one and has been very successful. It is a combination of various acts and has been very well received by the audience.

The show is now located in New York and will be in operation for several weeks.

Kay Closes
33-Week Tour

A performance was lost, and New England engagements were excellent, and the show was enlarged to all engagements.

PETERSBURG, Va., Nov. 29.—Kay Riddle, owner of the Riddle circus, has closed the show after a 33-week tour of the United States.

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King Animals Back
To Cole Quarters

ROCHESTER, N. Y., Nov. 29.—A big story of King trained cats, consisting of 11 lions and tigers, has been sold to Arthur M. King, owner of the Cole circus, and the lions and tigers will be used in the show.

The sale was made by a well-known animal trainer, who has had many years of experience in the circus business.

The lions and tigers are now in Rochester, where they will be in charge of a well-known animal trainer.

Steel Buys Menace Horse

ROCHESTER, N. Y., Nov. 29.—Al Steel, advertising manager for Standard Oil, has purchased a horse that was causing trouble in the city.

The horse was a menace and had been causing trouble for some time.

Steel bought the horse and has placed it in the care of a well-known animal trainer.

The horse is now in charge of a well-known animal trainer and will be taken care of properly.
With the Circus Fans

By the Ringmaster

CIRCUSES

November 30, 1935

TRADE-IN TIME
CLOSES DEC. 1, 1935
At which time our new list will be completed for the coming season. This second-hand tent has to be traded in for an entirely different one.

HAZEL WELSHCOOKE, Mer.
TIGHTS

WHEN ON YOUR TOUR
ON THE FLING TRAPEZE
WELEY COOKER, M.P. • JAMES F. VICTOR, M.P.

WILD ANIMAL TRAINERS
WHAT CAN YOU DO?
Very Long Season.
State lowest salary and all particulars in first letter.

WILSON BROS.' CIRCUS
Stafer Hotel.
St. Louis, Mo.

WALTER DIGGS NEW WPA CIRCUS HEAD
NEW YORK, Nov. 23.—As briefly mentioned in our general story covering the 1935 WPA Circus season, Walter Diggs has been promoted from the "barn yard" to the "bam" and has now been named head under an agreement with the New York Daily News, which forms part of the WPA's work in publicizing the WPA's优良 circuses.

Driver Made Tents and Banners
70x120 DRAMATIC END TOP
35 FT. RIDING MAT
CHARLIE DRIVER, Manager
O. HENRY TENT & CANOPY
309-11 N. Clark St.
CHICAGO, ILL.

GYMNASIUM APPARATUS
AND TRICK BICYCLES
Made To Your Own Specifications.

A. DRYSDALE
500-525 Union St.
BOSTON, MASS.

HORSE AND PONY PLUMES
FOR STREET PARADES, ACTS AND ADVENTURES.
WALTERS & COMPANY

CIRCUS PHOTOS
Sold at retail only.
Send for descriptive circular.

E. M. JACKSON
313 N. State St.
CHICAGO.

Tom Dailey Killed In Auto Accident
LANCASTER, Pa., Nov. 23.—One of the greatest circus advance men, Thomas A. Dailey, was killed here last night, November 23, at 3:02 a.m., when he was killed in an automobile accident.

According to reports from the Ringling Brothers and Barnum & Bailey Circus, Dailey was returning to his home in the outskirts of Lancaster when he was struck by a car. The accident occurred on the outskirts of town, and Dailey was taken to the Lancaster General Hospital, where he died November 23, at 3:02 a.m. He leaves a wife and one daughter.

Dr. Adolph E. Deuel, who pronounced the body, said that death was caused by injuries sustained in the crash.

Cold Weather for Morton Show at Tulsa, Okla.
TUPELO, Okla., Nov. 23.—The Bob Morton show, here last week, was handi-
capped by a severe cold spell. Location was 40 miles south of the city, building had no heat, which resulted in an uncomfortable 24-hour period for those who braved the cold snap to see the show. Local fell.-6.

Malloys Return to Canton
CANTON, O., Nov. 23.—Les Malloy and wife, Nancy Dalziel, arrives at home in the Canton area this afternoon after spending the past several weeks in the South. The Malloys played their Ringling Brothers and Barnum & Bailey Shows in Atlanta, Savannah, and Jacksonville, then went to Mobile, Ala., for the Southern Exposition. The Malloys played a week in each of the cities before returning to Canton.

Ringling Stock to Peru
PERU, Ind., Nov. 23.—A Ringling Brothers special train, nine stock cars and Pullman sleeper No. 70, moving 308 miles an hour, stopped 308 miles from Peru on the way to the Ringling Winter quarters at cara-

Winter Tour for Sadler
AUSTIN, Tex., Nov. 23.—Harley Sadler, Ringling Brothers' Circus is heavily billed here for November 24. The Sadlers are well known here as this is one of their favorite stands with the rep show. Show has been popular in Austin and will close November 30 at Ogleton, then pick up the trucks and outfitting and reassemblying equipment for the show, after being out two weeks, the Sadlers will start the winter tour December 1.

CIRCUS PHOTOS
Clear and Distinct. Post Card size. Sold at retail only. Send for descriptive circular.

E. M. JACKSON
313 N. State St.
CHICAGO.
Dexter Fellows

(CSSCA)

**NEW YORK, Nov. 23—That hustling and bustling scene at the Hotel Cumberland is not a circus preparing to embark for the next tour. It is merely Harry Berg packing a few trunk and suitcases preparatory to taking his beloved wife on a vacation. And what a vacation it will be! He is going south to the South Carolina and his boyhood days; he is to visit two old homesteads and plenty of other things that he holds dear in life.

While scanning a weekly paper published in New York City on Jan. 1, 1947, I met the following item: "Bowers Amphitheater, Madame Macarte, Little Lott, and the Smith Brothers, signor Carlo, Ossina and Kemp, with a trained equestrian troupe, have opened their establishment nighty night during the week." "Challock's Archery, Wood, Bonds and Leat have been doing a wonderful business. They are the handiest and most graceful of the small bands. The equine exercises in the circle and the evolutions of the highly trained animals are really worthy of all praise.

Every Tony Spong is mighty busy these days, passing in review of the fact that he is introducing some innovations in the way of eccentric balloonists in the Macy Thanksgiving Day. He was busily busy one day last week, and he was a true gentleman, and he brought the performers. The most interesting fact was that Al Smith is on the dotted line, but we can tell you more about that later.

It might interest those who want to know, if any, that the artist who worked all out of the circus atmosphere at the New York Hippodrome for Billy Rose's Jumbo in Albert Johnson. And Johnson is the man who purchased the Dexter Fellows Tent from the book of P. T. Barnum. The latter presented it to the J. B. Stoiber, who is of the Stoiber lithographic family and an ardent member of the Tent.

And talking about posters, and particularly one-sheeters, we saw one of the last of the Great Show on Earth. It showed a large fortune and leading the parade was a massive, white dog, Duryea, and the great dog was as such of a grand exhibit. In this case. The J. B. Stoiber a side of the poster was the following reading matter: "The famous Jumbo, the Magician, on Motor Cycle, the identical Horseless Carriage that won the great race in Chicago last November, will be seen on Every Day in the New Street Parade." It is an old-looking vehicle and the head teams are as the one used by Jolly Bill Stinnett in running of the N.D. studio to the Dexter Fellows Tent on Union Avenue.

There are plenty of Dexter Fellows citizens on the wall. Rogers Memorial Commission organized up to raise a national fund for memorializing the human spirit which Will Rogers personified. This is a well-known, only a few, Trube Davison, Col. John R. Kilpatrick, Eddie Bickuecker, Roy B. H. LaGuin, and O., Andrew G. Ghinelli.

Arvid Paulson of the Tent is touring the West Coast this week. He is to appear in the show next week at December. We are all to thank W. Donoghue for sending us the November issue of the Adventure. The Tide is a daily and well-known club of the Adventure Club. We congratulate Treasure Chest in particular on his splendid and quick action this week in the case of an empty box which he is going to sell and putting heart into the work of the Dexter Fellows Tent. He has the best of the November, December issue of the Program, a fine magazine edited by that talented bartender.
CIRCUSES

November 30, 1935

Under the Marque
By CIRCU S SOLLY

MIKE BITE, formerly with Robinson Bros. Circus, is now managing at the Schiller cigarette store.

BUDDY WRIGHT, clown with Selig-Starr Circus, is back in Mount Union, Ohio. He plans to return next season.

FRANK B. HUBIN, of Atlantic City, advises that the Monte Carlo, Chico and Lou, have been engaged for the holidays after closing with the Monte Carlo show.

WILLARD L. MAIN and wife will visit Mrs. Main's mother's home at Pittsburgh and then go home to Geneva, Ohio, where they will spend the holidays.

E. L. CRONION, manager of Al O. Barnes Circus, presented the San Diego Zoo with a large male elephant and a camel.

RALPH BLISS, past three seasons with Selig-Starr Circus, is now managing in Los Angeles. He will leave for the eastern field.

G. O. and JOE SIMMONS, dwarf clowns, will be in the tour department of the Al O. Barnes Circus. They will spend the holidays after closing with the Monte Carlo show.

JOHN JOHNSON caught Cole Bros. Circus at Greensboro, Raleigh and Rocky Mount, N. C., and is ringmaster. He has always been wonderful on both ends.

PAP AND CONCHITA, having completed their last season with the equestrian act on the West Coast, are heading for Chicago and will play Salt Lake City and Denver, here this week.

B. A. HUNTER, of the C. K. & E. B. Ringling Bros.-Barnum & Bailey Circus, left Codington, S. D., on Monday, en route to Minneapolis, Minn., where he opened at Youngers Department Store, his second season there.

GORDON SPEARS JR. attended the opening of the grande circus at the Grand Theater in New York Hippodrome and reports a spectacular show. The aerials will be with the big boys again next season.

CAPTAIN ROMAN PROXE is rehearsing his new tiger act at the Highland Park Zoo in Pittsburgh. He has been retired from Ringling Bros. and Barnum & Bailey Circus for some time and has been in several circuses since.

MACK (Gus) Circus, starring in the Milwaukee Auditorium last week, under direction of Allen Hansen, a program of 16 acts was presented during the five performances, which were animals from Downie Bros. Circus and Joe Mendi, chimpanzee.
CIRCUSES

ROBERT WADDY

The Billboard

November 30, 1935

PICK A NUMBER

of Western attraction managers, was one of the foremost figures in the field for over 20 years. He was responsible for creating many of the most popular and enduring shows in the business, including "The Flying Aces," "The Great White Way," and "The Great Western Circus." His contributions to the circus industry were immense, and he is remembered as a true pioneer of the genre. In this book, you will find a collection of stories and articles about the history of the circus, written by some of the most respected figures in the industry. Whether you are a seasoned performer or a curious spectator, this book is a must-read for anyone interested in the world of circus art.
NAAPPB PROGRAM IS READY

Overview of Exhibits Pronounced Tangible Evidence of Biz Pickup

Biggest exposition of devices and merchandise features in five or six years is indicated comprehensive lineup of subjects and speakers takes in all branches

CHICAGO, Nov. 23.—In announcing the program for the convention of the National Association of Amusement Parks, Pools and Beaches and allied bodies in New York City, President Harry C. Baker has considered it the most comprehensive and interesting preparation for national sessions of the group ever presented. The convention will be held Dec. 1, 2, and 3, at the Hotel Sherman, Chicago, Ill., and all topics will be on view.

The keynote talked about Wednesday night, Dec. 1, is being held early in the convention this year, rather than on closing night. In addition, there will be a banquet and entertainment with a bang. It is felt that this change will add considerably to the program.

Governors See Returning Prosperity to Travel Biz

ATLANTIC CITY, Nov. 23.—Unsettled foreign conditions and concentrated effort by industry, Government, and Maine to stress the "America First" slogan, are bringing back prosperity to resort and hotel business. Gov. Louis Bragman of Maine told the American Hotel Association in convention here that the spring was in New Jersey along the line of travel promotion and publicity. It was pointed out that this was a good start for the serious effort to publicize, business has been on an upswing.

Tourist camps and cabins come in a row for the first time here, and are showing good business against them. It was advertised that 500 tourist cabins are built each year and are proving serious competition with hotels.

Storm Loss in Connecticut

BRIDGEPORT, Conn., Nov. 23.—During a raging wind and rain storm last week Cummings Park Beach, Stamford, Conn., was closed, and damages estimated at over $2,000 to the bathing pavilion. In Old Greenwich, 450 feet of Greenwich Beach Club was swept away. In Fairfield, 2,650 feet of beach Dr., the land was partly submerged and many gallows were washed away. At Compo Beach, Westport, was considerable, with over 1,000 feet of beach washed away. At Sea Point, Bridgeport, also lost almost 1,000 feet of beach. In Milford, including Myrtle Beach, Walnut Beach, good use of wood and sand, parts entirely inundated.

Davis Passes in Harrisburg

CINCINNATI, Nov. 23.—Identified with establishment of Pennsylvania Amusement and long its manager in Harrisburg, Pa., David D. Davis, who died on November 14, of Paul Davis, are in the Public Curator in this issue of The Billboard.

Meyers Lake Has Expansion Plan Following Pickup in Eastern Ohio

CANTON, O., Nov. 33.—A construction program to include new midway rides and features and at least three new rides is planned for Meyers Lake Park here beginning next season. President George H. Meyers, president of the park company, said that the widely-known Ohio amusement center has grown from a one-story building.

"We have not decided what improvements will be made, but what original structures will be added to the main line," he added, "but we hope to install them at the earliest possible time." The park's facilities, including the riding board and the bathing beach, are being improved to fit the needs of visitors. Meyers Lake Park was one of the first amusement centers in the Midwest to install an open-air dance pavilion several years ago. When the novelty wore off it was closed out for year-round dancing. The open-air ride is again planned and already there are several "under the stars" pavilions in Eastern Ohio.

The park experienced its best year since the opening of the dance pavilion which ended Labor Day. The business was increased in more than five years and attendance topped any season during that period. The bandstand was rear-mounted and the addition of a stock company was a major change in the park's entertainment.}

Accident Roll Is Improving

Ride situation appears to indicate lower rate—Alexander on committee work

By N. S. ALEXANDER

PHILADELPHIA, Nov. 23.—The Public Utilities Commission of the NAAPPB appointed by President Harry C. Baker as a result of the meeting held at the Hotel New Yorker, and Atlantic City, on August 15, consists of Herbert F. Schott, Philadelphia Tobogon Company, Philadelphia; Leonard B. Schloss, Columbus, Ohio; Paul W. Pearce, W. W. Pearce & Company, Detroit; Frank D. Potter, New New York; and Edward L. Scriff, Cincinnati. There have been busy scenes for weeks in the secretaries office, Suite 410, 100 North LaSalle street, where there has been consultation concerning all plans for the convention. It was reported that the commission approved those for the exibits in cooperation with the New York office of the American Amusement Equipment Association, formerly the Manufacturers' Division.

Backmost Scheduled Early

The result is the biggest exhibition of amusement devices and equipment to be presented in six years, declared Secretary Hodge. "The main exhibit has been completely equipped and set up and much of the overflow space on the mezzanine balcony is to be occupied by exhibits. This is an outstanding amusement-and tangible evidence of the pickup in general is expected to be even more indelible. Frank P. Gravatt, has revealed that a large number of improvements will be on view.

However, in keeping with modern practice, President Gravatt said he had some revolutionary ideas concerning the front for the next season, including latest architectural creations, a new boardwalk sign to outline the present one and a lot of trick lighting.

Beauties to exhibit department and arrangements are being made for movie exhibits. A new lot of wild animals with greater variety than ever before. President Gravatt said he had new improved recreational devices and a program of light, ideas, and music which will pull them through with a bang.

In the main building, the plan is to rehouse the Beach Night, and the next year's program will be on the floor above.

A checkup of Atlantic City plans shows that, after the last year's damage, the enterprising area by the Boardwalk, which is ready for the coming season, is ready for the coming season. The City will be a bigger hit than ever.

A new restaurant, with the biggest drive, will be ready for the summer season. The new restaurant, with the biggest drive, will be ready for the summer season.

Resorts in Jersey Hard Hit by Storm

ATLANTIC CITY, Nov. 23.—South Jersey coast resorts were hard hit by the storm and high winds of the past week-end. Thousands of dollars in property damage was caused by high winds, which destroyed Ventnor City fishing pier, tore away Boardwalk signs and ads in Atlantic City and Margate, and submerged the Inlet and its pleasure strip.

A checkup of Atlantic City plans shows that, after the last year's damage, the enterprising area by the Boardwalk, which is ready for the coming season, is ready for the coming season. The City will be a bigger hit than ever.

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Bordeaux Circus Lot Taken For a New Amusement Park

PARIS, Nov. 18.—The JAR firm, Faure & Porti, of the Palace Berlitz, operators of one of the big amusement parks at Bordeaux, has been chosen by the city manager of Bordeaux to build a new amusement park on the site of the existing one. The new park will be constructed on the vacant site and will serve as an amusement center for the city of Bordeaux.
LUSSE SKOOTERS HELP INCREASE GROSS RECEIPTS AT WEST VIEW PARK

Pittsburgh, Pa.

Among other reasons for a better business in 1935 over 1934, Manager C. L. Beares, Jr., says: “This increase may be attributed, of course, to better conditions and was helped by installation of Water and Auto Scooters.”

The Same Was True of KENNYWOOD PARK, Pittsburgh

IF YOU INSTALL THE AUTO AND WATER SKOOTER YOU ARE ASSURED OF IMMEDIATE AND LASTING PROFITS.

THEY ARE the two superior DRIVE-IT-YOURSELF Rides that patrons wherever installed could not resist.

THEY ARE the LEADERS of ALL REPEAT RIDES.

THEY ARE the first rides in any location to open and the last to close.

THEY ARE the recognised champions in appearance and performance.

THEY ARE the two depression-tested rides which have made their patrons SMILE and REAPED PROFITS for the OPERATOR.

THEY ARE the two popular attractions which pay BIG DIVIDENDS on a SMALL INVESTMENT.

THE WATER-SKOOTER HAS BEEN INSTALLED IN VARIOUS BODIES OF WATER, SUCH AS LAKES, BAYS, LA- GOONS, RIVERS, WINDING CANALS AND ARTIFICIAL CONCRETE POOLS, AND OWNERS WHEREVER INSTALLED WERE REWARDED WITH HANDSOME PROFITS.

We are sure we can convince the most SKEPTICAL that the Auto-Skooter and Water-Skooter are by far the most modern, practical, attractive and profitable devices that are possible for you to install.

PLEASE SEND FOR ILLUSTRATED CATALOGUE, PRICES AND PARTICULARS, FOR WHICH YOU WILL NOT BE OBLIGATED IN ANY WAY.

See Our Display at NAAPPB Convention in Chicago—Booths 3 and 4
MIAMI MILLION DOLLAR PIER

Few choice locations for concessions—not conflicting, all exclusive. What
have you seen? — Century 70, Keart's, Tomales, Club 9. The City of
Hollywood, exclusive and supreme. The worst of these thousands of dollars
expended by new owners to make pier outstanding winter amusement-center
in the country. Investigate this unusual opportunity. Apply FRED H. PONTY, Mgr., Miami Beach, Flo-

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The Perfect Setup for Indoor and
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SCOOTA BOATS

Boutique boats, 6 to 15 feet in length, 3 to 15 inches in width, 4 to 7
miles an hour. 400 to 500 gallons of water. They are built of
wood, or Lexan or polycarbonate. They are fast, have a very
stable hull, can be hand-launched, and can be used by children
alone.

NAAPB

(Continued from page 55)

Thursday, December 5

3:30 p.m. — Exhibition hall open to all visitors

2:30 p.m. — Maryland Amusement Park and Pool Association
Program

12:30 p.m. — Maryland Amusement Park and Pool Association
Program

5:30 p.m. — Maryland Amusement Park and Pool Association
Program

MODERNIZATION

(Continued from page 55)

RESORTS IN JERSEY

(Continued from page 55)

ACCIDENT ROLL

(Continued from page 55)

titious. A careful study of the data revealed that the
lares, and the insurance companies were ready to settle
the claims. The findings of this investigation will be
published in a forthcoming article.
THE NEW 1936 STREAMLINED CAR
Designed by one of America's foremost industrial designers, the new Streamlined Dodgem will prove to be the marvel of the midway. All the steady, dependable, Dodgem features—Front wheeling wheels, roller bearings, forward and reverse motion PLUS MODERN, EFFECTIVE STREAMLINING!

THE NEW CYCLE RIDE
The DODGEM Cycle is a fully-motorized motorcycle, especially designed for amusement park service. It is built and handles like a real motorcycle. Equipped with the reliable DODGEM Engine and controls, it is a fast, yet safe ride. Easily installed with a few inexpensive alterations. A sure-fire attraction at any park. See the new DODGEM Cycle NOW.

THE DODGEM BOAT RIDE
A real motor boat ride, dependably and economically designed for use in any natural or artificial body of water. Sturdy wooden-hulled boats—reliable 4-cylinder gasoline engine, easy to operate. Capsizer-proof construction protects passengers, built throughout of wood to withstand years of service. Write for details or see us at the show.

PARK OWNERS AND MANAGERS
Advertise in the
41st Annual Amusement Review
and
Holiday Greetings Number
Copy must be in Cincinnati on or before Dec. 18
OVER 500,000 READERS
ANNOUNCE YOUR 1936 REQUIREMENTS FOR
CONCESSIONS RIDES BOOKING OFFICES
ACTS FIREWORKS
Manufacturers of Nationally Advertised Products
IT WILL PAY YOU TO ADVERTISE IN THE BILLBOARD

NORMAN, BARTLETT
Extends GREETINGS to the OUTDOOR SHOWMEN
of AMERICA and cordially INVITES THEM
to see his NEW SPECTACULAR RIDE
ROCKET SPEEDWAY Open to the Public at LONDON
OLYMPIA, Dec. 20 to Jan. 25. Capacity, $450.00 per hr. at 10c and 15c charges. Space—Depth 80 ft., Width 65 ft.
FLYING TURNS Entirely Redesigned to DOUBLE
Capacity, LOWER Construction Costs. Show Trains on 12-Foot High Banks, Show Action to Public and Add NEW Sensational SAFETY Thrills.
For information write
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FUN HOUSES and PARK DEVICES
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FRED FANSHER, New York City
Seven Hundred Years of Fireworks

RARI ROGER BACON, that amusing English monk whose scientific discoveries were hidden among his books by means of alchemical symbols, is all probability the Anglo-Saxon discoverer of gunpowder, which is one of the basic substances in modern fireworks. Writing in his monkish cell in the year 1248 and carefully burying his secret in an intricate anagram which has since been unraveled, he told of mixing saltpeter, charcoal and sulphur as a "diversion," and making a resultant substance that produced "noise like thunder and flashes like lightning."

His little and Roger Bacon dream of the effects his "diversion" was to work on the Western World. For one thing, it changed the whole course in the science of war. Another thing was helped to give the world a brand new art—the art of pyrotechnics, or fireworks. And now if Roger Bacon could return to see what mighty effects are being wrought with his invention, combined with modern chemistry, he would hold up his hands and stare goggle-eyed in amazement.

The time when man began to use it for show is lost in the mists of the past. It is believed that fire was discovered that fire could be communicated they may be suspected of starting blazes in the forests for violence of their alone. The Romans, before the time of Julius Caeser, were fined for starting the sack of Troy, finding that the flames burned up their shelters of leaves and lids them up in their caves, they always had a terror with schemes to keep the inferno within limits. And so it came to pass that eventually they found a way of setting a fire to stand aloft and look at and later even to shut it up in a rude heat-proof pot and to carry it around to warm the little maidens of their gods with blazing staffs and poke holes thru the tops of their hands and thru their faces. This sight of the escaping blaze. The arms of Minerva were not beautiful enough to embrace the office of war. They never needed a picture for the Roman emperor in the way they looked around for other ways to play with it. There doubters we have the beginning of all the wonders of modern pyrotechnics. It has been seen to have taken the jealousy long to improve the tricks, either, with some real performers in the art working up here and there in their special parts, even in the days we know little about.

The traditions of the Far East are aglow with fire some of the oldest mythology with fire gods. Some magician carried dragons to heaven. Moses must have been a past master in the art to have turned a bush into a blaze with the stroke of his rod. And what about the skill of the torch-bearing conjurers who rode the horses with burning Rome as a feast for the dazzling fare's eye?

These miracles of fire were at the altar staged only, however, for state occasions or for special royal ceremonies as, for instance, when King Hal married Anne Bolenn, or, as in Rome when a new Pope was elected. The splendid Augustan period in Rome had not been entirely unfamiliar with them in the ruder states, but it remained for the Grummiacs to bring the gunpowder torch of the Cretans to light the way out of the dark ages of the West. The wadding of gunpowder in paper rolls into the firecrackers was the joy of our boyhood Fourth of July is an art that climbed to us over the walls of the Flowered Kingdom. Clemont, a Nuremberg fire-sprite, advanced the art early in the 17th century, enough to get big name into history.

But the real scientific uses of gunpowder for displays serve to perfect sight here in America. When modern pyrotechnicians opened shops in New York City, who have since become famous for the paintings they have burned in the face of the skies till now the use of fireworks has become recognized as a specialized science. The United States government itself maintains a fireworks college in Washington, D. C., for the instruction of its war editions in their employment. That college of course, devotes itself chiefly to the devising of bombs for the foe that dare to put up for us. But the metropolitan air in the city of these bombs is reproduced every day in the week with all its roar and thunder and the entertainment of the throngs that swarm the pleasure places of the land.

Indeed, the modern pyrotechnician can do any stunt imaginable in the reproduction of real things in figures of fire. Even the plume and dash of Niagara Falls has been put before the eyes of the assembled natives—think of turning fire into a rushing waterfall. The pyrotechnician and the Indian are the only fellows who know how to make fire and water go together.

And the displays that make the night shine brighter than the day are coming more and more into universal demand. Agricultural fairs that are wont to close at sundown to let the farmers go home with their chickens find a new wonder in them to keep the rustics alive to the midnight exercise when the sport of the White Light Naggets to his apartments, making the State and county fair enormously popular.

Some 50 years ago the directors of these State and county fairs started the practice of confining the modern pyrotechnicians to small quantities, but with each succeeding year they have increased their fireworks appropriations until now many of them spend between $8,000 and $12,000 on fire or six displays and this has been found absolutely necessary for the success of State and county fairs today.

At several of the country's great State fairs last season the paid admissions to the grand stands for the night shows of fireworks nearly doubled the paid attendance to the same grand stands in the afternoon or matinee that same day. The afternoons the spectators were entertained by exciting horse racing, novel auto polo matches, automobile races with international drivers, conflicting bands of national fame, expensive vaudeville acts and outstanding gymnastic feats. A few years ago the custom of putting on large displays of fireworks was confined almost exclusively to Fourth of July celebrations, but now the vital advance of all important convention, exposition and anniversary programs; in addition, they play an important part in all the big events in all the states have contributed much toward giving proper credit to the inauguration of our newly elected presidents. Then for the amusement of the patriotic younger genera-

(Since Seven Hundred Years on page 55)
American Recreational Equipment Association

By R. S. UZZELL

You will read the next issue of The Billboard while you are in Chicago at the convention. This is our last chance to talk with you before leaving for the convention. You are going to make some constructive ideas, some fine enthusiasm for making your 1936 program and you will get the new course work which our affiliated association will spread among the visitors like a contagion if you fail to attend.

We are meeting people daily who hav resolved not to go but, because of signs of improvement, have revived themselves and are looking up schedules and the return rate of one-third far. No one, this year, either, and return ticket good for 20 days. You can go on one line and return in the other, with stopover privileges.

Each year brings incoming conventions from the railroads which would not be offered to you but for the fact of organized effort by an interested association working for the benefit of its members. You may be sure of the best convention in four years. Better your decision now, if you are in a doubt to attend of have time to get the certificate which means a one-third return fare.

Chariot in Readiness

Maurice Pierce, president of our division, has returned from the Belgian convention, where he went to close his association. We shall have him as our speaker in Chicago on the convention.

It is now helping to put the Chicago convention and our exhibit over in the most forcible way for some years. He had the charter for AREA granted by the people of the organization to Chicago completely formed and ready for operation.

Charles Kugler lost his wife on October 10. It is one of our oldtimers, well known in the business and one who has been active for many years. We extend our sympathy in this great loss. Bert Vodden died on November 8. He had been associated with Harry C. Baker and others and had been active on the Pacific Coast. Neville Sugar, of North Point Park, Conn., is improving and will soon, we hope, be able to make the trip to Florida, where he has spent the winter for some years.

Interest in Coasters

Your humble servant had a chance to exhibit at the program for this division. Our pleasure, The Coaster of the Future, did not find a taker. They all sized at it except Harry C. Baker, whom we could not ask to stand for the purposes of the charter because, as president of the association, he had to have any man be asked to do it. They all wanted it discussed but no one wanted to do it. Perhaps next year a braver soul will be found.

It is most encouraging to have one of our old and favorably known manufacturers apply to us for more space. We shall put them on two adjoining spaces. If at all possible, the exhibit is growing. We can accommodate all applicants but some late comers must now be content to take space on the main floor. After all, we are all under one roof and adjacent to the main exhibit and connected therewith, so that one leads to the other.

Beaches are reporting more interest in rentals than at any fall season since 1930.

Fallen Leaves Memo

It is a wise plan to keep fallen leaves cleaned up. They are heavy, and are considered to be a fire risk. One fire cost more than clearing leaves for 10 years would cost. This is serious, but they are one way for a year. Left to the earth, they are a constant threat until cleaned up before opening in the spring, hence stock housekeeping requires constant watch for fire hazards and an efficient removal system. It is the whole industry a lower fire rate. Here is where each helps all.

We have had a committee of some form working for the whole industry this year. It has been on liability insurance. They have had hard work since they are in our city. It is known as Chicago. They have accomplished some work which was needed and will report for your benefit at Chicago.

Murphy and his partner, Neely, have a Merry-Go-Round at Rockaway Beach to which there is an organ that once cost $7,000. Those were the golden days of the carousel. Will they return again?

CARRIAGES for PARADES for CARNIVALs

Built in all sizes and styles, from 50-foot elaborately Park Machine to 20-foot Kiddie Ride. Several excellent rebuilt Carrousels to offer.

KIDDIE AUTO RIDES » » Four Sizes

Model A De Luxe 10-Car, $1,250; Model B De Luxe 8-Car, $1,000; Smaller 8-Car Model, $750; Special 20-Car Model, $2,150. Prices F. O. B., north Tonawanda, N. Y.

FOR BALLYHOO ANNOUNCING OUTDOOR SOUND

Racon Announces:

A complete line of All-Metal, Weather Proof, High Fidelity Sound Projectors, featuring motor-driven motion picture projectors, stereo sound projectors and motor-driven model projectors.

Kagan Electric Co. Inc.
62 East 11th Street.
New York, N. Y.
Sound as a Rival of Glittering Sights

By C. C. LANCEVIN

The bark of the “barker” which used to bite the flaxglove in his symposium was in latter days acutely repelled by the blare of horse-throated horns. The din was received according to temperament. Some may have found the barking hubbub an essential to enjoyment and certainly a far-off. Others, and it is quite likely they outnumbered the first, winced and bore up as brave men when the odds against them are hopeless and inescapable. But that, apparently, is for the cordial, alluring, hardier, days of the vanishing frontier. We can ask no such fortitude of today’s patronage. Modern life offers enough noise to spoil its novelty. Our impulse is to stick our fingers in our ears and run away from it. Besides, radio and the better sound pictures have universally tutored the ear so that it now draws nice distinctions and is easily offended by what pretends to be pleasant sound but is not.

The country fair, arranged purely for the detection of those from the brood, stilly strutting, may still be a bit of a brawler. And in doing so to create the desirable mood. It sounds obvious. Inevitably a great amount of time and money is expended to make an exposition a thing of beauty, but in the past, unfortunately, little has been done to woo the sense of hearing. The setting of the San Diego Exposition is a gem of natural beauty. There are literally hundreds of trees and there are exquisite gardens. Directors of this exposition wisely saw that floods these gardens with soft music, of high quality and properly selected, would affect the senses to a degree never attained before. In an exposition as impressive and high-class as this a sound system of mediocre quality is out of the question, but, would definitely mar the general effect, detracting from the impressiveness of the whole by jarring the ears of the guests, third of whom had unfavorably their appraisal and enjoyment of the numerous gardens, walks and canyon lanes. The wide-ranging of the tastes and in keeping with the taste and artistry of its surroundings, but in itself serves as a positive attraction.

Frequently as many as 4,000 people gathered in the Plaza del Pacifico to enjoy the music from the various orchestras or to listen to symphonic music played from special records. A large percentage of these people, weary from several hours of strolling or on the grounds, would, under the stimulus of a harsh sound system, have left the exposition. As it was they were able to enjoy a period of music whose rhythms were refreshing and consequently their interest re-awakened. Thus, high-quality sound is a great deal more than merely an accessory. It definitely serves as a creator of revenue. The exposition opened its gates at 10 a.m., just as the same hour the sound system was put in operation. From this time until 11 at night on regular days and to midnight on Saturdays and holidays, it continued without interruption.

The majority of programs were musical. A lecture or speech must indeed have had an unusual and widespread interest to obtain a place on the day’s schedule. It might be natural to assume that a continuous program would lose its charm from the mere fact of being continuous, and that the system should be turned off and given a rest every hour or two. The circumstances, however, solve that problem itself.

All exhibits at San Diego are inside buildings and no attempt has been made to have the sound system cover these exhibit areas. There are two reasons. First, the space is left clear for the exhibitors. Second, the visitors spent approximately 60 to 70 per cent of their time looking at exhibits. They were, therefore, automatically out of range of the music from the main system for more than half the time. It was only in going from building to building or in sitting down for a 10 or 15-min period that they received the influence of the music. There are further features of flexibility in the

เหนสักขาน

ในประเทศกุมเทา

แผนที่ของ "บก" ที่พันธุ์ที่ใช้จากฟิชเชอร์ในการสะสมของมันในกระดานด้านในถูกดำเนินการโดยการกลั่นน้ำและเก็บน้ำที่มีจะเริ่มต้นomi ได้รับการยอมรับโดยการเตือนโดยการกระแทกของหูคอกที่วิ่งในช่วงเวลาที่หันไป แต่ในผู้ที่มีปัญหาหรือไม่สามารถกินได้ อาจมีการเตือนโดยการกระแทกของหูคอกที่วิ่งในช่วงเวลาที่เจาะปุ๋ยได้ แต่การกระแทกของหูคอกที่วิ่งในช่วงเวลาที่เจาะปุ๋ยได้

ในประเทศกุมเทา

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Miami Million-S Pier Notes

MIA MII, FLA., Nov. 29.—The pier balloon, which suffered considerable damage during the recent big storm, has been moved and will be open for business in a few days.

Lester H. Rice, Eastern representative for Loop-O-Flame, has set up a new machine on the pier.

When Ringling Bros.-B. & B. Circus showed in Miami on November 13 and 14, Fred H. Foutz, pier manager, with a party of friends visited and had the pleasure of renewing many acquaintances on the big show. General Manager B. W. Cumpiano received many compliments from the Miami press as to the magnitude of the performance presented this year.

A number of show people now in Miami came in to see the machine going up and also paying a visit to Million-Dollar Pier and for large chance on the new improvements and expansion at this amusement center in the past few months.

Joe Hedding, manager of the Rubin & Cherry Exhibition Show, now in winter quarters in Atlanta, with a group of friends and show people, went to the pier to visit Trainer Foutz.

Joe is returning for the season with the Ringling Bros. in the Bahamas, where he enjoys that find spot of deep sea fishing in a new cruiser recently purchased.

There is certain to be a rush of expenses at Miami Beach this season. Millions of dollars are being spent in construction on hotels, parks, and new homes and business structures. Mechanics are working at triple wages.

Programs are being made to house the many winter visitors this season. The biggest building boom in the history of Miami Beach is going on this season.

Sunday issue of The Miami Herald has a page full of them in the help wanted ads by local contractors for carpenters, painters, plumbers, and other mechanics, something not seen in years.

New Ride Is Announced

It is seldom that an amusement ride is subjected to more than a few weeks' use before being dropped entirely. There are some that have been dropped under every few years and have gained in popularity and gross receipts each year, it is claimed.

The Miami Million-$ Pier is now ready to make one more change and introduce a new ride as a test machine.

PARKS-RESORTS-POOLS

ATTENTION! All Parker Carry-Us-All Owners

We are offering special inducements at this time to rebuild or refit your old steel body marine into the up-to-

At ease, at ease, Qmd at ease.

SPECIAL-10% Discount on All Repair Parts Purchased Before January 1.

The Parker BABY "Q" is undoubtedly the highest class and most money-making ride of its kind in existence.

C. W. PARKER AMUSEMENT CO., Leavenworth, Kan.

"THE WHIP" THRILLING AMUSEMENT RIDE

KIDDIE SHOOTING GALLERIES

Manufactured by W. F. MANGELS CO., Coney Island, N. Y.

NEW GOLF GAME

"Muth Golf"

The player drives a canvas golf ball, filled with feathers, on the up-to-

Quickly and easily transported. Recommended for up-to-

Write for Par.

Directed Ads.

T. H. MUTH.

514 E. 19th St., Peoria, Ill.

CARROUSEL ORGANS


B. A. B. ORGAN CO., 240 WATER ST., NEW YORK CITY

$40.00 Diameter only, full size, and 30-ft. pipe, $50.00, 45-ft. pipe, $50.00, 60-ft. pipe, $52.00. With Blossom Aladdin, $12 each. Also 10-ft. Organ. Also 15-ft. Organ. Send for Circular.

The system was also used with some success and with great enjoyment in the direct traffic and in keeping the crowds properly distributed. For instance, suppose an event at the Spreckels Organ is drawing a throng far larger than can possibly be accommodated. At once the sound system is brought to bear. Announcements are made inviting attention to events of outstanding moment elsewhere in the park. These invariably have the effect of luring part of the crowd to new attractions and thus relieve congestion or disturbances and without giving any vitro of feeling that he has been ordered around.

This is one instance of how the sound system is a powerful aid in the management in conducting the affairs of the park. It not only aids what has been lost to so many—a successful appeal to the sense of hearing—by intelligent use in the direction of the crowds to the best attractions and in bringing them from exhibits to concessions and vice versa.

Finally, it lends a tone or quality to the entire panorama and communicates the suggestion that something is happening. The voice of the system was indeed one of the features of the exposition, not only the formal program of entertainment, but also in the manner of its use.
NOTABLE TALKERS FOR AFE

High Marks of Fairs and Program Indicate Bigger Turnout

Sessions will be held on two days, with time out for past presidents’ luncheon and SLA banquet and ball—speakers from allied organizations are scheduled.

CHICAGO, Nov. 29—With announcement of the program by Secretary-Treasurer M. S. Eby, the groundwork is complete for the 45th annual meeting of the International Association of Fairs and Expositions in the Motor Sherman Building next week. Delegates report that nearly all fairs have been successful for the last two years, having caused officials to anticipate a much larger attendance than has attended in years. More delegations from Canada are expected than ever before.

Meeting at the same time in the Hotel Sherman, the 12th annual meeting of the National Association of Amusement Parks, Ponds and Beaches and Allied Bodies and the American Carnivals Association, will be an incident in the history of the exhibitions. An exhibit of amusement devices and supplies, presented by the American Recreational Equipment Association, will be in five or six years.

The IAFE program:

Tuesday, December 3
10 a.m.—Session called to order by President.
11 a.m.—Roll call to be taken.
11 a.m.—Opening of Institute. President and Secretary.
11 a.m.—Address of the President of the Canadian Hardware Institute.
11 a.m.—Address of the President of the Illinois State Fair.
3 p.m.—Annual meeting of the Board of Directors.
6 p.m.—Annual banquet of the Board of Directors.
7 p.m.—Annual banquet of the Board of Directors.
8 p.m.—Annual banquet of the Board of Directors.

AFTERNOON SESSION
2:30 p.m.—Fair Business as 1 See (See NOTABLE TALKERS on page 6)

Big Prep Program in Tampa

TAMPA, Nov. 23—Spending $50,000 more for grandstand attractions than in past years, T. B. Barnett, chairman of the city's stock exhibition to include the National Herdford Show and with exhibition space worthy of the best of the national fairs.

Building operations include new metal roofs on the county, community, farm and commercial buildings, new Negro buildings and improvements in the steel and concrete buildings. Plans for commercial space include a new building complex in the grounds, with the number of buildings in the grounds, and has started preparations for the annual fair, which will open the Florida State Fair, Tampa, in January.

Publicity advertising is being handled by way with Jim Maloney of the New York Times, beginning his eighth year as director. Two days in the past 100 years, more than 200 new buildings, and it has been a policy to keep them in constant repair. The grounds will have grandstand concessions, attendance at the shows will have averaged more than 400,000 for several years, with an estimated $60,000 attendance.

FARMERS, November 30, 1935

Howard J. Finner, of Filler and Son, Detroit, Mich., who was in Detroit organizing a street show, advises that we will have a new street show to tour the city this winter in honor of the death of his father on November 18.

Rogers’ Day in Dallas

DALLAS, Nov. 23—Will Rogers Memorial Day will be observed on November 4, 1936, at the State Fair Exposition grounds.

Rogers, the actor, was born on November 4, 1936, and his memory will be honored by a number of events planned for the weekend. The day will be marked by a procession of floats, a parade of cars, and a special program at the fairgrounds.

Chicago Auto Show

Chicago Auto Show Sets New Records

CHICAGO, Nov. 28.—The 8th annual Chicago automobile show has set new records this year, both for attendance and buying.

At Press, manager of the show, which is being held in the International Amphitheater, said that 14,000 people passed thru the gates in the first three days, setting a new all-time record. The figure is 45 per cent ahead of last season’s three-day count and 20 per cent more than that of the current year.

Sales for the past year and Press said that buying orders are being received from 1935. The show closes on December 1.

Greenfield—O—Fenn J. Champion reports that the Dole’s Pennant Slides is a hit this season at Mobile (Ala.) and Laurel (Miss.) fairs, top his having being at Columbus. (O.) Dole’s, and Atlanta fairs. Other fairs played were those in Birmingham, Ala.; Nashville, Tenn.; Kansas City, Mo.; St. Louis, Mo.; Seattle, Wash.; Memphis, Tenn.; Cleveland, Ohio; Detroit, Mich.; Indianapolis, Ind.; and Larv. Plans are to try to divorce the City Auditorium from the exposition site and locate it downtown.

FAT WORLDS: Nov. 29.—City council voted to locate the city’s B. L. S. M. S. at the North Side site, under consideration of the bond election carried in December. As part of the North Side site, a additional 25 acres to the west, grading in all about 40 acres. Two structures will be included on the site. One, a new building, will be used for storage. There will be no change of the old buildings.

A committee to decide on type and location of buildings, which includes buildinss on the ground, and has started preparations for the annual fair, which will open the Florida State Fair, Tampa, in January.

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HAMID RECORD BREAKERS

Booker Greets Chi

PICK PET PHRASES

Being a Compilation of Messages Which Have Been
Appearing In The Billboard

Herman Blumenfeld and Joe Hughes, right-hand lieutenants of
George A. Hamid, searched diligently thru the pages of
The Billboard and selected what to them seem the most inter-
esting epigrams and messages in display advertising form
appearing every week under the Hamid banner in that
publication. They made their choice largely on the basis of
predictions which have come true for the season of 1935.
The general headings and a message for each follow:

UNLIMITED CHOICE—Hamid presents the outstanding attractions in
every phase of show business. From a whirlwind troupe of acrobats to a great
and world-famous band.

DELIVERY—We always deliver. That's a claim which every booking
office makes but not everyone lives up to.

BOX OFFICE—Pair Time is Harvest Time. And fairs using Hamid "III"
acts reap a harvest. Book Hamid "Harvest" acts.

RELIABILITY—Your confidence has made it possible for us to maintain
the high standard we have set for ourselves. We continue to merit this
confidence by supplying outstanding "III" acts.

EXPERIENCE—Experience makes for success. We offer you the benefits
of our many years of experience in helping you with your show.

MODERN—House of Hamid realizes that the public constantly demands
something new. The H. of H. furnishes that "something new," another reason
for Hamid success.

ANNUAL MEETINGS—Will really be worthwhile if you discuss the type of
attractors you are planning for the next season. Good attractions bring
in the $$$.

LEADERSHIP—The Hamid organization broke records for contracts signed
at annual meetings in 1934-35. Follow this true sign of leadership.

ROYAL PLEASURE—Hamid books it, it's a "Royal Pleasure" program. Have
a worry or two by "Standing Pat" with Hamid acts.

INSIDE TRACK—Step ahead of local competition by obtaining the inside
track on the world's biggest acts.

REPEATS—Fairs, Parks, Ceremonies, etc., book Hamid "III" acts
regularly. And they always come back for more.

SERVICE—Hamid agents all over the world are constantly searching for
new sensational acts with which to make your show a success.

PRODUCTION—Pictorial effects as well as other factors involved in outdoor
display of acts are necessary to "Good Performance."

REFERENCES—Seek out the attraction managers in your area and ask
them about us. We are confident of the answer, for we have kept the faith.

PRICE—Reduced costs on class acts are made possible by the
volume of business done.

CO-OPERATION—It's not only the high quality and unparalleled drawing
capacity of the acts we supply, but the way we work with Parks, Fairs etc.
to make their shows successful.

READ IT AND REAP—Honesty • A • M • I • D
Application • Merit • Ideas • Delivery
(Try that on your piano and you'll have the most successful Show Time of the year)

Points to 31 Fairs, 9 Parks

Leading booker says shows, units responsible for record gates, best since 1929

NEW YORK, NOV. 23.—George A. Hamid, president of George A. Hamid, Inc., has compiled a list of record-
smashing fairs and parks in which he was interested as at last December
and, in many cases, actual producer of grand-stand shows and manage-
ment-park circuits with idyllic lines during the season just past.

He insists emphatically that the phenomenal re-
sults at turnouts in question were made possible by the booking of the
best American and imported performers.
A good majority of the enter-
prises, he said, made their best marks since 1929, others topping all-time
figures.

Canadian exhibitions in his term-
ination include Toronto, Ottawa, Quebec City, St. John, Fredericton,
Halifax and London—New York, Reading, Bloomington and Al-
lton—New York—Syracuse and Hamburg, Virginia—Richmond and
Duluth, North Carolina—Raleigh, Winston-Salem, Shreve and Greenville,
New Jersey—Trenton, Massachusetts—Springfield, El Paso, New Mex-
ico—Gloucester, Pacific Grove—Albuquerque, Santa Fe.

Amusement parks cited are Play-
land, Rye, N. Y.; Hersheypark, Harrisburg, Pa.; Kennywood, Pittsburgh; Luna Jets,
Albany, N. Y.; Steeplechase, Coney Island; Palisades, Palisades, N. Y.; Astoria, New York;
Coney Island; Beach Park, Worthington, Ohio; Irvington, N. J., and Pearl River, N. Y.

Hamid, and Bob Morton, of the National Producing Company, have produced Shrine circuses in Toronto,
Fort Worth, Houston, Tulsa and Wichita so far on their Indoor schedule.

Hamid issued the following statement about the sensational marks attained:

"Superb shows have helped establish
new attendance records at 1935 fairs, parks, circuses, celebrat-
ings of national events. No other amusement playground in the world has more successful attractions
than the Hamids, and the Hamids, through their long experience and broad network of contracts, have
achieved their mark.

"Our 15th International Annual, ready for distribution soon, will bring to the show business an unparalleled selection of American and foreign attractions and novelties of highest
standard. The early buying is the best selection."

Company is also artists' representative for Rughing Bros. and Barney & Bailey Combined Shows
and Hamad-Wallace-Passagrill-Sells Bros. Circus.

GEORGE A. HAMID, inc.
GEORGE A. HAMID, Pres.
1560 BROADWAY,
NEW YORK, N. Y.
Maintaining Own Offices in Pittsburgh and Boston

Direct Agency Connections in the Capitals of the World
As Texas Plans To Celebrate

By WILLIAM A WEBB

Texas is preparing to celebrate its 100th anniversary of independence during 1936, and the year seems like a fitting one for the $15,000,000 Texas Centennial Exposition which opens in Dallas next June. In romance and glamour the history of Texas ranks second to that of no other State in the Union, the territory which now comprises the largest of the States. And so the Dallas Exposition, to be held here under six different flags, is not at all surprising. First, there was the flag of Spain, then the flag of France, and the flag of the Republic of Texas. And the Republic of Texas was the first State in the Union to declare independence from Spain.

William A. Webb

Dallas was selected as the location for the Centennial Exposition in competition with other cities of the State more than a year ago. Because Dallas was the home of the State, it was the biggest city in the State, and has been a leading city in the Southwest for many years. The Centennial Exposition itself has almost $3,000,000 in bonds for the purpose of building the show. The exposition, therefore, is on a solid financial basis.

Under direcional of Paul M. Maasssen, in charge of exhibits and concessions, these two departments are more than just a moneymaker. Ford Motor Company has sent representatives to discuss the possibility of having an exhibit here comparable to its contributions to A Century of Progress.

Special attention is being paid to the vital exhibition of the key industries and businesses of the State, including the railroads, banks, and the like. The Engineering department will have a series of important exhibits, including the latest models of railroad vehicles, steam engines, and other such equipment. The Agriculture department will have a large display of farm machinery, tractors, and other agricultural equipment. The Mines and Mining department will have a display of minerals and mining equipment. The Petroleum department will have a display of oil well equipment and drilling rigs.

The old Fair Park is now in the course of a complete renovation. The Fair Park has been a popular attraction for many years, and the renovation will make it even more so. The renovation includes the construction of new buildings, the addition of new attractions, and the improvement of existing attractions. The renovation is expected to be completed in time for the exposition to open in June.

California Pacific International Exposition in San Diego. Already some of the major concerns of the country have booked exhibit space. Space in the Foods Building, one of the largest in the country, is practically at a premium. Among some concerned book- ing are the Macmillan Company, the Western States Exploration Company, which has taken the entire communications wing of the Wards Building, and the Communications Building.

The Open-Air Band Shell and Amphitheater, located on the banks of the lake in Centennial Park, Dallas, will be the center of musical activities at the exposition. The amphitheater will seat 5,000 people and the shell and stage will accommodate a 10-piece band.

THE OPEN-AIR BAND SHELL IN AMPHITHEATER

The city of Dallas is building a group of several large new public buildings which will be grouped as a Civic Center, to include the magnificient art museum where some of the most famous paintings of the world will be gathered and placed on display during the period of the fair. (See AS TEXAS PLANS on page 64)
The Barnes-Carruthers Agency is unique in its field in that it successfully finds and produces attractions that keep it in the lead continuously.

THE UPWARD SWING IN THE TIMES WAS VIVIDLY REFLECTED IN MARKED INCREASES IN GRANDSTAND RECEIPTS LAST SUMMER—THE FORTHCOMING SEASON WILL DEMAND MORE AND BETTER ENTERTAINMENT

THIS AGENCY IS PREPARED TO PROTECT A THIRTY-YEAR REPUTATION WITH THE ULTIMATE IN TALENT OF INTERNATIONAL APPEAL—MORE OUTSTANDING FEATURES—MORE NOVELTY ACTS—FINER SMALL REVUES AND MORE ELABORATE MUSICAL EXTRAVAGANZAS—GREATER RODEOS PRODUCED WITH THE THRILL OF NEW SHOWMANKSHIP IDEAS—EXCEPTIONAL BANDS—A MORE COMPLETE INDOOR CIRCUS ORGANIZATION—ATTRACTIONS OF DRAWING POWER FOR AMUSEMENT PARKS.

BARNES-CARRUTHERS
FAIR BOOKING ASSN., Inc.
121 NORTH CLARK — CHICAGO
FAIR BREAKS AND FAIR SHAKES
by Claude R. Ellis

The procession of the public to fairs has been on the increase during the past two years. The construction of new buildings in Dallas in January and February displays, have shown a better attendance in all the cities. Picking up is up where the fairs have been. All of which is gratifying to those in the exhibtion field. They get the crowds coming and the big trick now is to produce the sort of events that will keep them coming.

Those who miss the great get-together of the season of fairs, pay special tribute to the Hotel Sherman in Chicago next week, and who do not absorb the atmosphere of showmen and hear the brilliant discourses and discussions on how to make the field better, will be sorely missing the biggest hit of the year. We'll see you at the feeling that solid public booking is not enough to stay, the 1935 fair having broken all records for attendance.

Missouri County Fair officials in Louisville, Ky., are on the move, leaving a gate next year. Increased crowds will bring yet another annual of revenue-and how mightily better in the long run than putting the hope on the pole just because the community's fairs show real interest.

While the business of fairs never has been essentially a young man's game, mostly because that experience which most often writes success in the books only with years, it is essential to note an increasing influx of the younger element. While no members of the American Legion can be considered exactly as kids, the activity of its local organizations in re-categorizing fairs generally for the third time has brought some new blood to the fields. And in addition to the book of 4-H Club boys and girls and Future Farmers of America presents a younger element that is just as saddled to do with fairs. We hope this impact of the fairs will move up against the place in the national council to a place in the International Congress of Fairs by Expositions. This body now has a distinguished group of active elderly participants with whom to call on the best of their own experiences. There are always a few bookers at home who have been in their own youth to maintain.

No one can deny that P. T. Strider is a real fair manager. He has what he does with Florida fairs alone and new Alabama fairs. Fair, Birmingham, is the answer to that. Knows he is going to do things for the Florida Fair and similar Carnivals in February. Spend 50 cents more for good sights and attractions than those that have been put out in previous years.

There is no hobby about the number of fairs forced to cancel their plans in the past three years—just 714—for a large number of fairs, riders, directors, and other officials of the American Legion Post, which has sponsored the event during that time. Amphitheater seats 10,000. Here is food for thought by a lot of boards who sit on budgets on bringing away their fairs. The Louisiana boys add that the fair is being conducted by business men who have a past and a fair that is willing to put up for anybody to show up.

As Texas Plans—(Continued from page 9)

The aquarium will display rare fish gathered from all parts of the globe and the hall of natural history will show every bird and animal known to Texas. Special exhibits will be arranged, owing to their educational interest.

This year, the stadium there will be many notable athletic events, including inter-conference football games in succession. Shows in similar arena, a great attraction, are being formed to make the stadium, and its seating capacity be increased to 10,000 for such events.

V. F. W. Indoor Fair and Jubilee
Adrian, Mich.


 Acts Wanted—(Continued from page 9)

Professor of Fine Arts at the University of Michigan. Address will be Saginaw, Ohio. Address:

Canadian Tauberville Exposures
703 N. 2nd St., Fort Worth, Texas.
Greetings To All My Friends

MANI-L-KING

"World's Youngest Wild Animal Trainer"

THE MOST SENSATIONAL AND THRILLING ATTRACTION OF ALL TIME!

Fighting and Performing African Lions

for: CIRCUS ** FAIRS ** PARKS

Permanent Address: MANUEL KING, BROWNsville, Tex.

GREETINGS ALSO FROM

CAPT. J. C. (CHUBBY) AND HARRIET GUILFOYLE

Still with the "World's Youngest Wild Animal Trainer"

FEATURE ACTS . . .
WANTED FOR 1936 FAIR SEASON

SIDNEY BELMONT
FULLERTON BLDG. - ST. LOUIS, MO.

Please send permanent address when writing. State your lowest salary in first letter.

SIX FLYING MELZORAS
ACROBATS OF THE AIR

SEASON'S GREETINGS
Announces Outdoor Double Wide Flying Return Act, Featuring
RAYMOND MELZORA
Original Flying Trapeze Clown At Liberty

for Fairs. Permanent Address, 2506 Webster St., Saginaw, Mich.

advised the system and built the space-

viewing turnstiles used at this fair, has

been busy working out similar scientific

entrance and exit-control systems for

State and county fairs, fair roads, and

exhibitions.

The Perry organization makes a thorough

study of gate-control conditions, and from

data obtained in this way works out what

might be called a "tailor-made" system of control to fit the

particular needs and conditions.

AUTO JOKER

This is the ninth in a series of articles

covering the regulation of amusement

enterprises. This week we give the

reader some suggestions for improving

the system of control which is

developed for a specific type of

fairground. The following is an

article dealing with the problem of

control for a typical fairground.

ILLINOIS FIREWORKS COMPANY

1012 E. 6th St., Decatur, Ill.
Bay State Fairs
By L. B. BOSTON, Director Division of Agricultural Journalism, Massachusetts Dept. of Agriculture, A. W. LOMBAR, Asst. Director. EDGAR L. COTT, Commissioner of Agriculture.
136 State House, Boston.

Not only fair officials but a wide acquaintance of friends throughout Massachusetts will be in Fairsland this week. Because he was friendly, sincere and capable and gave generously of his time and energy for the benefit of rural conditions, his influence will long be felt.

The fairs of 1935 are over. The department is attempting to make a more thorough analysis of the volumes submitted by the 150 and more fair secretaries at the time of the annual meeting of the Fairs Association in Greenfield on January 28 and 29. It is hoped that something really worth while may be presented as a result of this analysis.

In a glance at the returns already in we note for example a great difference in the amount paid for labor among fairs of about the same size and character. This also holds true to other items such as interest, insurance, miscellaneous expenses, etc. Where one fair paid $1,000 for all expenses, another paid $3,500 for all expenses, one paid $2,500 and ran at a loss, while a neighboring fair of practically the same size and income had expenses of $4,000 and made a profit. Is it possible for the formers to make a fair profit by the experience of the latter? Questions like these are deserving of helpful answers. We trust destruction of reports and discussion at the Fairs Association meeting in January will be well worth while.

WANT RELIABLE ACTS
To book for 1936 Fall Fairs, Novelties and Conn....
FLORENCE E. REINHEIM
94 Bond St., Moscow, Conn.
DARE DEVIL OLIVER
Weekly or Monthly, $10.00, $20.00, $30.00.
First Class Mail, 10c. per copy.
986 South Main St., Nashville, Tenn.

Barnes-Carruthers Agency Unchanged
CHICAGO, Nov. 23.—No change will be made in the name of the Barnes-Carruthers Fair Booking Association, according to a statement of the organisation. The business policy that has been followed by the company will continue. Barnes will again guide the company's officials, road representatives and office conduct.

"Of course, we are determined to excel the conventions of the past," he said. "When we present the country's first big musical show, The World on the Screen, others have been seen. In this way we have been able to attract the interest of the public. But we are ready to go on the road with the show and we can guarantee that it will be successful."
S. D. Top Shows
In a Close Race

Leaders on exposition mid-
way preparing for second period starting January 15

SAN DIEGO, Nov. 23.—Robert L. Riple-
y's Believe It or Not show and Stanley Graham's National Barn Owls captured a close battle for the best paying attraction at Cali-
formia Pacific International Exposition, which closed on November 11. Both shows are said to be hot for the 1936 season of shows, which opened on January 15 and will continue until September 1, 1936.

Ripley's gate was 244,463, with 85 per-
cent of customers paying 40 cents and children, cost free. This would give a gross take of about $88,000 with a healthy overcharge.

Financially, Queen Zoe (Bert Hunt) and her Puzzles were one of the best paying shows at the fair because of a small nut of about $1,000 weekly. This attraction, which opened May 29, is the pride of the exhibits, and of whom paid 40 cents. Original price, 28 cents. Was upped slightly after the fair opened on May 29. Midgets, costing Mr. Graham about a grand a week, played to packed houses for the last six weeks of the fair and a half months at prices varying from 5 to 10 cents.

Five other expository concessions spills proceeds from 1,000,000 souvenier tickets sold for $1,000,000, which are issued to persons who return prior to opening; Globe Players, Holly-
wood Disk, Daniel Morgan, and Saloon of San Diego, Bobo Zoo and Indian Village of Kalamazoo, Michigan, and Globe Players' ticket holder added up to about 40 per cent of the total.

Hollywood Hall of Fame, depicting how movies are made, claimed to have played 500,000 of the 1,000,000 souvenier tickets sold for $1,000,000, which are issued to persons who return prior to opening; Globe Players, Holly-
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McAney Is N. Y.
World's Fair Head

NEW YORK, Nov. 28—George Mc-
Aney, under-secretary of commerce in the pre-
liminary committee, was elected pres-
ident of the World's Fair Corporation at the first meeting of the board of directors held on Wednesday in the office of the State Chamber of Commerce. Mr. McAney's election was unanimous.

An executive committee was set up with the following members: Edward G. Blum, president; Charles W. Lehman, chairman; Harvey D. Gilson, vice president; Manufacturers' Trust Company; Percy E. Straus, vice president; James A. Hare, coun-
ty; Grover A. Whalen, chairman, Schenley, Inc.; C. L. Clark, vice president; and S. Woll, vice-president American Federation of Labor.

Harvey D. Gilson was elected chair-
man of the finance committee of the corporation, with Charles W. Leh-
man, chairman of the building commit-
tee, in charge of selection of committee members and plans of the exposition, and the acquired funds. Board decided that the executive committee act as a commit-
tee of the corporation for the remaining officers of the corporation, and to elect at the next board meeting.

Several directors called attention to the fact that certain unauthorized out-
siders were soliciting customers and prom-
ising information, and an alleged con-
nection with the fair corporation, and Mr. McAney was requested to make the announcement that no one has been authorized to speak for

Agricultural Situation
Condensed Data From November Summary by U. S. Department of Agriculture, Washington, D. C.

More Feed Produced
Most of the principal crops are now harvested, except for some corn in the North and some cotton in the South. Corn is harvested in the North and corn is harvested in the West, and corn is harvested in the East. Cotton is harvested in the East and corn is harvested in the West.

The market is on the farm, but the cotton is on the farm, and the corn is on the farm. Cotton is produced by the farmers, and corn is produced by the farmers.

Cotton picking is near finished in Texas and the southern parts of the United States, but the harvest has been slow to open in Oklahoma and northeastern parts of the United States, with wet weather and some reports of frost damage. Wheat is expected to be harvested in a year or two, in the central States, but unfortunately, germination has been better and the stand is generally strong.

Now that the crops are harvested at-

ten begins to turn to the Rocks and

heads. This year's feed supply is bring-
ing cattle back strongly in the West, where the drought cut into the herds, and where the drought has cut into the herds, and where the drought has cut into the herds.

The drought is expected to be worse than last year, in the West. Wheat is expected to be grown in the West, and corn is expected to be grown in the West.

The livestock situation is expected to be worse than last year, in the West. Beef is expected to be less than last year, in the West, and corn is expected to be less than last year, in the West.

Still More Ripples

Whatever happened to Ann Bennett and that marathon swim organization and who cares? They're all gone.

And as far as I know, they're all gone. In Buffalo, N. Y., from where I heard about them last—"Oh, she's out there. I'll tell you what, I'll bet that's the last place you'll find her. She's out there. I'll tell you what, I'll bet that's the last place you'll find her."

Also, it's true that I heard from Joliet, Ill., asking where he can get in touch with Bill Berlin, another marathon swimmer, and I can't tell you where he is. But he's got me there, as I don't know. And I don't know that I am interested in this sport.

So plan to run a few paragraphs every now and then, and get back to the business of marathon swimming and its Down and Still More Ripples

Why don't those poor boys, you know, poor swimmers to patronize the same as swim suits instead of making up their own?—Private gymnasiums loan or rent on reasonable terms. But so many pools insist that swimmers bring their own rubber shoes.

If they want to use them, we can provide the swim shoes, too, for the sport, but in the meantime, I don't want to be involved with them fighting over a few pair that may be available at some price. That may be available at some price. That may be available at some price.

And so I'll stop throwing stones into the water, which will automatically stop the ripples, for the time being.

Until next week in Chicago.

Address, The Billboard, Cincinnati, O.
RAS Has Best In 12 Years

Owners are pleased—condensed resume of closed season by Jack E. Dalleswau.

PECOS, Ala., Nov. 30.—After terminating operations literally exactly this month, the Pecos RAS, the oldest and most successful of American Showmen, is now in the process of breaking its second season. For 12 years, the RAS has been in operation, and during that time, it has become one of the most prominent and successful of all American Shows. The organization's success is due to the fact that it has always been run on a sound business basis, and has always been under the capable management of Jack E. Dalleswau.

The RAS has operated in all parts of the United States, and has always been a popular attraction. Its shows have always been well received, and the company has always been able to pay its bills and make a profit. The RAS has always been well managed, and its shows have always been well advertised. The company has always been able to attract a good audience, and has always been able to make a good profit.

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WESTERN STATES SHOWS

GREETINGS TO OUR FRIENDS EVERYWHERE!

GOLD MEDAL SHOWS

Air Calliopes

COATES HOUSE SHOWS

AT THE HOTEL SHERMAN DURING CONVENTION WEEK

See our display of fine printing and lithography

Process lithographic reproduction

In all sizes in crayon and photo

Real lithographed advertising

The Donaldson Lithographed Co.

Carnivals

November 30, 1926

THE BILLBOARD
Free Acts Justify the Gate

By CHAS. C. BLUE

The Billboard

November 30, 1935

CARNIVALS

In a SUMMARY of items appearing in the last few years to select the foundation for a special article, individual, in nature, for this column, it was found that there were many interesting and important developments, particularly as to changes and development. Among these was the steady growth of the theme of business. Once upon a time, the idea of operating a carnival, particularly as to changes and development. Among these was the steady growth of the theme of business. Once upon a time, the idea of operating a carnival was popular with the families who wanted a change of pace from their daily routines. These carnivals were operated on a small scale, with few attractions and a limited audience. However, as the years went by, the concept of a carnival began to evolve, and what started as a simple amusement park grew into a complex operation with numerous attractions and a vast audience.

Innovation and change occurred in various aspects of carnivals. One significant development was the increase in the number of rides available to the public. In the early days of carnivals, there were only a few basic rides, such as the Ferris wheel, carousel, and merry-go-round. However, as technology advanced, new rides were introduced, expanding the variety of experiences available to visitors. These new rides included roller coasters, bumper cars, and thrilling amusement park rides that were previously unheard of. The introduction of these new rides not only increased the excitement for visitors but also contributed to the growth of the carnival industry as a whole.

Another important aspect of change was the expansion of carnival locations. While carnivals were once confined to specific areas, such as state fairs or specialized amusement parks, the trend of operating carnivals in different locations arose. This expansion allowed carnivals to reach a wider audience and offered more opportunities for families to enjoy these events. With the growth of cities and urbanization, carnivals began to be held in various parts of the country, ranging from large cities to small towns.

The growth of carnivals also brought about changes in the marketing strategies employed. In the past, carnivals were often marketed through word-of-mouth or local advertisements in newspapers. However, as the industry evolved, marketing strategies became more sophisticated. Carnivals began to make use of advertising in various media, such as radio, television, and newspapers, to reach a broader audience. This shift in marketing tactics contributed to the increased popularity of carnivals, as potential visitors were more likely to learn about the events and get excited about visiting them.

In summary, the growth and development of carnivals over the years can be attributed to various factors, including the expansion of rides, the diversification of locations, and the evolution of marketing strategies. These changes have not only made carnivals more enjoyable and accessible to a wider audience but have also contributed to the overall growth and success of the carnival industry.

Opinions of Managers

Roy E. Ludington, manager Crafts 20 Big Shows: "The affirmative that the act of acts are big and sensational enough to create publicity, which is not only that, it gives them the people for their money. On a gate, as we have, I prefer the high act itself. The people get a bigger kick out of something that is high in the air than something on or near the ground. With the tickets on the midway turned out and the free act is well lighted, it is a beautiful setup and can be seen far a distance.

Harry T. Stumbras, manager Stumbras' Greater Shows: We have free acts on our midway the past season for the first time. People were more interested in our showing this year than the last. We hold the crowds later and all connected with the show profit by the booking. The public claims there was a majority of old-timers.

We had a slightly different act on our midway this past season. When we first came, we could not do a guaranteed act. We mentioned that some shows have a unique platform, and that some have no act. We believe that a show should be very important, and that it gives them the people for their money. On a gate, as we have, I prefer the high act itself. The people get a bigger kick out of something that is high in the air than something on or near the ground. With the tickets on the midway turned out and the free act is well lighted, it is a beautiful setup and can be seen far a distance.

Morrie Miller, manager Miller Bros.: Shows. "We have worked a free act on our midway for several years, and have found the act of acts are big and sensational enough to create publicity, which is not only that, it gives them the people for their money. On a gate, as we have, I prefer the high act itself. The people get a bigger kick out of something that is high in the air than something on or near the ground. With the tickets on the midway turned out and the free act is well lighted, it is a beautiful setup and can be seen far a distance.

John W. Castle, manager United Shows of America: "We have used many free acts on our midway in the past, offering several at a time, but we have found that we get the best results with one free act on our midway. We have found that one free act is sufficient to attract attention and give the people a reason to visit our midway. We have also found that a free act is less expensive to operate than multiple acts, allowing us to offer more attractions and rides on our midway.

C. G. Dodson, manager Dodson's World's Fair: "I have always contended that an outstanding act can attract a large crowd. We have found that by offering a free act on our midway, we can attract a significant number of visitors. The free act is a great draw, and it helps to create a favorable first impression for our midway.

In fairness, however, gates and free acts are not uncontroversial among all showmen. Farewell show, ride and concession people. Some individual attraction and company operators do not feel that a free act is beneficial. They believe that a free act may discourage visitors from paying for other attractions, as they may perceive the free act as a form of competition.

Recent Developments

In the modern era, the use of technology and digital media has played a significant role in the growth of carnival attractions. The advent of smartphones and social media has allowed carnivals to promote their events and reach a wider audience. Social media platforms have enabled showmen to create buzz and engage with potential visitors, sharing information about the upcoming midway and the various attractions available. This has not only helped in attracting more visitors but has also contributed to the overall excitement and fun associated with carnivals.

Moreover, the influence of television and film has also been instrumental in shaping the modern carnival industry. Shows such as "The Great American Carnival," a television series that aired in the 1980s, brought attention to the world of carnivals and showcased the history and culture of these unique events. This has helped in raising awareness about the importance of carnivals and their role in society, leading to increased interest and participation.

In conclusion, the growth and development of carnivals over the years can be attributed to various factors, including the expansion of rides, the diversification of locations, and the evolution of marketing strategies. These changes have not only made carnivals more enjoyable and accessible to a wider audience but have also contributed to the overall growth and success of the carnival industry. As technology continues to evolve, it is likely that the carnival industry will continue to adapt and incorporate new elements to stay relevant and continue to attract visitors from all walks of life.
CARNIVALS

100% PROVEN and PERFECTED—THE IDEAL RIDE

12 CAR RIDE-O

LARGE CAPACITY—36 ADULTS—48 CHILDREN

"HERE'S YOUR SURPRISING RIDE, FOR YEARS TO COME"—and this is no mere sales phrase, for the RIDE-O has, in its seven experimental models, which have operated for from three to seven years, definitely set up certain facts and figures which enable YOU TO KNOW EXACTLY what YOU will benefit.

The first RIDE-O was built in 1928, a cumbersome 24-car model, six improved units were built subsequently with 18 cars each. This model failed for some minor defects, but it was too heavy, too expensive and too bulky for the average showman to handle. In 1935 the ideal RIDE-O was built, none of the minor defects were present, and the ride was reduced to twelve cars, but each is wide enough for three large adults or four children. With the double system of entrances and exits masses can be handled with ease.

ONE OWNER WRITES—
"Sunday we had 16,000 customers in 9 hours"

—THAT'S RIDE-O CAPACITY

Unusual and unique in appearance and sensation—a beautiful flash-hundreds of lights—stable and permanent when erected, yet is 100% portable—quickly set up or dismantled and LOADS COMPLETE ON TWO TRUCKS or wagons.

Total weight 29350 pounds.

THE THRILL OF A CYCLONE—THE SAFETY OF A CRADLE

Don't fail to get our attractive booklet of facts and figures—positive proof—that's what you want—what you're entitled to.

New Home Factory

New Kind of Potato Chip—Salted Nuts...

Stop bothering for something different. From potato chip solid we show you how good with our specially trained and very careful people. Very little can ruin. Eakin's no longer the same. You can taste the difference November 1st, 1935. We'll be serving chips, Miss Eakin's, two for the price of one. We promise you a certain amount of free samples. We will have a special event. We have been charged free samples, and have always made it a practice to carry only chips of the finest quality. Nothing else can be used. We have found it to be the only way to be successful with our free samples. You can employ. For a number of years carried the free act on our midway during the fall season and found that it was profitable to do so. From our experience a sensational free act that is over in five to eight minutes at the season. Very important to get the act over as fast as possible in order to get a chance to be reimbursed for the expense of booking it. We have encountered some difficulties in getting acts. We also find that it is important to be consistent to the hour that the free act worked. We have found it best to put the afternoon performance at the early performance at 11:30. We have had a strict rule to present the acts at the exact times and have advertised. We also have a practice of booking many community of acts and advertising around our show and have been able to leave the high aerial acts well illuminated throughout the nightlight after the show. This brings us to the tremendous advertising value. Last but not least we have taken you and your acts. We will hold our hands while the hour advertised, and have booked in larger and longer shows. We have worked on time to find that the people after seeing the acts were in good humor, as they did not have to wait and were not disappointed, therefore the show was over.
1936 FORECASTS

Including Last Quarter of 1935

The new business to look for in 1936 is new material to be expected in the field of music, radio, and motion pictures. The demand for new material will continue to increase as the public becomes more interested in these fields.

Nelson Enterprises (since 1929)

198 S. Third St.
Columbus, Ohio

Prize Medals

Loving Cups and Badges for

The Billboards

Kansas, Missouri, Arkansas, Alabama, Mississippi, Louisiana, Georgia, Florida, 
Tedes M. COOKE

Carnivals

November 30, 1935

Midway Confab

By the Mixer

A REMINDER: Watch the Letter List

TO EXPEDITE mail forwarding please

that department of "The Billboard

J. B. Smith, of Smith’s Driving

with, will begin to visit the

on their ranch near Deming, N. M.

Relative to attractions which is best,

quickness or quality.

F. H. BER SHOWS contracted the

Gulfport, Miss., for this

DOLLY O. VARDEN OEIL, who spent

many years in show business, has

arrived, Mo., to st. this week.

G. H. TOTHILL, plans launching a

small carnival next season to play spots in


Dudley HOWARD has been in and

around Chicago for a couple of days and

will be there for the big doings.

J. C. McCaPPY Has been dividing his

time between Chicago and Wisconsin

points lately.

B. E. (Bill) MUELLER recently joined
Big-Show in Georgia as general rep.

A VETERAN connoisseur heard of

lately was Hi Ki Adams. Hi Ki is again

in his "chosen city." Chicago.

Saw Mrs. Edith Kidley working

the booths of the phonograph and phonograph store in

West Texas, likes the West and will stay all winter.

Infra Mrs. B. R. Beach.

J. WILLARD LOWD has formed a

partnership with Frank J. Thomson,

with plans to launch a show next year

titled the "Lowd-Thompson Attractions.

BILLY-BIRCHIN since closing the

season with Tilley Amusement Company,

has been playing night clubs in Illinois.

Info H. D. Williamson.

SINCE THE CLOSING of Johnny J.

Jones’ show at Augusta, Ga., Billie

had joined the traveling company of

Dallas, traveling with it.

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HAVING CLOSED the season with

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J. W. (PATTY) CONKLIN and his
brother, Frank, arrived in Chicago early

last week. Frank informed the Chicago

clique that he had been in Miami early on

their journey to South American and

trip was a very pleasant one.

C. W. CRAKERT, of a mighty

Shakespeare Midway, after a rest at

Los Angeles, was reported to be-

preparing to be on hand for the dol-

orish, Chicago.

E. L. (Larry) ROGAL, general agent

of Beckmann & Groby Shows, was in

Chicago last week arranging for the

removal of Beckmann Shows during the fall

and park men’s convention.

PARIS—The city authorities of Texas,

important industrial center of France, have

issued regulations covering the use of phlogs

and loud-speakers at street fairs.

Loud-speakers must be used in such a

manner so that the sound is directed down-

ward toward the center of the street, or

roadway, so as to create a noise, disturbing

to neighborhoods or attractions.

MRS. AND MRS. ROY G. MARCH

returned to Kansas City, Mo., for the

short after playing fair in the South, and

Mrs. L. E. CARPENTER, Pike Jockey

Dean, MFG. Co., 1126 W. Lake St., Chicago,

November 30, 1935

New Big Eli News

WANTED No. 5 FERRIS WHEEL

A small trolley car for sale at the

Big Eli Amusement Co., 1126 W. Lake St., Chicago.

BINGO CARDS

FOR SALE CHEAP

Spillman Engineering Corporation

North Towanda, N. Y.

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Dean, MFG. Co., 1126 W. Lake St., Chicago,
and made a trip to Middlesville, Ga., for a visit with Robert Moore, who used to be band director at Aliquippa and now directs school bands in Dublin County.

Winter's "Indoor Amusement Grit," playing indoor dates in the Pittsburgh district. The first was the opening of the Alquist in Allentown, Pa., ending November 19. Harry W. Hulles will now move his finals to the Frank Theater, leaving the indoor opy in charge of General Agent Clark.

Mrs. R. R. Johnson, on package candy with Rubin & Cherry Exposition the past season, recently underwent an operation at Conway (S. D.) Hospital. R. R. Johnson, of Yuma, Ariz., stated that the operation would add years to his life. TheFeature, Clovis Graves, however, local in charge of the men to stop the show. Bob Godwin, of Biddle, also stated, because of a recent law that put a ban on "Reduces" contests.

James F. (Jimmie) Murphy and wife spent a day shopping and visiting in Cincinnati last week from their home in Franklin, Ohio, where they still have two business establishments, military and queenware stores. The past season, they were both with Gooding Greater Shows, leaving their stores at Piqua in charge of trusted persons during their absence.

LAMY BROTHERS (Maurice, Arthur and Joseph), Alaska vaudeville after concluding the season with Mighty Shirley Smithways, spent an enjoyable two weeks with their brother Carl and his wife, mostly at Carl's hunting camp near Columbia, S. C. Carl, the oldest of the brothers, retired from show business about five years ago and now lives in Columbus..

Mr. and Mrs. John T. Huchinson are having their trip with their little girl daughter, Mrs. and Mrs. J. H. Payne and grandchildren, as are the Hutchins, of Memphis, Tn. Mrs. Huchinson has rewritten the Museum and Radio Show with "J. B. Cloud." Shows for next season. At this year, will add pantomime engagements on Saturdays. W. M. Montgomery, assistant manager of the show, will remain in Memphis this winter. The Hutchins to Casas, Mo., as stated in a recent issue.

A CONCILIONIST who has truck to the Central South during the last five years, Joe W. Billings. A veteran in the national field, W. J. Lee in 1932, this year he remembers the years of Morris & Berge Shows, winter of 1912, at New Orleans, Shreveport, La., Tut-ten-Jah, Oklahoma City, and Oklahoma City, and staying in the way, among those still living. Among these dates are F. J. Ber-ger, Los Angeles, Mr. H. Benda, Derwent, Ralph and Alman, Derwent, Charles Hepp and others whose names are not recalling at this writing.

BRAIN CLASSIC who has spent a part of the season with Russell Bros. Circus, later to several caravans in the eastern market and also to the grand opening on front of Capt. Dan Riley's Wild Animal Show with United States of America, recently joined Pete Kertes' traveling show for the winter.

When the two-wheel trailer on which L. V. McClymb, president of Royal American Shows, goes to the McCarley home at Miami, Florida, the sale hits a low. A movie of the organization held to a theatre camp at Guire and Davis in no way to accommodate the crowd that came. A very nice sum was realized and the performance was excellent. The acts were assembled by Claude Donoghue, the director of the show. Credit due the Great American Institute, which included Eddie and Grace LeMay (cock-

FOR SALE

Slightly Used Everly
Loop plane

With Ford Coupe and Semi-Trailer complete with portable fence, box office, archway.

-Ride located in Phoenix.
For sale at a big discount.

Write or wire

ARCHIE HOLT
1932 Lovejoy St.
PORTLAND, ORE.

WANTED—O. J. Bach Shows—Wanted


CARNIVALS

The Billboard

November 30, 1935

CARNIVALS

A PROVEN MONEY GETTER

Out Earning the Majority of All Other Amusement Dollars

Some of the Midways, Parks and Beaches Where the LOOP-O-PLANE has proven its worth!

For more information contact

R. B. LEWIS
1300 R. F. C. Bldg.
Los Angeles, Calif.

Or

OUR LOCAL AGENTS

PLAN FOR NEXT SEASON'S PROFITS

4-Passenger With Cables $1,800.00

4-Passenger Without Cables Set Up Anywhere $2,000.00

WRITE TODAY

ROBIN REED
JOBBER
BOX 237, SALEM, ORE.

Greatest, Best Ride Ever Manufactured lowest in cost and under maintenance guaranteed at all times.

EVERY AIRCRAFT GROUP—Keeps you in the picture.

Low G. H. Fongm and Flying Ridge for Parks and Permanent Locations.

ATTRACTIVE CONCESSIONS TO REPRESENTATIVES IN FOREIGN COUNTRIES

HOLIDAY GREETINGS

TO

BECKMANN & GERTY SHOWS

World's Largest Carnival Attractions

New Booking Attractions for the Season of 1936, opening at the

FIESTA DE SAN JACINTO AND

BATTLE OF FLOWERS

SAN ANTONIO, TEX., APRIL 20, 1936

WINTER QUARTERS: 301 Duval St., San Antonio, Tex.

CARNIVAL OWNERS

ADVERTISE IN THE

41st Annual Amusement Review

AND

HOLIDAY GREETINGS NUMBER

Copy must be in Cincinnati on or before Dec. 18

OVER 500,000 READERS

Broadcast your Message to

FAIR SECRETARIES, VETERANS OF FOREIGN WARS, AMERICAN LEGION POSTS, CELEBRATIONS AND EVENTS COMMITTEES, FRATERNAL ORGANIZATIONS

STEP OUT IN 1936 WITH THE BILLBOARD
GOODING GREATER SHOWS, Inc.

Now Arranging Routes For Year of 1936

An invitation is extended to all Fairs, regardless of how large same may be, to see our representative at the Convention in Chicago, for arranging your midway the coming year. We are also interested in hearing from Committees desiring Carnival engagements in the spring. False rumors are continually being spread that we cannot furnish Shows. We suggest that you investigate the motives of these unfounded remarks, our midways compare favorably with the best obtainable, and to verify this assertion, we can prove that we have played more repeat engagements than any other similar Amusement Organization in the past twenty years. We believe this is evidence of the merits of our service. We will operate two complete Carnival units and three units of Rides only during the year of 1936. Will be pleased to hear from experienced Show builders to visit Carnival construction on ten new Shows. This work will start about December 15th.

Address all communications to

F. E. GOODING AMUSEMENT CO. OPERATORS GOODING GREATER SHOWS, Inc.
Box 386, Columbus, Ohio

STRATES' SHOWS CORP.

Wishing All Season's Greetings

NOW BOOKING FOR OUR FOURTEENTH SEASON, 1936

Shows of Merit, Side Show, Animal Show, Illusion Show, Monkey Circuses, Fun Houses. Will finance a capable showman with outstanding attractions, furnish outfits and wagons for all. Will book two more major rides. Will buy another No. 5 Eli Wheel. Want concessions that are legitimate and will work strictly according to our policy. Will guarantee season of twenty-eight weeks of first-class sites and good routes of fairs. Secretaries and Celebration Committees that want clean midways get in touch with us. Traveling on Our Own STEEL TRAIN of Double-Length Cars, Show Agent and Two Promoters that can produce. Address Winter Quarters, Portsmouth, Va.

MATTHEW RILEY, Bus. Mgr.
JAMES E. STRATES, Pres.

12 RIDES 3 FREE ACTS 2 CALLIOPES

Art Lewis Shows, Inc.

Have recently closed a most successful season playing choice CELEBRATIONS AND FAIRS through NEW ENGLAND STATES. Season opens April 24. Now contracting SHOWS of merit only. Will finance capable showmen. LEGITIMATE CONCESSIONS of all Kinds. Will sell EXCLUSIVE COOKING APPLIANCES and GRADE A COTTON. Want to buy for cash only. No. 5 Eli Wheel. Can use one more high sensation Free Act. Everybody wire or write

ART LEWIS, Mgr., 2047 Halford Ave., Bronx, New York City, N. Y.

ANDERSON-SRADER SHOWS, Inc.

Season's Greetings to our Friends Everywhere

Now Booking Shows, Rides and Concessions for Season 1936

Permanent address, CONCORDIA, KAN.

Gruberg Planning Heavily for 1936

ATLANTA, Ga., Nov. 21—After having his term the past season since 1925 Ruben Gruberg, president of Rubin & Cherry Exposition, is planning to have the largest and most attractive organization of his career next season. Gruberg is impressed with the potential of this new show, and he and his aids have recommended it for next year. The plans include newly designed fronts, new lighting effects, new color schemes.

With the disposal of America's Model Show, No. 2 unit of the organization, a certainty, Gruberg is concentrating his time and effort on the No. 3 unit, which will have a railroad car, consisting of 2 Cars, 2 Diner cars and 2 coaches. The purchases of two new sound tractors, one ahead and one back on the show, new and exclusive billing paper and two press agents will be added promotional features.

A staff, headed by Ruben Gruberg, general manager; John L. Meade, general manager; Louis (Peyton) Hoffman, advance; Frank Winchell, publicity; Frank Rosen, publicist; Sharpe, treasurer; Bert Miner, purchasing agent; William Rawlings, general manager; Charles C. Edwards, assistant; Bert Klots, lot superintendent; Josie Noyaga, ride supervisor; John Aron, booker; Vincent Armstrong, chief booker; Dave Rawlings, chief booker; Joe Kehoe, chief booker; Bill Rawlings, chief booker; Jim Rawlings, chief booker.

Mr. Gruberg is rapidly regaining his health and will be at the helm through winter protection of the shows. He will spend a month of rest at Hot Springs, Ark. Mr. Gruberg has been visiting their daughter, Edith, in New York for a few weeks prior to attending the Chicago meetings. Joe Bedding, manager, and L. (Peyton) Hoffman are enjoying hunting and fishing on the West Palm BeachML. and J. C. McCaffrey have been here in Chicago for the last week.

The entire show is loud in praise of the new winter quarters here and all are pleased with the show and the new winter quarters. Mr. Gruberg is making plans to arrive in Chicago and to start their construction this week.

FOLDING CHAIRS

PORTABLE ASSEMBLY, AND OUTDOOR SEATING, ALL TYPES

WRITE FOR PRICES

THE STANDARD MFG. CO.
DEPT. "B", Cambridge, Ind.

BOOKING FOR 1936 SEASON

San E. Spencer Exhibition Shows WANTS

Bikes, Whips, Grid Bows, Candy, Agins, etc.

B CUSTOMS WANTS 
WILL BOOK Healthy, Merrily-Ridden, Marketable Shows.

10, 15, 20, or 30 Acts.

WANTS 6 Wheel Open, http://www.example.com/aspida

Racer Men and Advance Agents. BUCKLEY BILL EXHIBITION SHOWS. 20 South Main, Providence, R. I.
WORLD of MIRTH SHOWS

WINTER QUARTERS, RICHMOND, VA.

IF you have new and original ideas—
IF you have sensational features—
IF you have European attractions of merit—
IF you have something real genuine on the ball and need financing—
IF you are a showman with established success or need opportunity to produce and prove it—

THIS ORGANIZATION WELCOMES YOU

THANKS...
To Fair Managements,
To World of Mirth staff,
To our friends and all others who helped make 1935 a record season. Their constant co-operation and unceasing efforts made World of Mirth Shows "STRONGEST—LARGEST—FINEST NOW OR EVER"

GREENSPOON CONCESSION COMPANY

The future of your fair depends on the type of concessions you contract for your midway. Past performances and recommendations from fair secretaries are sufficient evidence of the standing of our organization. We have three units which will play exclusive midways in 1936. Communications invited from fair officials. For honest merchandise, contract your lineup and midway stores with

JACK L. GREENSPOON
288 Crown Street
Brooklyn, N. Y.

Thanks to Max Linderman & Co. for a Season of Seasons

STRONGEST LARGEST « „FINEST NOW or EVER

WORLD of MIRTH SHOWS

November 30, 1935

The Billboard 75
American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., NOV. 28.—This marks the last ACA column to appear prior to the second annual meeting of the association at Chicago, the opening session of which will take place on the Monday following publication. We feel certain that the good attendance now assured progress of an important character will be made in the history of the carnival world.

It is our pleasure to extend a cordial invitation to all people and others interested in the carnival industry and to attend the two sessions, to be held the afternoons of December 2 and 3, beginning at 1:15 p.m., in the West Room of the Hotel Sherman, Chicago.

As has been previously pointed out, a review of the association's activities for the past year, as well as the formulation of a legislative program for the coming year, will be the chief topic of discussion. We feel that the coming convention should be a notable milestone in the annals of the association.

The ACA office has been informed of the death of a well-known man, known as William Hupp at Trithra, Ont. On the morning of the deceased was a friend of Hupp, of Ontario, N. Y., and Lee J. Ahearn, of Dalton, Pa., possibly relatives.

The ACA office is in receipt of a communication announcing the death of the above gentleman in its second annual meeting from Bob Holsen, formerly agent of Knapp & Debbick and more recently agent of Miller Bros.' shows.

Florence Dickens, general secretary to James E. Strate, owner of the shows bearing the name of Stater, writes to express regret and to inform us that she has returned to the South.

Another interesting communication this week is from Al W. Root, of Beverly Hills, Calif., whom we mentioned in this column some time ago.

If you have missed the program for the Chicago meetings recently published in The Billboard, we take the liberty of reminding you that there will be no session on Monday, December 2, owing to the memorial service program to be conducted by the Showmen's League of America.

We plan to be available for conferences with our members concerning future meetings and to deliver our annual report for the past year at the session on Monday.

Philadelphia Pickups

PHILADELPHIA, NOV. 22.—Harry Dunkel, general representative of Colel & Snyder Show, passed thru this city on his way to Pittsburgh. Show closed a most prosperous season and is now in winter quarters at Greensboro, N. C. Holsen went back to the north and we think next season. Goes to Chicago for the meetings.

Captain Atkinson is spending a week in the city visiting old friends and having a jolly good time. He is in great shape and reports the weather to be very cold. borrowed freezer at home, Bedford, on his way north and says Owen wants to be remembered and his son and his son.

Los Angeles, concessioner with Marks Shows, arrived here this week and will winter here.

Johnny Keeler closed his unit with Sam Tamell and will book some indoor conventions for the winter in this vicinity.

Martin Zumbro, wrestler with Marks Shows, arrived in the city during the week and will participate in some local meetings during the winter.

Carl Picketts, concession manager of the Rosemont Fair, was in the city as delegate to a convention.

None of the local carnival promoters are of the opinion that they will again be able to operate in the city. The late decision for mayor-elected a man who, they think, will be more "liberal-minded" than the one who went out for the year.

Mitchell Greater Shows

Angola, Miss. Week ended November 18. Weather, ran one night, chilly. Business, good.

W. W. (Mack) McManus and wife joined with photo machine. McManus and his wife are now operating a small show in the city. They are both young and energetic, and are doing an excellent job. They have a real talent for the business, and are sure to make a success of it.

Hi-grade Shows, Free Acts, Rides and Concessions write. Our 1934 and 1935 seasons were both winners.

Winter Quarters: 712 Date St., Box 1032, Los Angeles, Calif.

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Hi-grade Shows, Free Acts, Rides and Concessions write. Our 1934 and 1935 seasons were both winners.

Winter Quarters: 712 Date St., Box 1032, Los Angeles, Calif.
Merry Christmas and Happy New Year to All

Now Booking 1936 Season

1907—29th Annual Tour—1936
of the
“Mighty Monarch of the Tented World”

E. Lawrence Phillips
Presents the

JOHNNY J. JONES
EXPOSITION
INC.

“The Show Beautiful”

Thanks to all Secretaries and Committees for whom we played in 1935—For the wonderful co-operation and pleasant relations.

We solicit correspondence from Fair Secretaries and Celebration Committees for the coming season.

We invite correspondence from Showmen of Merit—with new and original ideas for High-Class Attractions, Shows and Rides.

Address
WALTER A. WHITE
Gen. Mgr.

Winter Quarters at
AUGUSTA
Ga.

Post Office
Box 239
Mighty Sheesley Midway, Inc.

CONSISTING OF SOLID STEEL TRAIN; 14 RIDING DEVICES, 20 SHOWS

The Oldest Show Under the Same Management in America

Bigger, Better and More Magnificent for the Coming Year of 1936

FAIRS, CELEBRATIONS AND COMMITTEES, GET ABOARD WITH THE SHOW THAT DAZZLES THEM WITH THEIR FREE ACTS AND FIREWORKS

Season's Greetings

WINTER QUARTERS. Salisbury, N. C.

Chop Suey

BY W. H. (BILL) RICE

ALBUQUERQUE, N. M., Nov. 29—Wattie's a real treasure! Experience is the name that he has earned by working the biggest shows in the world. He has been with Wattie for the past three years and now he is the manager of the show. Wattie is a real diamond and he is the one who has made the show a success. wattie is a real treasure! Experience is the name that he has earned by working the biggest shows in the world. He has been with Wattie for the past three years and now he is the manager of the show. Wattie is a real diamond and he is the one who has made the show a success.
MILES AHEAD
OF EVEN OUR OWN
Sensational
RECORD

10 VITAL FACTS
Fair Secretaries will find these statements easy to confirm by communicating with officials of any engagement pointed to on this page. The following is designed to give quick insight into the multiple features of the World's Largest Midway:
1: The overwhelming success of Royal American Shows results from our determination to give every customer the maximum of entertainment. Every year we add new features to the American Midway, making it the largest, most complete Midway in the world.
2: Our team of executive officers and personnel work together to provide the best possible service to our patrons. We are proud of the fact that our shows are always a success, and we strive to maintain this record year after year.
3: Royal American Shows enjoy the cooperation of the majority of civic leaders in the communities where we exhibit. This cooperation helps to make our shows a success, and we are grateful for their support.
4: Our shows are planned and executed by experienced professionals who have a passion for entertaining people. We are dedicated to providing the best possible entertainment for our patrons.
5: Royal American Shows offer a variety of attractions that cater to all age groups. From carousels to roller coasters, there is something for everyone.
6: Royal American Shows are designed to be fun for the entire family. We strive to create an atmosphere of fun and enjoyment for all who visit our shows.
7: Our shows are known for their high-quality entertainment. We are committed to providing the best possible experience for our patrons.
8: Royal American Shows are a source of pride for our patrons. We are proud of the success of our shows, and we are committed to maintaining this success year after year.
9: Royal American Shows are designed to be a source of income for local communities. We are committed to giving back to the communities where we exhibit.
10: Royal American Shows are a source of inspiration for our patrons. We hope to inspire our patrons to learn more about the world and to enjoy the simple pleasures of life.

TRULY THE WORLD'S LARGEST MIDWAY
Royal American SHOWS 1935
NOW COMPLETING OUR 1936 BOOKINGS... FOR PARTICULARS WIRE US AT TAMPA
CARNIVALS
November 30, 1935

LOS ANGELES, Nov. 23.—Mr. and Mrs. Paul L. Wahl have taken apartments downtown for the winter, living in the Broadmoor Hotel. Mr. Wahl, for many years with the telephone company, recently retired to enjoy the retirement years.

Six Grant, in from Chicago, has bought a market and is doing nicely. J. J. Buzell, left to resume duties in promotion, has been in the city and will return soon. The Olav and Al (Big Bud) Fisher and Harry Chipman have had town squared up for them so far.

Mr. and Mrs. Charles Hunter are spending the holidays in Los Angeles. Mr. and Mrs. Charles Hunter have had a house in the city for the winter. The Carlys stated that they had a fine season on Mr. Egan's West Coast Show.

Glen Nick, of the Los Angeles Star, has been in Canada, buying up the best in produce and meat for the Los Angeles market. He told the Star that he was well pleased with the season and plans to return to the Los Angeles market next year.

Mr. and Mrs. Charles Hunter have spent the winter in Los Angeles. Mrs. Hunter is well and planes to return to the east in the spring.

Mr. and Mrs. Charles Hunter have been to the coast for the winter. They have been in California for the past three winters and have always been pleased with the weather.

Mr. and Mrs. Charles Hunter have been spending the winter in Los Angeles. Mrs. Hunter is well and plans to return to the east in the spring.

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GOOD LUCK TO EVERYONE
THE TALK OF THE OUTDOOR SHOW WORLD
J. GEORGE LOOS

GREATERT
UNITED SHOWS

NOW BOOKING FOR 1936
DEPARTMENT
CAVALIERS

EXHIBITION AND SKIMPSHEAD, CLAY COUNTY

MISS. VOLTA'S "Paria"

whom she accompanied,

(Continued from page 68)

beaver
dissected

at least one
that

Wally

ess

in Chicago.

27, 1934

10 o'clock

handwriting
equipment.

WASHINGTON, D. C.-She

THE BILLBOARD 81

November 30, 1935

RAH HAS BEST—
(Continued from page 68)
producer: Cortez Lorow, of "Streets of Paris"; George Rady, assistant producer of the Midget Village, and Steve Bennett, of "Creation.

The route, covering 13,000 miles, was

CARNIVALS

Gadsden

appearing at the

more

the Florida State Fair and Mis

were the best

spots in the constellation of spark

ing engagements this year. At the

At the Alabama State Fair the show topped its last year gross by $4,000. At Jackson, Miss., a day before Royal American Shows had the best one day in their history, and the year piled up a week's gross that was peak shattering.

This, indeed, was a year of achieve

ments for the Siddally-Volta Brothers triumvirate. It was not all glory, nor was any of it sheer luck. The tur

dailed and inveterate misfortune that had

Inundation

a VALENTINE'S DAY

petroglyphs

at

a 72-year-old

The 72-year-old

entertainers and whatnot to attract attend

as trainmasters Babe Drake and Tex

Thomas gave the sign to move to winter quarters today. While the vast winter

devotions were being discussed in Ozzie Siddally's private coach as this trio of

right

Nashville, Tenn.; Decatur, Springfield and Peoria, Ill.; Cedar Rapids and Spencer, Ia.; Brandon, Cleveland, Davenport, Iowa; Prince Albert, Regina, Winnipeg, Pt. Wil

The show managed to raise a snow

HILDERBRAND—

(Continued from page 68)

Mr. and Mrs. Robert Schononover, Mr. and Mrs. Roy Scott, curved to carry

with

they

and

Beaver

Rex, the famed.forar.

Mr. and Mrs. C. H. Barfield joined her hus

and here a few days after closing the

the

Carnival 1936-

(Continued from page 68)

the

Great Northern Show;

Paria

and

Miss.

New Routes

New Territory

1937 Annual

WANT

Laredo, Tex. Celebration

WE DELIVER YOUR SHOW FROM FAIR TO FAIR, YEAR AFTER YEAR, IN THE SAME CAR. THAT'S ONE REASON WHY WE MAINTAIN THE "LITTLE RED CAR" FOR OUR CUSTOMERS. BE SURE TO LET OUR REPRESENTATIVE KNOW IF YOU REQUIRE THIS SERVICE FOR YOUR SHOW. REPRESENTATIVES IN ALL CITIES, SEND FOR OUR NEW CATALOG." "WE DELIVER TO YOUR DOOR FREE OF CHARGE." "NO BOOKING FEE IF YOU ORDER THROUGH US." "FREE PRESENTATIONS AT YOUR FAIR" "FREE BOXES " "NO COMMISSIONS" "FREE INSTALLATION SERVICE."

Now Booking for 1936

Opening Date Ten Days
February 15-25

S I X T H A N N I V E R S A L

UNDERWORLD

WILL BOOK SMALL DODGER OR WHIP
We Travel in Baggage Car Equipment and Get There

ALL CONCESSIONS OPEN

Want Comedy Aerial Net Bounding Act

Fair Secretaries Notice

This is the Show with a
Million References

WHEN MOST SHOWS ARE IN WINTER QUARTERS, WE ARE STILL PLAYING FAIRS AND CONCESSIONS

Address: J. GEORGE LOOS
Nov. 27 to Dec. 2, Harlingen, Texas

WINTER QUARTERS AT LAREDO, TX.

STATE FAIR SHOWS NOW BOOKING

FOR SEASON OF 1936

FAIRS AND CELEBRATIONS IN MIDDLE WEST
Show carries Nine Rides, Ten Shows of Merit and Twenty-Five

Merchandise Concessions, also High Aerial Acts as Free Attract

All correspondence

MEL H. VAUGHT, P. O. Box 942, Tucson, Ariz.

SCALE AND ROLL DOWN AGENTS
WANTED FOR MILLION-DOLLAR PIER, O. I. C.
Work all winter, 10 days a week. Scale Works in Asheville. Apply.
JOE PHAIR
416, 2nd St., Petersburg, Ill.

WAX SHOW—10 FIGURES
Giggle Rock Wrestling, Running, Singing, Talking, Kissing, Crying, Dancing, Singing, etc., gives character analysis, to come at once. If interested, please write for bid. M. J. JOHNSON, 1018 North Street, St. Louis, Mo.
LA7T CALL!!!
The Biggest Show in Show Business

23d Annual BANQUET and BALL SHOWMEN'S LEAGUE OF AMERICA

TO BE HELD IN THE GRAND BALLROOM
HOTEL SHERMAN, CHICAGO, ILL.

TUESDAY, DECEMBER 3, 1935

TICKETS $5.00 PER PLATE
The Most Important Affair of the Year
A TEN-DOLLAR EVENT FOR ONLY $5.00
For Reservations Write
BANQUET COMMITTEE SHOWMEN'S LEAGUE OF AMERICA, 165 W. MADISON ST., CHICAGO


type text here

Okeh Season for Gray's Canadian

LONDON, Ont., Nov. 23.—From a 

provincial town that has only one 

Gray's Greater Canadian Midway Shows 

is the most successful of the 

business, now a branch of the 

organization. The show started its 

local tour on Oct. 15 and has covered 

more than 2,000 miles, and eventually 

returned and established winter quarters 

at Windsor. Considerable inclement weather 

was encountered. Several weeks' 

bad weather would have otherwise 

been most harmful to the 

show, especially in the 

cold. The banner week of the 

show was the Big Boys' reunion at North 

Bay, which was directed by the Canadian 

showmen. Harry Lottbridge, assisted 

by W. (Whitney) Tall. Because of cold 

nights during the entire fair season 

those dates were slightly below the 

former average, but the tour as a whole 

was very satisfactory.

After establishing winter quarters at 

Windsor Mr. Gray returned to his 

home at now and has started plans 

for the next season. It is his intention to 

enlarge the show for next year, to present 

the best of his career so far. Activities 

at winter quarters will start 

immediately after New Year's, and the 

management will adhere to its 

accustomed schedule. All 

everything was shipped, 

hauled and painted before starting the 

next tour.

LONG ISLAND—

(Continued, from page 9)

Change in wind saved three 

different groups of winter quarters. 

Shore from being turned into rafts by 

Parade of the Bands.

The nothing of any serious con- 

sequences came out of the cold 

front, there was much hammering done by 

the waves. Jones Beach lost a lot of sand; 

a new mile walk was paved purely 

only by the wind; in the 

Long Beach, the shore became 

unsightly with drift

in their cells.

But of the smaller beaches on 

the eastern end of the South Shore took 

many of the winter quarters would administer a year of punishing, and that's saying something, according to a 

Mr. Bar.

Goin' away from the storm: 

Sheriff Bill Nimmons of amusement men. 

Long Island politics is now a 

Kentucky country. There's a 

Bill can't spot his 

All a sheriff does, we hear, is carry 

furniture. A colonel's uniform doesn't 

look good for that sorta stuff.

There's a crew of curpuses at 

the art dealers. They're moving 

one way into showrooms and 

galleries and making with out 

what they can grab. On Long Beach they plundered 

more than 20,000 pounds of ammunition 

and forced Chief Roemer. 

At Rockaway, about $300 worth of 

stolen property was 

LONG BEACH: Whatta storm!

International Starts
Tour at Jackson, Miss.

JACKSON, Tenn., Nov. 23—International 

Congress of Oddities started its 

late fall tour with a show this week, 

the opening engagement at 115 Liberty 

street, this city.

The city council was heavily 

billied by members of the Rice Bros. 

Circus brigade. Harry Cramer emerged 

managed by Rice Bros. will be 

general manager of the excursion on 

its tour. Many attractions with Harry Marsh 

Ryerson, owner the last two years are on the 

route.

The show is routed eastward: Bill 

Moore, W. W. Clark and B. (Descon) 

Albin. During the anxious 

with four billers and two trucks.

L. B. Lamb's, Traveling

MAYSVILLE, Ky., Nov. 23—Coming from 

Lexington, Ky., after a very 

successful week, despite a continuous rain 

Monday until Saturday, L. B. Lamb's Hollywood Oddities is enjoying a 

profitable engagement here at the 

Maysville Tobacco Festival.

Bill Lamb, the magician, and wife 

joined in Lexington. In addition to his 

entertaining magical offering Delene is 

demonstrating his ability as a lecturer. 

Enjoying the added attention of the 

attractions, opening here Monday.

Rutter Pike, fat boy, is creating 

much fun as well as publicity thru his 

efforts south of this show. One of the 

promoters of Rutter Pike, Mr. 

Hubber, has a certain unique 

effectiveness that has added to 

the lineup of attractions, opening 
here Monday.

The show is an entertainment that has 

been described as a success, with 

the usual assortment of 

circus acts, clowns, and 

amusement rides.

The show is scheduled to 

winter quarters at a 

future date.
Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

VAN HORNE and INEZ, wande team, have opened their own skating rink at the fairgrounds at Minoea, I. I. In addition to promoting contests, they give daily exhibitions on rink with the assistance of Betty Lytle.

JIMMY DUNDEE created a sensation at Madison Square Garden, New York, on the afternoon of November 14 when he appeared in his bike nearly between the periods of amateur hockey. He used a standard bike to ride on the ice, clashing with his front-wheel lift. It is claimed that Dunidee is the first to do this in this country. He has done the same act in Europe and last year made an appearance at the London Ice Palace. He is looked at the Garden's amateur hockey engagement with great interest.

GRAND OPENING of Arena Gardens as Detroit's largest skating rink on November 14. The opening was attended by scores of well-known professional figures of the skating world, with all the major rinks in the city present.

AMERICAN roller skaters evidently are flocking to Paris. Finks and Ayres and Avalon Skaters are at the Lido. Four Sensational Miracles are at the Albert一世. Five Exceptional Dining Rinks are at the Hamiltons at the Casino de Paris, and Eight Rolling Ladies European Champions are at the Rink.

QUALITY

RICHARDSON BALL BEARING SKATE CO.
Established 1884.
312-3318 Ravenswood Avenue, Chicago, Ill.

The Best Skate Today

TRAMIL PORTABLE SKATING RINK CO.
325 W. Randolph St., Chicago, Ill.
For October, prices, etc., send to the cover, postpaid.

FOR SALE

150 pairs of Holder & Amplifier and Speakers, with the building where I am located. 

SACRIFICE

Portable Roller Skating Machine, good running, $150.00 GEO. H. THOMPSON, 235 S. St. Louis.

FOR SALE

150 pairs Roller Skates, 30l. each, used.
Place. 260, W. M. TRIMBLE CO., 613 E. 16th St., Chicago, Ill.

WANTED

10,000 pairs Skates, Rink Co., 2014 W. Madison St., Chicago.

LIVE WIRE

New Ice Rink Co. - Rink Construction Book is New Oak, 35c. each.
ROLLER SKATING PUBLISHERS,
800 N. Michigan Avenue, Chicago, Ill.

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CLASSIFIED ADS

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10¢ a Word

Minimum $1.00. CASH WITH COUP.

West Line and Number Displayed in Cents.

ACTS, SONGS AND PARODIES

AL SAUNDERS WRITES SPECIAL SONGS, 1261 North Lasalle, Chicago, Ill.

RHYME, UNIFORM Tcdn., 452 California, San Francisco, Calif.

MODERN DANCE ARRANGEMENTS—STAND-UP AND STAGE DANCES. VICTORS, Easton, Md.


ONE MAN MIND READING ACT—COM.

28x209. MARCH 11, 1935

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE

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FOR THE FOLLOWING WEEK'S ISSUE
BARGAINS — MERCHANTABLE VENDORS, Amusement Games, Diggers, Supplies, NOV. 19, 2003, GOLD, C. Ind., Inc.

BARGAINS—SOLD FOR $20.00, LARGE SIGNALS, $40.00, Small Signal, respectively, F. G. B. Chicago. Quantity limit.

CHICAGO AUTOMATIC VENDING CO., 111 East Wacker Dr., Chicago.

CASH FOR SLOTS—ANY MAKE, NATIONAL, GREEN, 1322 Dodge, Omaha, Neb.

CONCEALED BOXES, $10.00 each, Spotlights, Dolls, Rockers, Lot.

DIESEL'S, all makes, $8.00 each, Auto. Fire, with each sale, etc

DIAMOND BILLIARD, 12436, Chicago.

CLOSE-OUT—QUANTIFIED ON SLOTS and NOV 19, 2003, NATIONAL NO. 126 Dumas St., West, Toronto, Ca.

COOPERATIVE MATERIALS BUILT, SOLD—1701, 5050 Chicago Ave., Chicago, Ill.

DIESEL'S, a complete line of all makes, Chicago.

DOMESTIC VENDORS' CONCERN, WANTED—USED, lost, found, say, in different locations, Chicago.

FIRST-CLASS CONDITION—ART TRIPLE WIDOWS, $20.00, Old Rust, $30.00, KLEVEN NOVELTY CO., 1115 W. 9th St., Galena, Ill.

GOOD AS NEW—OLD AWARDS, $15.00, $30.00, $45.00, $60.00, $75.00, $90.00, any make, $25.00, $50.00.

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M.P. ACCESSORIES FOR SALE
ACME PORTABLE SUITCASE PROJECTOR WITH sound on film attachments, everything complete, no. 100. Sold by present O.S. BURN Feature & Supply Co., 1018 S. La Salle Ave., Chicago. Call or write.


BARGAINS—USED SOUND FILM PROJECTORS, 16 mm. Microphones, lamps, carriers, etc. Call or write.

HOLMES PORTABLE SOUND-ON-PROJECTOR (demonstrator). $35.00. Box 208, Biloxi, Mississippi.

NOW AVAILABLE—THE FINEST SEMI-PORTABLE 35 mm. REEL SOUND PROJECTOR. Only $295.00. Dealers write for proposition.


SUPERFAB PANCHROMATIC 16 MM. FILM, 100 ft., $3.75. Other films from $1.29. BARGAINS IN HOME USE EQUIPMENT. Send for circular. FOTOGRAPH, 16356-W, West 32nd St., New York.


M. P. (TALKIES) FILMS
ROAD SHOWS, WESTERN SILENTS and Action Films. 16 MM. FILMS BOUTIQUE, SOLD EXCHANGED CATALOGUE. 10c. FILM 102, New York.

M. P. ACCESSORIES—FILM SUPPLIES FOR SALE
HIGHEST PRICES PAID FOR USED STILL MOVIE EQUIPMENT. Send description. FOTO SHOP, 1254, Milwaukee, Wis.

MUSICAL INSTRUMENTS
FINE VIOLIN 200-250; OLD STRAD. 100-150. WRITE. H. O. WASS, 213 W. 45th St., New York.

ORGAN CHIMES, MUSICAL SCREENS, Sleigh Bells, Instruments for Novelty and Advertising, MARTIN, Box 850, Scituate. M.

PARTNERS WANTED
FOR CIRCUS, 1210 NEW 10TH, INDEPENDENT
PARTNER WANTED TO ENLARGE SMALL THEATRE.
HAROLD, 1219 9th St., Brooklyn, N. Y.

PERSONALS
DAVID CROSS—COLLAGE REJECT LETTER. Visit children, teach nothing. SADIE.

SALESMEN WANTED
SALESMEN, TO OPEN WESTERN POINTS. Address please, do what you can. MARIE.

TATTOOING SUPPLIES
GUARDIAN SUPPLIES, INC. 5 FOR $3.00. 1226 WILLIAM STREET, CINCINNATI, OHIO.

TELEPHONES, TOILETRIES, SPECIAL—500. LETTERHEADS, ENVELOPES or Circulars. $1.25 ARTCRAFT, Chickliss, Mo.

TEATRAL PRINTING
COLOR-WANTED DODGERS. $1.25 THOUSAND. Special service, TRIBUNE PRESS, Fowler, Ind.

DODGERS—DISTINCTIVE—200 $3.35, 100 $3.30, 50 $3.15. THOUSANDS DELIVERED, 971 W. 31st. St., Dallas, Tex.

DODGERS—DIFFERENT-100 $2.35, 50 $2.20, 25 $2.00, 10 $1.95. Printers, $3.00-$3.50, SPECIAL ARTCRAFT, Chickliss, Mo.

DODGERS—MUDDY—100 WINDOW CARDS, $2.25; Envelopes, 1000, $2.00. LEADER, Chicago, III.

SPECS—FOR SALE SALESMEN WANTED—25 TO 50 K.W. LIGHT PLANT. SILENT MACHINE, 100, 000 WATTS. WANTED—25 TO 50 K.W. LIGHT PLANT. SILENT MACHINE, 100,000 WATTS.

WANTED—CANDY COTTON POP CORN, Trevo Preas Custard, other condition. Our shop, New York, N. Y.

WANTED NOW OR LATER, ANY CONDITION BRONE SCREW-HEADS, BRONZE SCREW-HEADS, 1000 per box, St. Louis. ADAMS, 508, Chicago, Ill.

ALPHABET CARDS, 55 FOR 30c. RUPES, 100,000 WATTS. WEBSITE—50 TO 50 K.W. LIGHT PLANT. SILENT MACHINE, 100,000 WATTS.

WANTED—PORTABLE EQUIPMENT. Shows. CONCESSION BOX 71, Kearney, Neb.

WILL BUY, LEASE OR BUY—SILVER WHEEL No. 6 OR 10. 5000 CARS. (1885) MACHINES, 50-100-20. SWITZERLAND, F.B. O. R. A. Bell, 916, Chicago, Ill.

ALPHEON, Box 52, Sparks, Nev. Growers, big or small. Machines complete for sale. Address or write.

WANTED—COTTON MILL—ONCE USED. D. S. COMPO, 200,000 WATTS. WANTED—COTTON MILL—ONCE USED. D. S. COMPO, 200,000 WATTS.

USEO SKEET CARS—1920 MODEL PREPARED. WELDING MFG. CO., 1920 Harrisburg, Independence, Mo.
Winter Fairs

**CALIFORNIA**


**FLORIDA**


**ILLINOIS**


**INDIANA**


**KANSAS**


**NEBRASKA**


**OHIO**


**TEXAS**


**VERMONT**


**WISCONSIN**


**MONTANA**


**ARKANSAS**


**GEORGIA**


**LOUISIANA**


**MICHIGAN**


**MISSISSIPPI**


**MISSOURI**


**OKLAHOMA**


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**SOUTH DAKOTA**


**TENNESSEE**


**UTAH**


**WISCONSIN**


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NOW BOOKING - WHAT HAVE YOU?

RUBIN AND CHERRY EXPOSITION

1936 SEASON OPENS APRIL 1st
TO PLAY GREATEST ROUTE IN HISTORY
OUTSTANDING FAIRS & CELEBRATIONS

We want to hear from meritorious attractions of all kinds and will finance reputable showmen with new ideas.

will book sensational acts. State best terms for long season and all details in first letter.

WILL SELL --- WHOLE OR --- IN PART

AMERICA'S MODEL SHOWS

19 Steel Flats, 5 State room Cars, 1 Pullman Sleeper, 1 Private Car, 1 Steel Box Car, Wagons, Show Fences, Tents, Seats, Ticket Boxes, Palaces and Stakes, Electrical Equipment, Transformer Wagon, Office Wagon, Box and Flat Wagons, Mangles, Three-Abreast Merry-Go-Round, Twin Ferris Wheels, Lindy Loop, Ride-O-Dodgem, Charaplane, Baby Rides, all Toys, rope, train choo-dis, everything complete and ready to be set up and operated.

P. O. BOX 1156
ATLANTA, GA.

SHOWMEN - FAIRMEN - PARKMEN
Visit Our Display Rooms During the Conventions
Phil Shapiro and Sonny Bernet on hand to serve you.

GET OUR QUOTATIONS ON YOUR 1936 REQUIREMENTS.

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TYPE AND PICTORIALS
TACK CARDS—DATES—CLOTH AND FIBRE BANNERS—TIRE COVERS

GLOBE POSTER CORPORATION

CHICAGO
635 PLYMOUTH COURT
ST. LOUIS
250 LOCUST STREET

PETE KORTE'S
WANTS

High-Class Attractions for Store Rooms, this winter and next summer season. Can use Popenye, good Midget, Fat Girl and Ossified Man. Can always place good Advertisements. Send photos and state lowest salary. Write or wire

WORLD'S FAIR MUSEUM
Second and Main, Tulsa, Okla., Until December 3.

HRITMAN'S
Weekly Broadcat

WE HOLD no brief for the carnival ten-cent-showman who will not fulfill his contract with a committee and vice versa. Of course, something unavoidable occurs to prevent carrying out the agreement. But it is not fair by any means for newspapers, such as some of those in Florida, to act as public officials by condemning shows because of the sins of a few in the way of broken promises.

The Florida papers, thru editors, have been warred against enganging these shows for the purpose of raising funds for unemployed labor and other groups, claiming that the shows' side object in having an auspices is to avoid payment of the regularly prescribed privilege taxes. By that we presume they mean the shows save these taxes for themselves. This is not so. Money saved in that way means that much more for the committees.

And who would want the money Florida license paid in an undertaking for such a worthy cause as the ones except a person with a heart as hard as stone?

Furthermore, everybody knows, or should know, that a sponsored event has a far better chance of being a financial success than one that it not, which is another reason for shows desiring to play under auspices whenever possible.

The show profession is no different from any other walk of life. It has its good and bad, but where one sees the other he will not find people with bigger hearts and especially what they call, than dyed-in-the-wool showmen.

The Florida papers concerned probably do not realize that they are working toward the end of throwing more people into the ranks of the unemployed when they keep showfolks from earning their daily bread. They probably do not realize, too, that getting people blessed with money to spend it makes for prosperity, that's what shows do.

We hope these Florida papers will see the light and that hereafter, instead of condemning all shows, they will urge their committee readers to guard against shows whose reputations and methods of operation are questionable and at the very least they will be giving encouragement to the good ones.

J. ED BROWN has offers from the Texas Centennial Exposition at Dallas, but has decided to stay in San Diego, where he continues as director of shows and connections of the California-Pacific International Exposition, which will have another season starting January 15. Eddie hopes to be in InChi for the big outdoor business and social functions next week.

J. W. Conklin voices his opinion of Pete Kortes Travelling Museum, which he visited in Battle Rock, as "one of the finest I ever witnessed to visit." While in Little Rock he also spent three hours with W. Lang, whose midway there, "Patty," says, "is a very nice one—and a good time was had by all." Thanks to Whitney Pratt, for the clipping showing (for the midway's own words) what some of the mousekback cracker think of car-pinting. While he's back on San Diego Island, Anne Maria, at Cortes Beach, P.a., for his annual fall and winter rest.

Professor Rickett doubles if any amusement organization has equal to this record of continuous operation. Last week, he says, was the 250th week of the Ricket, without missing one performance. This is the show's third winter in Georgia under canvas.

After finishing a long season of fairs Ben Beno is wintering for the first time in Florida, staying at New Petersburg. Running around in shirt sleeves, with the sun always shining, is quite to Ben's liking. He will play Florida fairs in January and February.

Letter List

Due to last-minute change, the Letter List starts on page 42 instead of this page.

WANTED

ALABAMA

WANTED MUSEUM ATTRACTIONS

FOR LARGEST TRAVEL MUSEUM

Pat Pringles, Fair-Hallie, Midges Spring, No. 1, Travelling Maker and Art. All pictures, No. Admissions, Art, Tissue, Mind Readers, Mab, Bailey, Simmons, Gage, McKee, Attached, Indian, Finke, Mechanics, Indian, Lowery, Lowery, Farnsworth, H. Y. Cortland, Betty, N. Y. Will, Perry, Longstreet, Owner. General Agent.

WANTED ACTS

ACT WITH UNDER 15' Ceiling. Low Salaries. Write or Wire.

WANTED

FOR V. F. W. INDOOR CIRCUS

At Ewell City, Pa., December 9 to 14, 1935; Engineer, manager, flies, Synthetic Time Machine, Poro. or other Fly. Auditorium, No facilities, Write, W. G. Bailey, 1425 E. St., Williamsburg, Va.

WANTED

Man with one or more rides at Bently Bros. on the Island, Annual Winter season with G. W. Bailey.

At Liberty Nov. 30

110 South Broad Street, Richmond, Va.

WANT POSTER with Wild West, vaudeville, or similar Purposes for sale, for a large or small show, also 30-20-week party. Dog Anderson.

"KYLE PRODUCTIONS" WANTS

215 South 4th St., Salt Lake City, Utah.

P. O. Box, "KYLE PRODUCTIONS," Salt Lake City, Utah.

TALBOT NIOSH MFG. CO., 1801 Pennsylvania Ave., Washington, D.C.

TALBOT NIOSH MFG. CO., 1801 Pennsylvania Ave., Washington, D.C.

TALBOT NIOSH MFG. CO., 1801 Pennsylvania Ave., Washington, D.C.

WANTED TO LOCATE

Three girls who did balancing trapeze act at Long Lake, N. Y., week of July 4, 1932. One formerly lived in Seattle and was with the Al B. Barnes Circus. Girls also worked as the Royal Trip. Advertising interest is paid in their future and would like to locate for our mutual advantage.

FRED PARMAH

7157 Yale Ave. Chicago

VETERANS OF FOREIGN WARS

CHRISTMAS BAZAAR AND INDOOR FAIR.

NEWARK, OHIO. DECEMBER 10 TO 21.

LARGE STAGE room in 10, 0, 0. Bldg. On ground floor. Do not desire winter tickets. Write, W. H. Jones, Platform Shows. No evil joints or "G" shows. MARTINDALE, General Agent.

Address all mail to CHARLES W. LOWERY or JACK RICHARDS, State of Conclusions.

NEWARK, Ohio.

WANTED ACTS

MUST WORK UNDER 15' CEILING. LOW SALARIES. WRITE OR WIRE.

NEWARK, Ohio.
Motor Transportation Dept.

By CAPTAIN E. R. HATFIELD

November 30, 1935

The Billboard

91

The Sportsman House

TRAILS, TO MODEL READY, $180, $198, $235, $245, $315.
Others, nationally known makes, $95 to $1,155. Immediate delivery. No sales tax.

Open Sundays.

SCHULT'S TRAILER MART & FACTORY

ELKHART, INDIANA

TRAVEL WITH A TROTTOUR TRAILER

WRITE FOR THE FREE, 24-PAGE, 1936 CATALOG- TROTTOUR TRAILERS

GIANIT WHALE—50 FT. LONG

Permanently constructed for show purposes. No odor or heat escape. Whale must weigh 12 tons at low estimate. Will attract attention at all times. Built on rollers and suspended from high steel girders. Custom built for Hiram C. Hunter, 150 W. Chicago Ave., Chicago, II.

LILLIAN MURRAY SHEPPARD

EXTENDS

THE SEASON'S GREETINGS

A PLEASANT AND SUCCESSFUL SEASON WITH THE
JONNY J. JONES EXHIBITION SHOWS

JANETTE TERRIL WANTS

To open at Vidalia, Ga., Week December 2—Rides, Merry-Go Round, Ferris Wheel, Mix-Up, Kiddy Rides, A Great Light Plant. Shown with own outfit. All Concessions to be rented. Managed Minstrel Show. Office salary. Address JANETTE TERRILL, New Lyons Hotel, Lyons, Ga., this week.

EVENTS FOR TECHNICAL DATA WRITE
PUBLIC SERVICE ASSOCIATION, INC.
SHOWMAN'S TRAFFIC BUREAU

For Technical Data Write
PUBLIC SERVICE ASSOCIATION, INC.
SHOWMAN'S TRAFFIC BUREAU

RHEA, O.

Loud Sound Systems

FOR INDOOR AND OUTDOOR USE.

WE WILL GUARANTEE YOU A SWEET, CLEAR, CONNECTIBLE SIZE.

40 and 50 WATT SYSTEMS.

WRITE FOR DETAILS.

AARON I. BINSKY, INC.

"Clothes Builders"

Now located in our New Quarter.

16-18 W. 24th St., New York, N. Y.

A new store for you and your family.

We extend a special invitation to you to examine our new quarters.

Loud Sound Systems

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40 and 50 WATT SYSTEMS.

WRITE FOR DETAILS.
Copper Novelties
Enjoy Wide Appeal

"Copper harmonizes with all furnishings," is the way one leading Eastern wholesaler puts it. The verve and sincerity with which manufacturers and retailers are entering into the production of this unique new medium for decorative purposes is, according to the foregoing quotation, what the American expression "good times" means. Remember? But take it easy. We are not going to stick out our necks, with a lot of wildly extravagant claims, for you fellows to flock off with a few pointed thrusts. Neither can we deny the increasing evidence that the long awaited (and much promised) era of recovery is just around the corner. Ah, you remember that word? Well, the difference now is that, from all appearances, we have identified the word as an old Greek expression, meaning the latter part of the year 1935. Let's proceed with the identification.

Electric power consumption is higher than ever before. The dollar value of business transactions, as shown by bank debits, has for some time been steadily higher than in any depression year since 1931.

October permits for residential construction ran 197 per cent higher than in the same period of 1934. (Old John Public is regaining his confidence.)

The volume of goods being produced and distributed is, in many lines, far larger than in the past four or five years. Retail sales in some areas have been held back by unseasonably warm weather but, in spite of this, department store sales in September were 8 per cent over last year, according to the Federal Reserve Board's Index, with the month listed at 82 (leaving 1922-26 equal 100), the highest figure since November, 1931. And in the first part of October the increase was 12 per cent, says a survey by the National Retail Dry Goods Association. Railways are moving more freight than at any time in four years, and their aggregate earnings statement will undoubtedly be in the black for the fall period.

Department of Commerce reports indicate general merchandise sales in rural areas were 17 per cent higher in dollar volume in October than for October, '34, and 31 per cent above October, '33. General and trade magazine advertising line continues to show a healthy increase over last year. Yes, increasing business volume is spurring appropriations for the third consecutive year. Check transactions, a sensitive indicator of private and commercial spending, are far above last fall's levels.

Factory employment has been on a steady increase since mid-year with a 5 per cent boost, and pay rolls enjoying a 10 per cent hypo.

Certainly it seems reasonable to believe we have found that long-sought "corner" at last. The indications are undeniable that the public is rapidly becoming able to purchase not only more but higher priced merchandise.

As this 1935 Christmas Special Issue of The Billboard reaches newstands, buyers of novelty, gift ware and specialty items are faced by the most optimistic trends of recent years and rightfully anticipate a really great Christmas buying season.

With better times, economic laws demand higher prices. And on a rising market is where the aggressive buyer, who anticipates such a market by laying in heavy inventories, makes that extra profit margin that marks him as a far seeing wide-awake analytical student of markets.

Thanks a Million, H. D.

"Dear Old Billboard:

"Just to think what $5 will do. I almost overlooked forwarding my renewal subscription. I think I asked what was the hurry. Wholesale Merchandising is only $5! I've said I won'tI'll never miss an issue for anything else. I assure you I greatly appreciate the service. (Signed) H. D. ADAMS.

"Make me a Christmas extra list. I'd like a copy of "Specialties and Novelties.""

How Thousands Can Profit From One Direct Selling Biz

Right in the heart of a large Eastern city a direct selling business, which occupies two floors of a modern office building, furnishes an excellent and striking example of the economy and ramifications of a single direct selling institution. It emphasizes the fact that direct selling saved millions of men and women from unemployment thus the years of depression; while other industries laid off employees or suspended business.

This company, the Gorden Manufacturing Company, manufactures specialties and advertising aids to prevent frequent visits by non-specialty manufacturers. Many of the offerings are the inventions of William_front upper left, a department store manager. While the company occupies two floors of the building, it produces, manufactures and manufactures some of the products, one must visit the building to see for itself the features that make it a creditable factor in the direct selling industry.

Dionne Quins Framed For Premium Market

The churbond Dionne cistrusdudes, spruced in various ways at their respective "compounds," have been photographed and the photographs have been reproduced by lithograph in natural color. The lithographs are framed, under glass in a gold and blue-tones three-fourths inch frame. The resultant framed natural-color picture of the famous baby five, which comes in two sizes, 10 inches and 12 inches, is now being offered to the wholesale buying and premium trade by Illinois Art Industries, Inc.

It is expected that the tremendous amount of publicity with which the Dionne babies have received in newspapers, magazines, motion pictures, etc., all over the world will make the sale of this new framed picture really phenomenal.

R-S Features Quality

Capitalizing upon the indications that the public will be able to buy higher-priced goods during Christmas season, Kohl-Burne Company is providing a 30-day guarantee of quality and merchandise on this issue in this issue of The Billboard. A complete line of high-class rings, bracelets and watches for both men and women has recently been announced by the firm. These items are claimed to be meeting with great favor and are being sold in sections of the country where quality and appeal is given first-class consideration.
A SENSATION ALL OVER U.S.

MEXICAN GEMS and BIRTHSTONES

New, original, non-
imitated jewels! -
Genuine Mexican-
imported \n\n**HOLD**

**Dazzle!!**

Appeal for_samples

Prices from

$6.75 Gross

Send for samples:

** Powell Bros.**

2800 Belmont

Chicago

Nationally Advertised

WRIST WATCH BARGAINS

Special Offer! Prices in Dorean Lots

THREE LITTLE PIGS WRIST WATCH, 6-ft. Wholesale Price, $0.04, $1.65

Send for full details and prices.

J. C. MARGOLIS

912 Broadway,

New York City

**Transparent Glass Clock**

Fun when the clock runs.

Assorted colors. $1.25 in Dorean lots

Sample prepaid $1.50

FULL LINE OF ITEMS SPECIALTY STORES.

ORDER NOW! ORDER NOW!

Our Advertising Pays for Themselves.

All orders E. 0. 0. New York, 25c

HERMAN-SHER CO., INC.

1123 Broadway - New York City

**HAGN Xmas Specials**

WE ARE THE

HEADQUARTERS

FOR

CHROME WATCHES

CLOCKS

SILVERWARE

TOILETWARE

KNIVES

NOVELTIES

LEATHER GOODS

HUXCCAGE

ELECTRIC LIGHTING

SPORTING GOODS

JEWELRY

OPTICAL GOODS

HOUSEHOLD ITEMS

CUTLERY & BLADES

ETC., ETC.

The new Dick Tracy-Lite, manufac-

tured by the Dick Tracy Corp., Di-
nodes the official "Dick Tracy Secret Ser-

vice Flashlight." As its name implies, it

is a flashlight with the famous cartoon

color of Dick Tracy. Any boy or girl

will be thrilled to find it in their Christmas

stockings.

Three hinges from tip to end, the

Dick Tracy-Lite is said to be the world's

most powerful tiny flashlight. It is

sufficient to be carried on the

palm of the hand and fits easily into

a small vest pocket. To make for

convenience in carrying, a strong nickel-

plate band is attached to each Dick

Tracy-Lite with a snap fastener on

one end and a handy hook on the

other. This hook easily fastens on a

belt, the top of the pants or on a

sweater. It is amusing to see the many uses

to which one can put the Dick Tracy-

Lite: for finding keyholes in the dark, for

finding your way in a dark room, or for

checking the dark screen without disturbing anyone who may be

sleeping, finding things in cellars, al-


des, automobiles, playing detective games, finding your seat or reading your

program at a show or the moving pictures. The Dick Tracy-Lite is a

standard cell battery and standard

Mazda.

"Bomber" in Production

Ogilvy Manufacturing Company reports that it is now in production and ready to

ship its new lifelike 12-inch statu-

ettes of the Bomber, and judging from compliments received after shipping

a few adavance orders it really looks like this number is "going places." This

show through the picture is a real honest-to-goodness realistic work of art. The

firm also reports good repeat business on its Dancer, Model West and Beach Dus-

ters. This is especially noticed since the firm has improved the designs and has

began using attractive celluloid wraps.

"Mickey Mouse" Phone

The colorful figure of Mickey Mouse has been made with practically

every toy known to be representative of commercial and

And now Mickey has been assigned to the task of soloing as the main portion of

the body of a new toy telephone for

Riddles.

Mickey's outspread legs reach two

sides of the realistic-looking dial and his shoulders hold up the speaking and

receiving ends of the French phone above him. This "Mickey Mouse" tele-

phone is made by the N. & B. Bell Brass Company.

**Comic Characters on Knives**

"Popeye," "Tarzan," "Tom Mix," "Dick Tracy," and many other heroes,

coincide strips are now lending their ap-

peal to the new character pocket knives

made by the Imperial Knife Company.

All the characters are reproduced as

well as life-like. This pocket knife itself is first steel.

New International Model

International Radio Corporation has

announced a new 6-tube AC-DC superhetero-

odyne. The design is a full-scale com-

petitor for any other design on the market.

Figured American walnut veneers have been selected with a band of ornamental

**Ask for Catalog 358**

Our catalog, No. 302, is 60 pages of specimens. No dealer, exclusive, streetcar, or display orders will be without prices. Prices are subject to 2% cash discount, and P. O. O. D. orders. Allowance made on O. D. Orders.

JOSEPH HAGN CO.

211-215 W. Madison, CHICAGO

**Shirley Temple and Miss Movie Dolls**

Shirley Temple, Miss Movie Dolls.

The latest and most realistic 12-" Shirley Temple doll, offered by

Miss Movie Dolls, Inc., is one of the most realistic dolls ever offered.

All eyes are real with perfect lashes and eyebrows.

The fashion doll, which is dressed in a costume, will be a favorite

with any young girl.
NEW 1936 RADIO SENSATION
SALESMEN DISTRIBUTORS CARD

MODEL 648M
PRICE $6.85
Exhibits two tone cabinet of fine woods, hand-crafted by Hazeltine. Tone control, birds eye maple faced, has three bands: treble, middle, and bass. Easy arrangement and ceramics. Battery is AC or DC. Three tubes: RT-21, RT-1, and RT-15B. A8B. Unworn. Weight 23.8 lbs. Hand painted in colors of your choice. Orders will be filled.

MODEL 6-1600
PRICE $17.25
Square, sleek, all-wood cabinet, has quartersawn oak finish, with hand-carved mahogany band, includes one of the most modern radio sets available. Balsa wood is used throughout. Comes complete with sockets and cabinets. Weight 12 lbs.

NEW Will Rogers Bust
Vogue Products Company are manufacturers of the Will Rogers bust, a finely sculptured figure of one of America's beloved public characters. They are finished in antique ivory or bronze, made of:

JEWELRY ASSORTMENTS
We are featuring three assortments in high-grade Costume Jewelry, at less than half original value. These assortments should not be missed. They are:-

1. 14 PCOIES COST YOU $4.99- 12 PIECES COST YOU $3.99
2. 151 PCOIES COST YOU $4.99- 12 PIECES COST YOU $4.99
3. 164 PCOIES COST YOU $4.99- 12 PIECES COST YOU $4.99

GOLDWAFR NOVELTY CO.
118 PARK ROW, NEW YORK, N. Y.

SODA KING
Rechargeable Siphon

THOUSANDS OF THESE SHIRT SETS
Will be Bought for the Holidays!

These beautiful first quality Valentine Pictures in a large variety of prints, each shirt completely wrapped in attractive package, with a number card. First quality Valentine Pictures in a large variety of prints, each shirt completely wrapped in attractive package, with a number card.

DORROS MFG. CO.
925 West 35th St., New York, N. Y.
CONSPICUOUS VALUES IN DISTINGUISHED GOODS

Genuine Diamond Rings

No. X824
Ladies' WALTHAM Diamond Watch, 1/4 size, rectangular, completely encased, with G.P. finish. Each $1.25.

No. X825, $4.50
Ladies' WALTHAM Diamond Bracelet Watch, 1/4 size, completely encased, with G.P. finish. Each $2.95.

No. X826

No. X827
Ladies' WALTHAM Diamond Bracelet Watch, 1/4 size, completely encased, with G.P. finish. Each $2.95.

No. X828
Ladies' WALTHAM Diamond Bracelet Watch, 1/4 size, completely encased, with G.P. finish. Each $1.25.

No. X829
Ladies' WALTHAM Diamond Bracelet Watch, 1/4 size, completely encased, with G.P. finish. Each $1.25.

No. X830
Ladies' WALTHAM Diamond Bracelet Watch, 1/4 size, completely encased, with G.P. finish. Each $1.25.

No. X831
Ladies' WALTHAM Diamond Bracelet Watch, 1/4 size, completely encased, with G.P. finish. Each $1.25.

No. X832
Ladies' WALTHAM Diamond Bracelet Watch, 1/4 size, completely encased, with G.P. finish. Each $1.25.
WHOLESALE MERCHANDISE

November 30, 1935

SHIRLEY TEMPLE DOLLS

13" $2.25, 27" $9.00

All Above Genuine

Fireworks

10-25c; 25-50c; 50-75c

POPULAR ITEMS

1936 Models Now Ready For The Trade

GLOBE TROTTER RADIOS

Metal Tubers—World Band 24-Hour Service

Balkiet Radio Corp

549 West Randolph Street, Chicago

125th Ave.

New York City

HUNDREDS OF NEW XMAS ITEMS

FOR RETAILING

SEND FOR CATALOG

ELGIN AND WALTHAM

Pocket Watch—1927

Pilgrim Watch Company

165 Canal St., Dept. 40, New York, N. Y.

Pen Set, Boxed, Complete

Advance

NEW ASSORTMENT OF CHRISTMAS TOYS

Large Assortment of Christmas Toys

Jumper Per Doz., 60c, $4.00

Anchors, Mechanical Toy, $6.00

Running Mice, $3.50, $1.00

Doll House, $2.50, $1.00

Screwdriver, $1.00, $1.00

All Above 2c Each

Electric Wreaths

9" Warm, wired ready to light

12c Each

Christmas Cards and Decorations

24c Each

Special—2c Piece All Felts, Red and Black Fancy Box, Each

Transparent Envelopes, Christmas Cards, Cardboard Boxes, 50c

Transparent Envelopes, Christmas Cards, 50c


MAN-APPEAL IN NEW LAMP

A new complete line of low-priced radios has just been introduced by Pillet-Scott, Inc., manufacturer. The line not only reflects modern design features, but also has good mechanical improvements.

NEW PAL-PLA LINE

SOUTHERN PREMIUM MFG. CO.

Dallas, Texas

Satisfy Your Trade with

Winners

ALL STAR WINNERS

1. Bigname Bladers—$2.50 Off Per Doz.

2. Xmas Wreaths—Large Also

3. Xmas Greeting Cards

4. Xmas Greeting Cards

5. Xmas Decorations

6. Xmas Cards

7. Xmas Decorations

8. Xmas Decorations

9. Xmas Decorations

10. Xmas Decorations

11. Xmas Decorations

12. Xmas Decorations

13. Xmas Decorations

14. Xmas Decorations

15. Xmas Decorations

16. Xmas Decorations

17. Xmas Decorations

18. Xmas Decorations

19. Xmas Decorations

20. Xmas Decorations

Winners for the Christmas season.

Winners are available in a wide range of popular varieties.

Most Realistic Scottie Ever Produced

Attracts Attention Wherever Shown

Real Hair in Place of Sheepskin or Cloth

A Scottie among Stuffed Animals

Comes in 5 Sizes and 8 Colors

See Your Dealer or Write for Prices and Information

DOLLS

Imported opera glass—Beautiful hand-carved body, painted hair, with 3" tin battery, D. 6.50 per doz.

CLOTH

One $1.95 per dozen, 4 dozen $7.20 each.

VICTOR SALES CO.

106 W. Wall St., Chicago, Ill.

580 W. 14th St.

Chicago, Ill.
WE'RE AFTER BUSINESS IN A BIG WAY

Here's Your Chance for the Greatest Deal Ever Advertised
FREE
100 Rx BLUE STEEL BLADES will be given FREE with every order for $5.00 or more from this ad or regular catalog.

These Rx Blades are made of the finest surgical steel and are sold Regularly at 11c Per 100.

THIS IS OUR METHOD OF INTRODUCING AN AMAZING BLADE, YOU CAN'T HELP REORDERING AFTER TRYING THEM.

LIMITED TIME ONLY

ONE DEAL TO A CUSTOMER.

XMAS VALUES

XMAS CARDS—Box of 32 Cards
$4.00

XMAS CARDS—Box of 24 Cards
$3.00

XMAS CARDS—Box of 12 Cards
$2.00

XMAS CARDS—Box of 3 Cards
$1.00

SMASHING EXTRACT DEAL

With this issue of The Billboard the B. W. Fordman Company announces a new tested and proven substance, which when applied to silk stockings makes them both waterproof and sunproof.

Silk stockings after being treated with Ruxen are reputed to actually hold water and to withstand, without the danger twice the amount of pressure required to cause tears in ordinary silk.

Mickey Mouse on Bicycle

We have had the Mickey Mouse Watch, Mickey Mouse Fountain Pen and other novelties, but here is one of the latest—Mickey Mouse on a Bicycle. This is a new mechanical toy which is coming in big in the East, according to Harry Kaiser & Son.

GET A FREE COPY OF OUR 1936 CATALOG

FEATURING OVER 2,000 OUTSTANDING VALUES PROFUSELY ILLUSTRATED.

TAKE ADVANTAGE OF AMAZING FREE DEAL

Any Order For $5.00 or More From This Ad or Our Regular Catalog Entitles You To

SEND YOUR ORDER TO THE NEAREST OFFICE.

UNIVERSAL MERCHANDISE CO.

37 Union Square, New York, N.Y. | 412 Canal, New Orleans, La. | 676 Mission St, San Francisco, Calif. | 123 South Wall St, Chicago, Ill.
COSMETIC CLOSE-OUTS
TO MAKE ROOM FOR OUR
NEW 1936 LINES

One of the outstanding doll lines for 1936 is the Shirley Temple line handled by Joseph Hagn Company. According to reports it is one of the most popular lines of dolls to be put on the market this year. The body, arms, and legs are said to be molded especially for Shirley's. She wears reproductions of the costumes which Shirley Temple wears in her hit pictures. There are many sizes and prices and varied quality pictures. The complete line of Shirley Temple dolls is listed and described in the holiday list price catalog.

Benedict Jerchower, manufacturers' representative, is reporting a direct factory line of good quality low-priced cigars with special appeal to salesmen and distributors.

A complete line of easily demonstrated soaps and champignons, manufactured by the George A. Schmitt Company, is proving popular with demonstrators and advertisers, with unusual sales said to be especially high.

Her Manufacturing Company is mailing its annual catalog of noisemakers, paper hats, dance novelties, etc., to nightclubs, hotels, dance halls and others. They carry a large stock of this sort of goods and have large clientele throughout the United States and foreign countries. Their catalog shows about everything that is new for celebration purposes, many of them being of its own exclusive design. Prices also are lower this year. If interested in such goods we'll be glad to see that you get a free copy.

A novel and attractive premium catalog has been issued by the Great American Watch Company for the holiday season. The catalog shows a large line of watches and clock, and gently wrist watches, clocks, vanity cases, coin purses and many other novelties in the jewelry line. This catalog will be glad to see that you get a copy.

An innovation that is creating considerable favorable comment is the new line of dyes for watch dials. This new dye is said to be of the highest quality, and a great deal of interest is being shown in it. The various colors are also used in watches and kerosene oils, and are being actively marketed for the holiday trade.

The 4 Star Drink Maker is a new high-class premium being distributed by

NEW Attractive
MARABOU
DOLL
TWO 12" & 10" SIZES
And Manettey
Horse-Cat-Dog
Elephant-Scotty

PRICES RANGE FROM
10c Each and Up
25c Deposit With Order

ALL KINDS OF FEATHER SUITABLE FOR
PLASTERS AND OTHERS.

New Art Toy & Feather Co.
23 East 10th St. (Stuy. 3-0888)
NEW YORK CITY

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Merry Christmas! Baby Butterflies Painted

Engaged with reading "Merry Christmas, Happy New Year, 1935," as the leaves of the calendar turn, a magic has been added to the Christmas spirit. A new feature of the Xmas world is the introduction of baby butterflies painted with gift cards. The butterflies are printed in different colors and designs, and their wings are made of various materials. These cards are sold as novelties, and the proceeds from their sale are donated to charitable causes.

United Balloon Company has marketed a new plastic balloon, which can be inflated with helium and flown for hours. The balloon is designed to float 24 inches above the ground and comes in assorted Christmas colors. The company claims that this new balloon is made of a special material that is both light and strong. The balloon is said to be a popular item with children and adults alike.

Samuel Broudy, president of Jersey Trading Co., reports that the demand for the firm's products has increased significantly. The company has had to expand its production to meet the demand. Broudy attributes the success of the firm to its commitment to quality and customer service.

Bennon Products Co.

NEW AND SPECIALIZING IN TOYS FOR DEMONSTRATION AND STREET SELLING.

Bennon Products Co. offers a wide range of toys for demonstration and street selling. The company prides itself on offering unique and engaging products that attract customers. The toys are designed to be both fun and educational, making them popular with both children and adults.

Again OUTLET Offers! JUMBO ZIPPER LETTER CASE

With its large zipper compartment, the Jumbo Zipper Letter Case is a practical and stylish way to keep documents and letters organized. It is made of high-quality materials and features a durable zipper to ensure that the contents stay secure. The case is available in a variety of colors and is sure to please anyone looking for a practical and stylish way to carry their letters and documents.
STATE MILLS

CIRCUS AGAIN
(Continued from page 3)

Agricultural Fair Association, sponsored and manned by the Jaycees, will open on February 18 and run thru the following Saturday. The pageant will more colorful than ever, it was indicated as Mr. Donor began to warn committees.

Many attractions probably will be handled in a unit, rather than independently, because of the satisfactory manner in which this fair operated last year by Krause Greater Shows. With the fair now in operation the contract this year remains to be seen. The pageant will again grace this attractive flood of favorable comment last year. Leonard Mason, fair committee chairman, will name sides in a few days. Jack Gurnett is director of publicity and pageant secretary again.

SLA Auxiliary To Hold Open House

CHICAGO, Nov. 23—The Ladies' Auxiliary of the Showmen's League of America, for headquarters as the Hotel Sherman, Saturday, November 30, to Tuesday, December 3, to hold house for the visiting ladies of show business and the wives of visiting showmen for the week and fair committees.

Mrs. Lew Kellar, chairman; Mrs. Tony Yalikisc, secretary; and Mrs. A. L. Alto, second vice, will have available to have notices posted on the bulletin board of the Hotel Sherman that all ladies will find it convenient to locate headquarters of the auxiliary. Arrangements have been made for their comfort in the hotel wing while their husbands are transacting business at the convention.

SALEBOARD MEN
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Let's start with theLETTER LIST (continued from page 45), then move on to the Gentlemen's List, and finally the Ladies' List, followed by the BE OUR REPRESENTATIVE section. We'll conclude with the JIFFY TIE CO. section.
Vogue Products Co., 2397 Montana Ave., Chicago.
Xmas Supplies BUY DIRECT - LOW PRICES
50 RED PAPER BUNLS $1.00
100 RED GUIF PARCELS... 3.00
100 OLS. GAGS 4.50
100 BOX ARTIFICIAL... 5.75
250 KART WREATHS 1.50
1000 GART WREATHS 4.00
1000 GAG PARCELS 5.00
1000 GAG TAGS 2.50
1000 GAG CARDS 1.00
1000 GAG FOLDERS 60c...
250 DIFFERENT NOVELTY CARDS... (10c. Value)
1000 BAKED GAGS...
500 KART CARDS...
1000 FOLDERS & CARDS...
21 FRENCH FOLDERS...
4 X-MASS PARCELS... 35c... (Closed & Sealed)...
1 X-MASS GIFT BOX... 1c...
PER ENQUIRY X-MASS GIFT...
PRICES CHANGED - See Catalogue...
BENLEY MANUFACTURING CORP.
22 Summer Ave., Brooklyn, N. Y.

PENS, PENCILS, SETS
Fountain Mechanical Gift
Closing Out at Cost
25,000 Pens and Pencils

SOUTHERN PEN CO.
Petersburg, Virginia
The Largest Pen and Pencil Manufacturer in the World.

MAGIC MOUSE

BENLEY MANUFACTURING CORP.
22 Summer Ave., Brooklyn, N. Y.

WESTERN NOVELTY COMPANY
1729-31 Lawrence Street, Denver, Colorado
Manufacturers, Importers and Jobbers of NOVELTIES, BLANKETS, CARNIVAL SUPPLIES, DANCE NOVELTIES, CHINAWARE, JEWELRY, NOTIONS, SUNDRIES, SOUVENIRS AND GIFT ITEMS.

Catalog on Request - State Your Line

MUFFLERS
Buy direct from largest Muffler manufacturer. Silk, knit, beautifully fringed, in black, red, brown, blue and various color combinations; some with monograms. Heavy or light, full size.

BIG HOLIDAY ITEMS, $3.00 to &3.75 DOZ.

Send $2.00 for Sample Assortment of 6.

27% Deposit, Balance C. O. D.

BERKMS CO., 145 West 22nd St., New York City

CHICKEN MAGAZINE

XMAS CANDY SPECIALS! LOOK AT THESE TRADE PRICES

BERKMS CO, 145 West 22nd St., New York City

100 Lb. Boxes... .50
50 Lb. Boxes... .50
25 Lb. Boxes... .50

KRAUSE NOVELTIES

WARNING
GENUINE UNITED BLUE STEEL BLADES come in blue tuck and carton wrapped in blue cellophane.

Always popular at this time of the year is the known cut in a new type of general utility case with cliplock. The cutters include fine quality military brush, carpet, scissor, Straight for a shaving brush, tooth brush, pen or pencil. An excellent item being distributed by Imperial Merchandise Company.

The Ship Lamp, a good item for gift shops, general stores, and other merchandisers, has been a wonderful seller and promises to be one of the popular Christmas items this season. This lamp is suitable for table, radio, and other items, and is made of fine material. It is made by the Cleveland Statury Manufacturing Company, manufacturers of all kinds of high-grade dolls, lamps, statuaries and other plaster merchandise.

EUROPEAN ARTIFICIAL

Large stock of all kinds of fine artificial flowers, imported from Europe, also imported stock at very low prices.

GEOGHEAN'S LARGEST WAXED FLOWERS - Best Quality Imported
No. 1 - 12 oz. $3.75 per 100, $30.00 per gross
No. 2 - 1 oz. $3.25 per 100, $30.00 per gross
No. 3 - 1/2 oz. $3.00 per 100, $25.00 per gross
No. 4 - 1/4 oz. $2.75 per 100, $25.00 per gross
Sample box of 100 Geoghean's, 1 oz. and 1/2 oz. for $.75.

GEOGHEAN'S LARGEST WAXED FLOWERS - Best Prices ever offered for $.50.

Complete Sample assortment of all flowers, small, medium, and large, with sample boxes for $.10 each.

ERICA GRASS, Importer, 1425 Locust St., St. Louis, Mo.

AGENTS!

MAKE MONEY QUICK!

SOMETHING NEW...

A life-like Statuette, the $3.75, made from any ordinary clay and then covered with cold air, is sold for $25.00 retail for only $7.50. Others have been featured in many newspapers.

INTRODUCING the newest creation in Perfume: a one ounce, Crystal Draped, Packaged in rich box—just like "Xmas box", but called "Praire Rose"—never offered before! Has the look of a $5.00! Costs you only about eight cents bottle.

ORDER NOW!

Send your Order Today — A great opportunity — $18.00, half gross, $8.00, quarter gross, $25.00, $25.00, 26 c. a bottle, 100 gross for 50 c.
A Deposit of 50% required with order, balance 0. 0. 0. If you want me samples before ordering, send 25c.

ROSE-ANN PRODUCTS CO.
TYRONE, PENNA.

WAXED FLOWERS - Best Quality Imported

BUFFALO NOVELTIES

100 Lb. Boxes... .50
50 Lb. Boxes... .50
25 Lb. Boxes... .50

KRAUSE NOVELTIES

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A Deposit of 50% required with order, balance 0. 0. 0. If you want me samples before ordering, send 25c.

ROSE-ANN PRODUCTS CO.
TYRONE, PENNA.
Here they are---
Order them Now

B & N

HISTORY MAKING DEALS
NEVER BEFORE EQUALLED

MADE POSSIBLE BY OUR LOWER
PRICES AND QUICKER SERVICE
DIRECT FROM

7 Same-Day
Service
Branches

CLEVELAND, O
1444 West 3d St.
CHICAGO, I1L
115 South Wells St.
DETROIT, MICH
511 Woodward Ave.
CINCINNATI, O
1005 Vine St.
MILWAUKEE, WIS
1006 No. 3d St.
PITTSBURG, PA
967 Liberty Ave.
ST. LOUIS, MO
112 North Broadway

"They always come back for more"

CONTINENTAL CHROME BLADES!

SCIENTIFICALLY HONED
RIGIDLY INSPECTED
CONTINENTAL SINGLE EDGE GIM TIP
BLADES--In 5 Blade Carton, Use carton
for cutting paper, etc. Blades are 6 inches
long; thickness of blade averages 0.015 inches.

B & N CONTINENTAL PRICES
Packet 5 blades to the lithographed pack-
age. 20 packets to the carton.
Per Carton . . . . . . . . $0.80
Per 1000 . . . . . . . . $8.00

FRAGRANT PERFUMES
AND SETS
ATTRACTIVELY PUT UP

Assortment of Holiday and Gift Packages
2 oz. Colored Bottle of Perfume
CELLOPHANE WRAPPED IN FANCY BOX

$12.00 per Gross
$1.20 per Dosen

Send for B & N Catalog or Order Direct From Ad.

B & N SELL THEM
"They Must Be Good"

TWINTY SNAP FASTENERS

A rich quality low price snap. Large
amount of time and money saved. In
combination with the Shop and Dress
Fasteners. 250 Dosen Card, $.26.26 each.

LIBERTY BACHELOR BUTTONS

Can't come apart, Self-aligning. For
buttons on dress, skirts, pants and hose.
Four beautiful colors. 200 Dosen Card, $.44 each.

B & N Gives you Biggest Profits in the Field
Here they are --- Order them Now

B & N

HISTORY MAKING DEALS NEVER BEFORE EQUALLED

MADE POSSIBLE BY OUR LOWER PRICES AND QUICKER SERVICE DIRECT FROM

7 Same-Day Service Branches

CLEVELAND, O. 1444 West 3d St.
CHICAGO, ILL. 115 South Wells St.
DETROIT, MICH. 511 Woodward Ave.
CINCINNATI, O. 1005 Vine St.
MILWAUKEE, WIS. 1006 No. 3d St.
PITTSBURGH, PA. 967 Liberty Ave.
ST. LOUIS, MO. 112 North Broadway

1. QUICK! EASY! SELLER
   GOODRICH SHEAR HONE
   Every Housewife BUYS
   SHARPENS Kitchen Knives
   Pocket Knives
   Home Safety QUICKER
   Large 3-inch stone made of sharp electric furnace abrasives.
   60c per dozen $7.00 gross
   SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD

2. 3 GOBLINS
   POT AND PAN CLEANERS
   SPLINTER PROOF RUST PROOF STURDY
   Keep Good Customers SATISFIED
   Send 3 GOBLINS
   ZINC— 40c DOZEN $4.35 GROSS
   COPPER— 65c DOZEN $6.75 GROSS
   SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD

3. THAYER'S SHAVING CREAM GOES "BIG" WITH MEN
   Dozen $1.50 Gross $17.00
   SPECIAL XMAS DEAL—1 doz. Perfume Beautiful Belt Face Powder, Calamine Lotion, 25c.
   Send $1.25 each $12.50 gross

SEND for B & N CATALOG OR ORDER DIRECT FROM AD

B & N Gives you Biggest Profits in the Field

STETSON

This same on the blade you sell is your assurance that your customers will receive the utmost in shaving satisfaction.

$1.30 Per 100
SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD

MAKE MORE "PIN MONEY"

MONEY BACK

BESTEVER Safety Pins
Nickel or gilt finish. Rust-proofed. Nickel and Virginia style. 100 assorted patterns. 10c

BESTEVER Straight Pins
100 to the paper package. Various styles. Very attractive package. 10c

HINTED TIPS FROM THE DIRECT CATALOG

HOW THE WOMEN "GO" FOR THIS ONE!

NATIONAL BLUE CROSS SURGICAL DRESSINGS

A Profitable Repeat Line For You To Sell

Send for B & N CATALOG OR ORDER DIRECT FROM AD

SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD
Here they are ---
Order them Now

B&N

HISTORY MAKING DEALS
NEVER BEFORE EQUALLED

MADE POSSIBLE BY OUR LOWER
PRICES AND QUICKER SERVICE
DIRECT FROM

7 Same-Day Service Branches

CLEVELAND, O --- 1444 West 3d St.
CHICAGO, ILL. --- 115 South Wells St.
DETROIT, MICH. --- 511 Woodward Ave.
CINCINNATI, O. --- 1005 Vine St.
MILWAUKEE, WIS. --- 100 S. 6th St.
PITTSBURGH, PA. --- 967 Liberty Ave.
ST. LOUIS, MO. --- 112 North Broadway

Krag's No. 30 COMBINATION OPENER
Opens or closes any type screw-top jar, glass or bottle. Opens ALL type cans with removable covers. An angle top, friction top, bottles, etc.

Per Doz. $1.30

SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD.

BLADES
With a REPUTATION

Superior Blue Steel Double Edge Blades

Your customers will be enthusiastic about Superior. A first quality blade made from Swedish steel. They repeat.

$4.25 per 100

SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD.

Zenith Double Edge Blades Are Guaranteed

Your loyalty is one of the reasons that make Zenith Double Edges so popular. They are guaranteed to give satisfaction or they will be replaced. Give your customers a break and watch your blade sales --- UH-HUH --- 100, 75c

1000, $7.50

SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD.

Sell Hilton Too

It's smart business to sell more than one brand. Hilton Double Edges add variety to your line and DO THE BUSINESS. Ask any Hilton salesman. Order today.

100, 80c

1000, $7.50

Send for B & N CATALOG OR ORDER DIRECT FROM AD.

Benaco Double-Edge Blade

Big Repeat Seller

Here's a new low-priced double-edge blade. Blue steel blade, full of real quality. It fulfills the demand for a good blade at an attractive price. We have found it extremely popular. Never before such a keen cutting blade, so delightfully made. Absolutely faultless in every quality.

SEND FOR B & N CATALOG OR ORDER DIRECT FROM AD.

Florsheim Double-Edge

Here at last is a blade to satisfy the most discriminating dairymen. The finest, most uniform blade made. Completely etched, it is marked and double mounted. Each blade is individually packed in a molded cardboard carton. Packed 100 blades packed in a box. Cased 100 cartons, 2000 blades.

Per carton of 100, $10.00

B & N Gives you Biggest Profits in the Field

B&N SALES CO.
AGENTS WANTED to sell pictures of
JOE LOUIS

GOLD MONEY SELLING

COLORED PEOPLE

No money here to sell. All the bright people

are already taken. So, if you want to make

a fortune, you must start somewhere else.

The best merchandise must be sold to the best

people. All the bright people have been

taken. So, if you want to make a fortune, you

must start somewhere else.

GARNSH SETS, MINERS and CRATERS MAKE AN INEXPENSIVE and

THE GIFT TO ANY HOUSEWIFE

PUt IN ATTRACTION HOLIDAY BOXES

ACME METAL

GOODS MFG. CO.

CARNISHING SETS.

2-24 Orange St., Newark, N. J.

BIG SEASON AHEAD

Buy Direct From Manufacturer.

JACKETS $24

with Exclusive Tote Zipper.

Per Box 12.00. 

5% Discount on All Orders.

Genuine

Cotton

SUITS $12

Sold in New York for $15.00. Sample 50c Extra on Whole.

Supplied to Armies of French, Spanish, and Spanish Parliamentarians in a wide range of styles.

For Further Particulars and Prices.

Send 1/3" with all Orders, Raiso.

O. D.

DORRIS MANUFACTURING CO. Dept. B-3, 292 West 39th Street, New York, N. Y.

ENGRAVERS... DEMONSTRATORS

Again first with the new numbers. Soap in stacks in Brochures, Bibles, Books, and Books. All in complete sets.

New engraving numbers, complete new paper and guards, and $25.00, all State scales, new flyers ready.

Catalogue: Always something new.

EDW. H. MORSO & CO.

ATTLETOWN, Mass.

We lead, others follow.

Engravers - Jewelers

Something New! A line of giant rings that will positively sell themselves. Look and you’ll find the same thing. People say, “They look like gold.”

Don’t sell them by themselves, but as a group. They will sell themselves. One of the best-looking lines we have ever seen.

American Jewelry Mfg. Co.

50 Washington St., Plainville, Mass.

Save 80%

Buy your Sundries, Sterilizers, Supplies, & C. at the lowest price.

MAGIC KNOT TIE CO.

204 E. 51st Street, Chicago, Ill.

SNAPPY GOMIC XMAS CARDS

You bought a million of a very rare price we are

able to give you these cards at a very reasonable

price. 30c per box of 100, 50c per box of 500,

$3.00 per box of 1,000. Send $3.00 for 1,000. Send

$5.00 for 2,000. Send $8.00 for 3,000.

MURRIS ROYALTY CO.

126 East 10th Street, Dept. B, New York City.

SILK TIES—40c to 50c DELIVERED.

RETAILS FROM 75c.

HOTEL ALBERTA, 301 Main St., Denver, Co.

NECKTIES

Genuine

Best Quality

LOWEST PRICE

The N. R. MFG. Co.

1912 Macaulay Ave., Toronto, Ont.

LEATHER & IN HAND TIES

Men’s and Women’s Quick Tie, Complete, Clasp, safety buckle. 10c. Best quality. 10c. For stamps for Namel Tie and Sale Mfg. Co.

LEADER LEATHER CO., Dept. 22, Des Moines, Iowa.

Merry Christmas

The N. R. MFG. Co., Dept. 22, Des Moines, Iowa.

2324 E. 51st Street, Chicago, Ill.

CARDSHRAPS

A Box of our New Christmas Assortment

Send $1 with order.

8c each.

SMALLS AND LARGE.

LEADER LEATHER CO., Dept. 22, Des Moines, Iowa.

Merry Christmas

The N. R. MFG. Co., Dept. 22, Des Moines, Iowa.

2324 E. 51st Street, Chicago, Ill.

CARDTRICKS

25c each or 3 for $1.00.

Catalogue, instructions, and samples sent.

77 W. 42nd St., New York City

WILL ROBERTS, LATEST JOKER.

cards, games, and other tricks.

VINTAGE TRICKS, 8c.

V’S. SERVICE MAG., 124 E. 34th St., New York City.
**BIG MONEY MAKERS!**

Get them NOW for your BIGGEST HOLIDAY RUSH!

Not just "also runs"—but values that are "hot"—that every man wants—that sell practically everywhere—they are the biggest money-makers in the field! You can be, too. We show you how. Rush your sample order in TODAY and start in making money right away. Don't delay! Last time means lost money out of your pocket. **DO IT NOW!**

**SENSATIONAL!**

New Patented SYLDEY FREE WHEELING TIE

**SILK LINED TIE WITH KERCHIEF TO MATCH**

$6.50 Dozen.

**TIE HOLDER & COLLAR PIN SETS**

$2.00 Dozen.

**HAND-MADE SATIN SILK LINED TIES**

$6.00 Dozen.

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**HERB WORKERS**

The Pitchman and the Supply House

By BILL BAKER

An article designed with the hope of getting merchandising better to the consumer is the creation of a market that has vast potential possibilities. By using hustling pitchmen who are called ‘new’ merchandisers that can successfully be pioneered to the heights.

success, for his ability to move larger quantities of merchandise and subsequent greater earning capacity. ‘Newcomers’—or aspiring pitchmen—can profitably be introduced into the field by the oldtimers. It is never truer than that, in this particular field, experience is invaluable.

A pitchman who has been working white-ties for six years and who enjoys a fair business, writes from Boston, Pa.: ‘I strongly recommend that manufacturers and jobbers handling whitetails, crystals, etc., withhold certain styles for the workers only. In this way the store can get along without wondering how many of your rings, etc., are in the five-and-ten next door. This one help would mean many more sales for you while the tip is on. Sometimes, too, a department store manager resents the similarity and makes it more difficult for the next worker trying to enter the store.

Another angle is that it takes experience and hard work to get a store to take a stock and find a consignment of similar style rings on the counter, which have probably been there for months. If, in a six-week period, the department store girls can’t sell them. And any customer in your store, or any other that you cover with, ‘Why, we can get these same styles any day of the year, so what’s special about this sale?’ There is a big field here only waiting for the clever pitchman to work with the store demonstrators direct and not throw all styles open to both store and demonstrator.

Watch Your Units

Casper Finkle, of the New York advertising firm bearing his name, direct selling specialists, has this to say: ‘Of course a book could easily be written on the subject but in my opinion the seller of merchandise to the public is not a pusher at all. He is a contractor, a spray of advertising, in equating results produced by the clever salesman比亚.

Anyone who has ever watched a real good pitchman at work knows that they can do more to popularize their products on the street, with more telling effect, than could be obtained thru advertising. After they have applied their clever salesmanship techniques, they can cut down the advertising and increase sales.

Manufacturers’ Opportunity

There are countless good articles reposing in factory warehouses, or even on blue prints of patent papers, that are being passed by pitchmen in the merchandising gait of the nation, even as small as a number of clever pitchmen would look upon them as worthwhile objects for sales exploitation.

When the average heavy cost of even small-scope advertising campaign is considered it becomes apparent that the method of selling many of a manufacturer’s products on 10% of their total, say 5000, people knows about this particular outlet, or they don’t know of its importance.

New Things Always Wanted

While it may be true that ‘there’s nothing new under the sun,’ there are always new ways of doing the old thing. There are always new ways and products that can be improved upon by the clever pitchmen. There are many examples of intelligent, pitchmen who could study the field offered by this outlet with profit to themselves. It is entirely ‘Greek’ to probably three out of four people, as to what they know about this particular outlet, or don’t know of its importance.

Asks Lower Licenses

Frank Haltzian, veteran medicine showman of many years in both the field, writes: ‘I think when the manufacturer and jobber really understand that the pitchman is truly a sales jobber, he will not fail to be had between the manufacturer, the distributor and the public. I am a medicine man and I conduct my business with a fair understanding of the law. Thru a jobber I buy thousands of dollars’ worth of goods produced by Eli Lilly & Company.

The trade of the heart is the heart of all merchandising. The National Wholesale Drug Trading Corporation advertised an item in The Billboard on which our purchases ran into the thousands. N. & W. is always willing to furnish us with information that I have purchased more than $2,000 worth of one of its items.

Pitches are made, however, to show that we follow do business and that we can sell. Yet after year local license regulations are making it harder and harder for me to do business, to legitimate basis and earn a legitimate profit. This problem is not peculiar to the section of the country in which I am doing business, Virginia and the Carolinas, but is growing as a business expands across the whole country. Yet townspeople are often quite reasonable when confronted with the facts.

In small-town business in two Southern towns. My expenditures in these towns more than triple my local gross sales. I am not being asked to spend all of their incomes in these towns. After the facts were properly presented, the towns referred to their representatives and made the jobbers understand that the local merchants could do more in similarly influencing against prohibitive local licenses and work for real construction legislation to give a real basis.

My medicine business, for instance, does no harm to any of the merchants. I never tell the news to the newspaper, to the church, to the town council, to the mayor, to the mayor or others that the public is entirely self-sufficient and want to live unto themselves. Naturally not. And the answer I get is best described in Goldenfield’s De- lrighted Village.

“Blocking with merchandise of the type best suited to the community is a bad idea. We say if a novel man’s biggest problem,” says Alvis W. Wal- lace, of the Wallace Novelty Company, Pennsylvania. “We have found that the pitchman has been a big demand for novelty merchandise of the right type and the novelty man who gave his line all conditions, and the one who couldn’t show a law. It will be remembered that the public will always spend money and show interest in new merchandise of the right type. If we publish a catalog with 600 or 1,000 items we will be the first to present the new items that the public is seeking. In the past we have seen breaking year with many new novelties and it will certainly pay Mr. Novelty Man to use great care in selecting merchandise that will interest the pub-"
money while we dollar men are crying hard times. The sheet is no exception.

"For my own satisfaction I tried using the "price of the week" from 25 to 60 cents and working for a year's salary. For the next issue, I decided to get away from the old school of "cutting the gain". I began with the 3-cent issue, giving a clean start and working up to the $1 issue. I have tried all methods and found that it is better to start with a clean slate and work up slowly. There is nothing impossible in the world, but there is a limit to what one can do, and the more one tries to do, the more one finds that the limit is higher than one expected. But if you just "go slow" and work at it, you will gradually get it out of your system.

I have tried to get out of my system by using a "last minute". I decided to get away from the old school of "cutting the gain". I began with the 3-cent issue, giving a clean start and working up to the $1 issue. I have tried all methods and found that it is better to start with a clean slate and work up slowly. There is nothing impossible in the world, but there is a limit to what one can do, and the more one tries to do, the more one finds that the limit is higher than one expected. But if you just "go slow" and work at it, you will gradually get it out of your system.

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Gold Flow in South Africa Boosts Amusement Biz, Including Pinball

BY GEORGE W. MEHRENS

WASHINGTON, Nov. 23.—That the demand for manufactured products in South Africa, particularly in the gold-mining area, is still strong was revealed here this week when Thomas Burke, president of the Motion Picture Specialty Division of the Bureau of Foreign and Domestic Commerce, told The Billboard detailed reports from the various branches of the gold-mining industry in South Africa that conditions are good and that the country can continue to export large quantities of gold to the United States.

N. Y. Orgs Will Hold Meetings

NEW YORK, Nov. 23.—A number of trade meetings considered momentum to their position here will be held soon by leading groups of coiners in this country. One of the most important of these will be a meeting called to discuss the present situation in the coin-gathering industry. The meeting will be held soon by the Supreme Court and the coin-gathering industry will be represented by its leaders in the industry.

Statistical Shows Importance of Pinball in Size and Commercial Value

Due to many requests for statistical information about the pinball game industry, The Billboard is reprinting two charts from the Census Bureau of the United States, which show that the size and commercial value of the pinball game industry in the United States is large. The charts also show that the industry has a great number of manufacturers and that the number of pinball games sold in the United States is large. These charts are used to show the importance of the pinball game industry in the United States.

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FASTEST PLAY
BIGGEST PAY

SKILL-KATCH
and
KATCH-A-LITE

By fast play, beauty, simplicity and legal sanction we have made these Twins prime favorites with smart operators. Volume production has made possible a new low price.

62 85 F.O.B. Hollywood

• Choice of solid walnut or maple cabinets • Automatic Payout on Skill Katch • Counter Pay on Katch-A-Lite (with Positive Check on Payouts) • Made for Nickel, Dime or Quarter Play. ORDER NOW!!!

SANDS MFG. CORP.
PATENT HOLDERS
1001 N. Mansfield Ave., Hollywood, Calif.

WIRE, PHONE, MAIL OR CABLE.
1/3 CASH WITH ORDER, BALANCE C. O. D.

Operating Firm Enlarges Headquarters in Newark
NEWARK, N. J., Nov. 23 — MAGO, the Major Amusement Company, Inc., fast becoming recognized as among the largest operating companies in the country, has again greatly expanded its present headquarters. The firm has taken over a complete one-story building across the street from the present offices, providing an additional 6,000 square feet of space. The firm will now be able to offer 24-hour service and a recently installed wall of trunks. The new building is a complete addition to the present one, and the firm will have all business offices, including its new executive. The present offices will be moved to the new location. The firm at present has approximately 4,000 square feet across the street and with the additional space has taken complete 10,000 square feet of space.

This is believed to be the largest space of any operating organization in the country and follows along the expansion plans of the firm at this time.

It will soon be installing a complete stock of coin-operated machines and believes that these instruments will also require additional space.

Carload Order Indicates Confidence in New Game
NEWARK, N. J., Nov. 23 — R. P. Chanin reports that for the first time in many months he has ordered a complete line of pin games from one manufacturer.

He says that upon the appearance of the first sample of the Lucky Stars game he immediately placed it on the Gelert factory at Chicago and ordered a carload which, he says, is the first complete carload of machines ordered this year by his firm from one manufacturer. He claims that this game has all the necessary attributes for great success in this territory and that he believes it will certainly revive many locations and also give operators a chance to once again "get going for some real profit."

He is enthusiastic about the first impression given the game and feels that the Gelert factory has found a machine which may even outsell its famous Silver Cup of 1938.

Chicago Coin Has New Game Called Wing-Lite

CHICAGO, Nov. 23—Chicago Coin Corporation presents this week a new table game called Wing-Lite. The new game is patterned after the type of game that has made the firm's games the most salted in the world over. Production of Wing-Lite is at top speed and it is expected that distributors everywhere will have or will have it on display. Wing-Lite is said to be clever but not too tricky to play, the object being to hit the lights on the playing field in rows. The playing field looks especially attractive and actually invites play. The guide pins, the castings and the lights are so cleverly arranged that the player is given a winner every single time. The appeal to game players is so great that many operators who have reported that it is another one of those games that will get an enormous play wherever placed on location.

"Wing-Lite is de luxe in every detail. The breath-taking beauty of the red and green trimmings, natural wood finish, cabinet gives the game that flash and smartness that a popular game must have. The metal parts and playing field are all de luxe finished so as to enhance the general appearance of the game. The batteries are cleverly placed on a sliding rack that is removable from the rear. This makes servicing much easier and quicker. The playing field is quickly removed by lifting up and sliding out. No back rack is necessary as the lights are right on the playing field."

The Chicago Coin firm states that its name on Wing-Lite is the operator's assurance that only the best quality materials and workmanship have gone into the manufacture of the game.
Music for Long-Pull Profits

By R. G. NORMAN

R. G. NORMAN, managing advertiser of the Rudolph Wurlitzer Manufacturing Co., has found that it's almost impossible to separate the music business from the merchandising of the Simplex automatic phonographs. A great many people are familiar with the fact that Wurlitzer is more than a phonograph manufacturer. He was with this organization for six years as advertising and sales promotion manager before developing the line of coin-operated machines. He has similar capacity with the Capital Corporation, automatic phonograph manufacturer in Fort Worth, Texas. He has been in the coin-machine business more than three years. He went to Wurlitzer from this position.

Music for Long-Pull Profits

Music is an old as the world and is one entertainment feature that is in demand in year and year out. That is an old story. It is also a new story. People want to be entertained. They want to dance and listen to music and amuse themselves. The desire that so desire quite naturally comes into the big money.

Music is legitimate — it pleases young and old alike. Children are encouraged to regard music as one of the finer things in life — it is a part of their education in the schools. The desire and appreciation for music is one of the most enduring that is born within us.

Then, isn't it logical that coin-operated music should be a long-pull profit enterprise for the operator? Why shouldn't it be a safe and sure route of the highest type for other operating activities? Many operators are making sure and steady profits from their coin-operated machines. They are finding a change in the education will bring. He knows he can expand his business along strictly business lines and earnings will pyramid accordingly. It is here, too, that diversification of activity is an asset.

What About Music?

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Selection of Locations

Regardless of the type of equipment being operated, the matter of the right kind of locations is one that must always be considered. It is just as true of music as it is of pin games, cigarette machines, or any kind of amusement or merchandise vending and service equipment.

It is not good business to place music machines in locations where the public patronise yourself cannot justify the return on the investment. On the other hand, snap judgment is valueless and a poor criterion to use in selecting locations. You've got to know the facts — and what should you choose at fashionable angles and get a fair consideration for granted about what other the fellow has to say.

Here is a case in point: an exact quotation from a letter written by a coin operator in Norfolk, Va.:

"I thought it might interest you to know of our experience with a — phonograph installed on August 3, and checked on August 10, with a 10-cent charge. "We collected $9.90 for one week's play. How do you like that? It sounds unbelievable, but that's what we gathered."

"My man has worked for me the past few years obsessed to my placing an instrument in another location. It's getting the corner and the more he looks at it the more he is satisfied I am placing my order for 26 phonographs with your factory representative today." A good man who knows his business.

People must be spending money. Dancing is preferable but not altogether necessary. Places where young people congregate or where working people gather for food and entertainment are usually good spots. Don't think you must have "back street" locations only — music is definitely "out of the gutter."

Choosing Records

Every music operator must seek good locations but once he has them he must pay particular attention to the music. You are selling music and that music must appeal to the class of patronage frequenting the location. The type and kind of records must be right for the location and it should give you plenty of income.

The following comparison may be a little over-dramatized but it would be an interesting experiment of dancing to the melody of Nearer My God To Thee. Would a tavern catering to non-German trade get much attention if they played the German folk tune? Study your locations from the standpoint of patronage and select your records accordingly. Hill-billy music brings hill-billy records — be sure you know those spots. Remember, too, if you have some "back street" locations, all the major record companies put out colored records which are just the thing for these places.

Some has aptly said: "Any record that gets played is a good record — a silent phonograph makes no money."

Modern Equipment

The operator who will remain in business a year from today — two years — five years — will do so on his own merits and not on the merit of the machine he has selected. He expects to hold the biggest money locations with inferior instruments. It can be done.

The operator in the music business who sacrifices everything else for profit is doomed to failure. Instead of saving money the operator soon finds himself out of the running. He is competing for the best and most profitable locations.

Location owners and their customers have been educated to expect the best in automatic music and they're going to get it. Remember, too, that you don't own the location, but you can hold it and have it made for money if you're in a position to meet the demand for quality.

Manufacturers' policies are apt to favor the operator in the selection of phonographs and many factories that sell both to locations and operators are trusting the operators who buy their products.

Still, the operator is right out of his business. It's a case of "killing the goose that lays the golden egg." Not only is this an unethical practice but it is a most detrimental one and exceedingly harmful to the operators of America.

The music operator is the logical one to furnish locations with their music requirements.

Operate — Don't Sell

Operate — don't sell locations — because you are the only one who can guarantee all locations to the owner own their own equipment what need would there be for operators?

You can be a pencil and easily figure out where the location will be ahead in the long run to permit you to operate instead of the location owner make him buy equipment.

It's easy to prove this to the location. Here is a hypothetical case which shows what generally happens:

Blank's Restaurant buys a phonograph from XYZ Manufacturing Company. Mr. Blank pays a retail price for it. He takes this with new records at retail prices — some good records and others not good — and the first week or two there the machine has a pretty fair intake.

Mr. Blank is enthusiastic about his investment. Next week he decides to change the records. He decides he'll save the money instead. New records — and the income drops. He wonders what is the matter.

Now he hates more than ever to buy new records because he needs all the money to make his payment on the phonograph and new records are added. His enthusiasm is at a low point. He is beginning to be sorry he bought the machine.

So you see — it is just as hard for the operator as it is for the owner. It is just the same with all machines and all locations.
Amusement Men’s Association
Dedicated to the Interests of Sportlands

By MURRAY GOLDSSTEIN, Secretary and Manager, 1607 Broadway, N. Y. C.

New York City License Department seems to be almost a sportland at times. Every distributor in New York has his machines approved by the License Department. You can at all times, and in enough sportlands there to give one the impression that this is another sportland.

Schorr & Schaefer issue a premium catalog, an elaborate listing of thousands of useful articles which can be ordered at sportlands. Also, it gives the exact amount of points needed for each article. The prize point values are approximately 5 cents per point. For example, buying from a package of gum for one point, up to 100 points per dollar for a diamond wedding ring set in white gold and platinum and made in Paris. It is also the policy of Schorr & Schaefer to feature only standard merchandise. Schorr & Schaefer have pioneered and developed most every worthwhile amusement machine which has occurred in the sportland division of the entertainment world. These machines are a rendezvous for people of prominence and where a fellow is glad to be known to his father, mother, wife, sweetheart.

The Manhattan Sportland, formerly located at 1017 Pulaski avenue, Brooklyn, has been moved to the property at Court street, that city. George Smith.

STATISTICS SHOW
(Continued from page 112)

The machines yield federal tax of 10 per cent and in this city a 2 per cent sales tax is collected on the merchandise returned to successful players. Here the license fee runs from five to 10 cents a year.

"In New York City are 10,000 operators who control fully 50,000 pin games. The most active pin places are in the 6th (playlands) or sportlands. The largest operators who own or operate the pin games, are the ones who work in shacks, covering a period of a few years. The Chicago Tribune, published in the center of the coin-machine manufacturing industry, reported on the importance of the local industry in its issue of March 19, 1935, as follows:

"Chicago likewise is world center of the coin-operated amusement machine industry, a pinball table game, which in the past five years has been regarded as phenomenal. This industry is a baby, born in 1931 and to the age of 10 cents. It has invaded cigar stores, drug stores and hotel lobbies all over the country.

250,000 Machines a Year

"Last year about 250,000 of these machines were made in Chicago. In the past two years a great expansion has developed in England and France being the countries which in the past year have bought the most machines, a machine is about 30,50, some running up to $50 and higher.

Ordinary the machines are sold off to operators, who place them in stores or bars, or a coin-operated amusement machine is sold to a merchant or owner. On an attached"

The Chicago Tribune estimated that 50,000 to 10,000 small business men are making a living by operating coin-operated amusement machines.

"One Chicago company at its peak made as many as 1,500 machines in a single day at a selling price of $37.50 per machine."

SPECIAL DISCOUNT OFFER

You can now get these Eveready Batteries at a special discount!

FILL OUT COUPON NOW

Of course, Eveready's last longer—more dependable—and are available everywhere.

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate jobber, distributor or operator of pin games, you can take advantage of our special trade quantity prices. For complete price information fill out this coupon and send it to the National Carbon Corporation, 1607 Broadway, New York, N. Y.

A casual survey would indicate that coin-operated vending machines are almost unknown. Vending machines may be found in quite a number of places. It is difficult to arrive at the actual number of machines operated vending machines. The temperature of the period may be a large bearing thereon. This is borne out by the absence of vending machines. An amusement park enterprise attempted in England a few years ago is reported to have been a complete failure.

It is also recalled that about 150 years ago in America the coin-operated vending machines took over the country a machine starts at $1 to $3 a week, many running up to $10 a week, and a successful coin-operated machine is found in most theaters.

The general laws against gambling apply to coin-operated machines as well. A dealer who imports a so-called skill-merchandising machine informed that in the test case the machine was declared to be illegal under the laws relating to the prohibition of gambling. In his opinion the law would not be applied against a game of skill provided the coin was only a payment for the privilege of operating the machine for the given period. But that any chance of reward, no matter how small, in return for the skill in operating the machines would be construed as a gambling device.

Any demand for coin-operated machines would appear to be a question of promoting a change in the customs of the people. The difficulty of this need not be explained.

Coin-operated machines from the United States, that is to say under the General Tariff, appear to be subject to a basic duty of 25 per cent ad valorem, working out as an actual duty of 57.1 per cent, while under the British Preferential duty the duty would be 20 per cent, working out as an actual duty of 27.8 per cent.
7,000 OPERATORS CAN'T BE WRONG
THAT'S WHY, THOUGH IMITATED BY MANY,
PENNY PACK REMAINS THE CHOICE OF ALL OPERATORS AND CONTINUES TO OUTSELL ALL IMITATORS COMBINED.

MEETING OF MUSIC OPS
Gathering called in Chi on November 30 to complete organization.

CHICAGO, Nov. 29.—At a meeting held November 18 at the Country Club Hotel, Chicago, more than 50 phonograph operators were present to discuss plans for a phonograph operators' organization for Northern Indiana and Illinois. The host of the evening was the genial Bob Bleckman, district manager for the Rudolph Wurlitzer Manufacturing Company, and a delicious dinner was served with plenty of refreshments.

Another meeting is to be held November 30 in Chicago for the completion of the organization. At the speaker's table were several prominent phonograph men, Mr. Petering, of the Rudolph Wurlitzer factory, Mr. Rosenbeg, South Dakota representative, and Mr. Rosenberger, Minneapolis and St. Paul representative of Wurlitzer, Bill Quares was also present and made a splendid talk. B. A. Smith, probably one of the oldest phonograph men, having been in business for more than 30 years, made several suggestions.

In all, it was a delightful evening and it is expected that the next meeting, to be held November 30, will be well attended.

Meeting of Music Ops
Pittsburgh, Nov. 23.—Saturday morning matinees in local neighborhood houses which are being sponsored by the Federation of Woman's Clubs have boosted the receipts of music machines in those theaters almost 200 percent.

Thousands of children attend weekly to see programs which have been specially arranged for their entertainment. The idea first started in two theaters and now has spread into 300 houses. Roger Altright, official of the Wurlitzer Company in New York, was here last Saturday to study this idea. He is considering to duplicate similar Saturday morning programs in key cities throughout the country.

Sam Stahl, manager of the American Cigarette Machine Company, will return to his office in Pittsburgh next week after a three-week stay at the Hotel Lincoln, New York, where he held an extensive talk. He reported to his partner, Meyer Ablin, that business has been good.

Music Biz Increasing in New York Territory

NEW YORK, Nov. 23.—One of the greatest increases in music-machine operation is reported here. It is believed that this city will soon be one of the leading music-machine operating centers in the country and that as machines continue to come in the city will soon be well covered.

Large operations have been started by prominent dealers and a general belief is that New York will soon be a city completely filled with the newest musical equipment. Old machines which have been in operation here for many years are now being replaced with the very latest type of equipment, and many operators are investing themselves in the music-machine business.

It is also believed that within a short time there will be an association sponsored for music-machine operators to protect the general as well as the individual interests of the group.

Time payments for the machines, elimination of legal headaches in many forms and other favorable operating conditions are attracting greater numbers of operators to music machines.

Promotion for these instruments is very intensive here at this time and this is tending to help the general situation.
November 30, 1935

The Billboard

AMUSEMENT MACHINES

ELECTRO-HOIST

brings largest profit * with smallest investment

* ONE ELECTRO-HOIST OPERA-
TOR HAS AN INCOME OF OVER $1000 PER WEEK ON AN ORI-
GINAL INVESTMENT OF $6000...

How much do YOU want per week?

$100.00 - $250.00
$500.00 - $1000.00

What will it take to get it?

PIN GAME OPERATORS!!

Capitalize on your location.

DIGGER OPERATORS!!

The Hoist is different from any other Digger. It will revive your old location.

SEND COUPON FOR FULL DETAILS

STAR ELECTRO-HOIST CO.

Flatiron Bldg., 175 Fifth Ave.,

New York, N. Y.

Gentlemen:

Without obligation to me, please tell me how Electro-Hoist can benefit my business and how much profit I must invest.

$50.00 — $100.00 — $250.00 — $500.00

NAME

ADDRESS

CITY STATE

CLOSE OUTS

AGE OR DO. TAKE

PRINT or take...

TRAFFIC (made to play with 2 jobs). $2.00

3508 Ross Ave.

DALLAS, TEXAS

OPERATORS AMUSEMENT CO.

1724 W. McCarty St.

Elmira, N. Y.

Gentlemen;

We have a large stock of phonographs and phonograph machines for sale. Please let me know what you are interested in.

Sincerely yours,

[Signature]

FOR SALE

Our New Truplicate Collection Books are CHEAP. Buy a supply of your Coin Machine Jobbers... 132, page 47.

Baltimore Salesbook Co.

120 W. 42d St.

New York City

NO FOOLIN'....
Robbins Tells of 15-Yr. Ad Record

BROOKLYN, Nov. 29—D. Robbins & Company, in advertising merchandise machines in The Billboard for the last 15 years, according to Dave Robbins, president. The firm specializes in the sale of peanut, cigarette and chewing gum vending and weighing scales.

The Robbins firm manufactures several types of vending machines in addition to exclusive distribution for other makers of machines. Dave Robbins states that during the last few months the sales of machines have doubled. He says that many pin game operators are beginning to appreciate the steady income which is earned by merchandise machines and they are therefore adding such machines to their routes. More than a year ago, Dave predicted that pin game operators would eventually also operate merchandise machines, so that they could increase their earnings by making collections from both machines in the same location. His prediction seems to have been 100 per cent correct.

Jimmy Johnson in Big Modern Plant

CHICAGO, Nov. 29—An open house celebration was scheduled today to mark the official opening of the new plant of D. Robbins & Company at 925 W. North Avenue, Chicago.

This is a modern building providing 10,000 square feet of floor space, excellent office accommodations on the second floor, and equipment to turn out as many as 1,000 machines per day. The first floor takes care of the entire building and machinery and assembly lines were also put into place this week. Production started almost immediately without interruption in moving from the former location.

The new building is modern in every respect and is constructed on modern lines to give better working conditions in the plant. The second floor is being completely remodeled to provide eight private offices, a lobby, display rooms, and a big reception room and bar. The interior decorating being done on the second floor gives an atmosphere in keeping with the most modern business enterprise. The reception room and bar is more than an "operator's dream."

The new location is another step in the spectacular rise of Jimmy Johnson in the merchandise machinery field. Starting in the old jobbing field, in two years time Jimmy has made one progressive step after another until this modern plant is possible. His crowning achievement in the manufacturing field. Jimmy first put his energy back of the table and achieved a national reputation for successful designs of this type. More recent decorations include adding skill games to a line of machines. Later he turned over to mechanical perfection, and Jimmy's smile is part of the welcome to all vendors at the beautiful new home of Western Equipment & Supply Company.

Modern Proposing Plan For Counter Device Ops

NEW YORK, Nov. 29—Modern Vending Company is featuring a new plan for operators of counter devices which, it is reported, has already gained a large following. The plan is to offer the operator a percentage of the sales on counter machines, particularly for the distribution of aspirin tablets, with a distribution of aspirin, the company has entirely discontinued the manufacture of aspirin.

A Cigarette For A Penny

The New Magic Salesman

A Penny Merchandise Vender BY "PEERLESS"

It's the slogan that everyone is using, the slogan that is well known. It's the slogan that has been used by every vendor for years, and it's the slogan that is being used by Peerless Products Co., North Kansas City, Missouri.

Peerless Products Co. offers a new and improved line of merchandise machines that is sure to please every customer. The machines are designed to provide the utmost satisfaction to the customer, and they are manufactured to last an entire lifetime.

H. & D. SALES CO., Knoxville, Tenn.

BURBANK, Nov. 29—Harry Hurvich, of the Burbank Vending Company, is readying weekly trips in the Windy City to arrange for the shipment of games on which territorial agreements have been made with manufacturers that offer advantages to the firm's customers.

Max stated that the firm has been booking the past month with deliveries for the Rock-Ola Multi-Selector and the latest pay tables from the various manufacturers they represent. He believes this dedication to the new kind of tables has tremendously aided the operators in the Windy City and reports that everywhere in the South operators are installing more and more pay tables daily.

He also reports that there is a good demand for new type equipment and the company has the newest ideas on the market.

by merchandise machines and they are therefore adding such machines to their routes. More than a year ago, Dave predicted that pin game operators would eventually also operate merchandise machines, so that they could increase their earnings by making collections from both machines in the same location. His prediction seems to have been 100 per cent correct.
Western Manufacturer Speeds Up Production

LOS ANGELES, Nov. 22.—Intense manufacturing activity is reported at the plant of the Rand Manufacturing Company, manufacturer of Skill Match and Skill Match-a-Lights. The increased demand for these games is said to have necessitated the addition of several men to the assembly department. The company has announced lower prices since the increased production. Sales are also doing a big business.

In addition to the shipments going to all parts of the United States, a large number of games has also been delivered in Canada, Mexico, and South America.

The Rand company reports that the games they are manufacturing are being sold all over the world and that they are very popular with both children and adults.

Slots Featured by Baum

ST. LOUIS, Nov. 23.—Dan Baum, of the Baum Manufacturing Company, has developed quite a business in slots throughout the country and is present at present creating quite a phase of the coin-machine industry than he is in the pin game.

...IN PHILADELPHIA PENNY PACK

TACKLE
IMMEDIATE DELIVERY
$44.50 F.O.B. AURORA, ILL. TAX PAID
STONER CORPORATION
328 Gale St., Aurora, Ill.

$44.50 Ea.
STONER'S
TACKLE
BIGGEST MONEY MAKING SKILL GAMES OF TODAY
D. ROBBINS & CO. 1481 DEKALB AVE. IMMEDIATE DELIVERY

MILLS TICKETIES $8.50 Slightly used latest new mechanisms

PERFECT WORKING CONDITION. TICKETS WITH OR WITHOUT ADDITIONAL BARGAINS IN AUTOMATIC PAYOUTS

BARGAINS IN AUTOMATIC PAYOUTS

Detroit Operating Firm

DETROIT, Nov. 23—S. & B. Com Manufacturing Company has been formed by Sol Borsky and Oscar Berman at 9050 E. Grand Avenue, Detroit. Borsky and Berman withdrew from the General Novelty and Amusement Company operating under the name of E. & S. Com Manufacturing Company, which remained at its former address on Cass Street.

The new S. & B. Company is operating a line of modern pin games.

Jobber Covers Missouri

ST. LOUIS, Nov. 23—Carl T. Trippe, owner and manager of the Ideal Novelty Company, and Arthur A. Garvey, field representative of the Bally Manufacturing Company, Chicago, returned here Monday after an extended trip thru Missouri. During the trip they visited practically every operator in the State, including the one going on from early morning until after midnight every night.

The trip was undertaken to promote the company's line of games and to familiarize the operators with the latest developments in the industry.

Ad-Lee To Exhibit at Amusement Parks Show

CHICAGO, Nov. 22—Ad-Lee Company, pioneer in the coin-machine and novelty field, has arranged for both at the amusement parks managers' convention, which will open here at the Sherman Hotel December 8. The firm will show its electric digger known as the trade as the X-Cavator and Detroit's counter devices.

The Ad-Lee Company is well known in the amusement park business and is recognized as a leader in the manufacture of coin-operated devices. The X-Cavator is a counter-model digger and attracted attention to a new field for the digger type of machine. It has also found a wide market abroad and sales have been steadily growing.

Ad-Lee will also show for the first time at the amusement parks convention its reproduction of a paddie wheel, the idea of which has been in development for the last two years. The firm has improved the principle of the wheel and also the mechanism used in producing it. It is now being announced. It is a penny merchant and requires no more space than the globe-type machines.

Business Growth Demands New Quarters for Jobber

ST. LOUIS, Nov. 23—A. R. C. Games Company, jobber and operator, has made such tremendous strides in business during the last six months that it is compelled to move into larger and more elaborate quarters to properly take care of its many customers.

The company moved today to 4208 Olive Street, which it occupies quarters approximately four times the size of its old headquarters. The floor space in the new quarters measures approximately 4,000 square feet, exclusive of a large basement. Walter F. Koch, manager, and Charles T. Stevens are the owners and officials of the A. R. C. Games Company.

Besides having an elaborate display room and a large number of offices, the new quarters include a well-equipped repair department and a fine of the fact that it will be in a convenient part and equipment necessary in the operation of any style of coin-operated machines. H. M. James is in charge of the mechanical department and is assisted by his assistant Balke. Both are expert mechanics who have been associated with some of the finest plants in Chicago.

A large private parking lot adjoining the new quarters of the A. R. C. Games Company which will make it convenient for customers to visit the plant and make a more loading place.

Detroit Operating Firm

DETROIT, Nov. 23—S. & B. Comb Manufacturing Company has been organized by Sol Borsky and Oscar Berman at 9050 Grand Avenue, Detroit. Borsky and Berman withdrew from the General Novelty and Amusement Company, operating under the name of S. & B. Comb Manufacturing Company, which remained at its former address on Cass Street.

The new S. & B. Company is operating a line of modern pin games, well known to Detroiters as a member of the Boyski brothers, who have operated several other coin-operated devices known catering establishments, including the Queen Tavern on Orchard street, which secured a license to operate.

When Writing to Advertisers Mention The Billboard.
"Little Napoleon" Story
Draws Varying Comments

BROOKLYN, Nov. 23.—William Blatt, president of the Supreme Vending Company, Inc., reports that since the publica-
tion of the picture made of him by
Fred in the November 18 issue of The
Billboard, his mail has been cluttered
with letters from operators, jobbers, and
distributors and manufacturers all over the
country reporting some comic phase of
the incident and such one seems to have
an individual way of苍 the title.
"Little Napoleon" is set on the fact
that "you've got to make them laugh, at
least once a while" and feels that the
cartoon has helped create a better busi-
ness feeling. Blatt is now planning to
have other officers of the firm cartooned
to represent various aspects of Na-
poleon and perhaps he may even go to
the extent of dressing his men in Na-
poleonic costume. "Anything for a
laugh, those days," he says.

The cartoon will also be a feature of
the 10th Anniversary Celebration of the
firm the latter part of the year. The
new issue of Supreme News in which the
firm is planning at this time will also
carry the cartoon as a feature with a re-
print of the Billboard story.

At the present time, the story which
appeared in the November 16 issue of
The Billboard is framed and appears in
the walls, the desks and other spots in
the export department, repair depart-
ment, marketing department and other
departments of the firm.

It is the "price package of the place,"
Little Napoleon says.

Reports Record Business

DETROIT, Nov. 23.—Biggest business
in the history of the company was re-
ported this week by B. J. Marshall, presi-
dent of B. J. Marshall, Inc., Detroit coin-
machine company. The business is almost entirely in pin games, of which a

SPECIAL BARGAINS IN SLOTS
OVER 300 SLOTS FOR SALE
TERMS, 1/3 DEPOSIT, BALANCE C. O. D.
9% off cash

MILLS SKYSCRAPER VENDING, 25c, 5c Play 89.95
MILLS S. T. VENDERS, 25c, 5c Play 65.30

MILLS PATENT BELL, FRONT VENDORS 71.15
MILLS EXTRAORDINARY ESCALATOR VENDERS,
Used Two Days and Cost $394.50, 5c Play Mystery P. O. 39.95
MILLS AWARD BLUE, 5c Play 44.45
MILLS CAROUSEL CIRCUIT 5c Play 44.45
MILLS SKYSCRAPER SIDE VENDERS MYSTERY P. O. 77.50

MILLS, SKIPPER BELL, 5c Play 40.95
MILLS WAR EAGLE ESCALATOR, 5c Play 59.55
MILLS AWARD, 25c, 5c Play 59.55
MILLS SINGLE J. P. FRONT VENDERS AS IS, Le Play 52.50
MILLS SINGLE J. P. FRONT VENDERS AS IS, Le Play 15.00

JENNINGS LITTLE DUTCHESS, 25c Play 47.00
JENNINGS LITTLE DUTCHESS, 25c Play 47.00
JENNINGS VICTORIA DOUBLE J. P. FRONT VENDERS, 25c Play 47.00
JENNINGS VICTORIA 25c Play 47.00
WILLIAM DOUBLE J. P. VENDERS (Like New), 5c Play 35.50
SAM JONES VENDERS (Like New), 5c Play 35.50

1934 ELECTRIC HOISTS
MACHINES AS IS, 5c Play
ROLL-5 BALL SLOT GAME
MILLS BELLS AS IS

ALL MACHINES ARE LIKE NEW EXCEPT THOSE MENTIONED "AS IS".
LIEBBY VENDING MACHINE COMPANY
124 ARKING STREET DIR. HAYEVILLE, MASS.
More GREAT BUYS

Here's more of those startling bargains in Electro-Ball quality reconditioned games. Buy them with complete confidence.

NEW ORLEANS
BRANCH NOW OPEN
VIRGINIA BLDG.
517 Canal St.
J. FRED BARBER, Mgr.

TRADE OFFER
Our International market for reconditioned equipment enables us to offer liberal trade-in allowances on the latest New Pin Games, Photographs, Vending Machines, Scopes, etc., for used games and parts. Write us about what you want to trade.

ELEKTRO-BALL COMPANY, Inc.
1900 CAMP
DISTRIBUTORS
DALLAS, TEXAS

---RECONDITIONED---

PUT 'N TAKE ........ $22.50
DO OR DON'T ...... $22.50
RODEO .............. $35.00

BRAND NEW--ORIG. CRATE--

STAMPEDE .............. $47.50
INDICATOR .............. $37.50
EQUITY ................. $35.00

Terms: 1/3 with order, bal. C. O. D.

Shipment of 50-50 Game Now Going Out to Trade

CHICAGO, Feb. 25—A. O. Brand, of the O-M Laboratories, announces that the first shipment of his firm's 50-50 games have been shipped to distributors and jobbers all over the country. Dozens of congratulatory letters and telegrams have been received by the O-M firm complementing it on the new game.

50-50 is an especially clever game with many innovations introduced for the first time in the price class of the game. The first important feature is the Jackpot counter. This device automatically records on a small register located right above the cash box in the interior of the game, the number of free games won by the player for skill. Thus the necessity of the merchant recording the scores paid out for skill games won by players is eliminated. When the operator wants to check up on the game he merely looks at the register and compares it with the last meter readings.

The automatic shuffle board, made exclusively by the O-M Laboratories, is again used in 50-50. Every time a winning ticket is made out on the player, all balls in scoring holes are returned for further play automatically, so that the only skill involved is selecting the score for the player. Thus, even the 50-50 game is a five-ball game, the player has a chance of shooting over and over again until he loses all balls. This feature lends itself to the 50-50 slogan, "Five balls or more—it depends on your skill."

Another important feature included in the 50-50 game is the new pick-proof flow lock. This new safety device protects the cash box from outsiders and trickups. The lock is made of cast iron and bolt, and as the only important burglar proof parts. The firm has added this lock to the new game at an added expense without increasing the cost of the game to the operator.

A new idea, presented for the first time in 50-50, is the new "Game Won Lifetime-Up" Device. This device records the winning games on a life-size device that is valid for about 500 or more. Thus, even the 50-50 is a one-time device that eliminates the mechanism, so that all the scoring games travel to the counter.

50-50 is packed with many other important features such as a new electrical timer device that shuts off lights and actions when a scene is reached outside the entire machine is trimmed, as are many other parts of the machine. A beautiful playing field of glassy smooth mottled in black ground, feather touch plunger, and chromed hardware and others.

Master Merchant Is Commended by Lazar Firm

PITTSBURGH, Nov. 29—B. D. Lazar Company is featuring the Master merchant, according to reports of the firm, the small merchant is one of the best money-makers offered to operators.

The Master has had a great deal of experience with the small vendors and in the past year started many new routes of the merchants for operators throughout the entire country. The firm feels that this machine, in conjunction with the counter games, is featuring at this time, it is certain to bring about real profit operations for many operators.

They explain that the small merchant has been gaining in popularity steadily and that there is now a definite trend on the part of a great number of operators throughout the country to adopt the profitable counter devices.

Bars and taverns everywhere, they claim, are showing profits for very small servicing overhead to operators. The firm has worked out a plan whereby the Master merchant in conjunction with the counter games which it distributes already produce large profits for operators.

Foremost among the counter games is the Master merchant at this time the Master merchandisers at this time are the party pack, won in włos, Wisconsin, and the Set-A-Packet and Goal Line. It also expects to have a shipment of counter games within the next few weeks. The combination of the Master merchandisers and the counter games as featured by the Lazar firm is shown in its large offices. The Pittsburgh, Boston, and Reading offices are reported to be doing a steady business on counter machines.

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 possible coin top of legs.

Built in 3 Models, Bell, Front Vendor and Gold Award Built for 1c-5c-10c-25c Play

Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

1936 MODEL

BELL

The Fair Play—Four Way

Discount Tip Book
Biggest Sales Stimulator Ever Made
31 Jack Pot Seals
Containing 3 Accumulators
Puts to Build up the Play and 5 Tokens
Stimulates Dealer an Extra Profit
And Give Player an Extra Profit
Also Tip and Consolations

Another Gam
 org

Look for Registered Trade Mark.

3 $ 800 Per Dozen
$ 900 Per Gross

Sample Book 95c

This Deal made in 1200 Dozen Combinations

ATOMIC NATIONS ABOVE
Goods for 120 Combination only

Descriptive Circular Upon Request

GAM SALES COMPANY
1231 S. Adams St.
Peoria, Ill.

PEO'S LATEST PIN GAME

1 - 2 - 3

Ready for Delivery
J O B B E R S A N D O P E R A T O R S WRITE
D. ROBBINS & CO. 1114 B. 7th Ave.
BROOKLYN, N. Y.

WANTED PACE RACERS

WANTED in most countries, in conjunction with: E. PRIDE, 27 Preston St., Hells, N. Y., Canada.

The Law Demands

Written records on your earnings and location's earnings. Give your jobber for the New Tributary Collection Books.

See page 118

Baltimore Sales Book

120 W. 42nd St., New York City
Appoint Modern Vending To Handle G-M Machines

CHICAGO, Nov. 21.—One of the most important transactions of the year was made recently here when the announcement was made that the Metropolitan Vending Company, as the metropolitan New York distributor for the pin-table products of the G-M Laboratories of Chicago, had given the new machine. A. O. Bratt, of the G-M firm, said that he was especially proud to have his firm represented by such a widely and favorably known firm as the Metropolitan Vending Company. He also states that his firm feels extremely flattered to have its machine designated as the one that is commonly known that Modern Vending is extremely "choosy" in the selection of lines it represents.

Besides being the metropolitan New York distributor, the Metropolitan Vending Company will be the exclusive distributor for G-M in several neighboring States.

Several carloads of G-M's new game, 60-60, have gone forward to Modern and will be on display immediately at all of Modern Vending's branches.

Report Operators Want Chute for Bigger Coins

NEW YORK, Nov. 20.—Jobbers and operators are discussing the possibility of having a chute for Penny Pack machines, and it has been decided by many of them that the coin slot be increased in size to accommodate larger coins so that players can be given the opportunity to try for greater rewards than the single pack now offered.

It was also reported by one New Jersey operator that the smaller tobacco store chains in the State have become interested in the game and have decided to place one in every store. They have decided that the game helps to bring about a greater sale of cigarettes.

One Connecticut operator stated that he has been approached by certain merchants for score cards on a brand of cigarettes that these cigarettes could be introduced to the public in this fashion. This operator reported that the merchants who made the suggestion is of little value that such a machine would be possible by the Metropolitan company interested in getting a larger sale for its cigarettes in the public.

Opens in Columbus Nov. 30 State Coin Machine Corp.

COLUMBUS, O., Nov. 28—State Coin Machine Corporation, newly formed by jobbing and distributing firm, will have its official opening November 30.

Tom H. Murray, head of the new company, says arrangements have been completed with the leading manufacturers and everything is in readiness to display the latest coin machines at all times.

He stressed the importance of the firm's reputation, that all operators can obtain quick and satisfactory service on all types of machines.

KICK-OFF

FOR BIGGER AND BETTER SALESBOARD PROFITS

SEND FOR OUR NEW CATALOG OF PROFIT

Write, Stating Your Line or Business to
HARLING MFG. CO., 1417 W. JACKSON BLVD., CHICAGO, ILLINOIS

BALLY'S NEW SCRUMMAGE—$4.50—Immediate Deliveries

GUARANTEED USED MACHINE BARGAINS

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
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<tbody>
<tr>
<td>Complete Bottle</td>
<td>$10.00</td>
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<tr>
<td>Complete Free</td>
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MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

WE ARE MANUFACTURERS OF PUSH CARDS

With no salesmen on the road and no commissions to pay, we offer

MOST ATTRACTIVE DISCOUNTS

CENTRAL PRESS

HOLT'S AUTOMATIC BALANCEBOARDS

1026-28 BROADWAY, KANSAS CITY, MISSOURI

Our 1935-36 General CATALOGUE IS READY

Write for your catalogue today and be sure to mention your latest services.

MIDWEST MERCHANDISE CO.
R. W. "Dick" Hood
On Way South
CINCINNATI, Nov. 29.—As route to join his family in the South and enjoy a few weeks of Florida sunshine at his home in Fort Lauderdale, Fla., R. W. "Dick" Hood, of H. C. Evans & Company stopped in Cincinnati long enough to transact business with the Sicking Manufacturing Company and visit the home office of The Billboard with Ben Goldberg, president of the Sicking Family.
Altogether Hood has been making frequent trips to his Florida home. It was the first time he has visited The Billboard offices in Cincinnati in more than 10 years.
He was very enthusiastic over the success of Tango, the new H. C. Evans & Company pinball table game on which the factory is bowing in full swing on production.
The length of Mr. Hood's stay in Florida is indefinite at this time, but out-machine operators can rest assured he will be on hand to entertain them during the out-machine show in January. Operators will recall the hospitality of the H. C. Evans & Company organization at last year's convention in the Bull Fight Room of the Hotel Sherman.
Tango Production Goes Up as Popularity Jumps
CHICAGO, Nov. 30.—Production now is in full swing at the H. C. Evans & Company plant. It is reported that their beautiful home plant is literally being turned over to the production of Tango. Delivery. Tango is meeting with instantaneous popularity and the production staff are working overtime to keep pace with the movie screen production of the game.
The playing action of Tango is based on the action of rolling or launching a small ball on a field resembling a table tennis field. Twenty-Five Rolls make up this card, each of which is numbered. A light-up slot on the back of the cabinet has a 60 color-wheel mechanism. Corresponding numbers to those on the playing card are marked on the rack, all caught in the same frame. The purpose of the game is to light up numbers on the rack so that they will form a straight line, either horizontally, vertically or diagonally five numbers across. A skill bow will cause the player to recover all "out" balls.

Guaranteed Bargains

Another Marshall Special!
Brand new games in original manufacturing's cartons:

ROCK-OLA'S:

Squadrons $35.00
Gold Rush 44.00
21 22.50
Screamer 42.50
TNT 7.00
Juggler Ball 3.50
Wings 6.50

Complete Line of Used Games.
In A-1 Condition.

Write for quotations now. If not satisfied within 7 days money refunded.

B. J. MARSHALL, Inc.
2647 Woodward Ave., Detroit, Mich.

SALESBOARD OPERATORS!!!

READ! THINK! ACT!

UNIVERSAL'S NEW RED HOT FAST MONEY-GETTER

38 LBS. OF CANDY—50 WINNERS

THE WORLD'S MOST POPULAR CANDY NAME

OH HENRY!

Candy Deal—Fast Sales—Big Profits
The Hottest Deal Out!

50 WINNERS

38 LBS. OF QUALITY CANDY
COSTS YOU $7.50
BRINGS THE DEALER
$15.00

COMPLETE DEAL CONSISTS OF:

14 1 lb. Boxes Oh Henry! Creamy Caramels (cellophane wrapped) $2.50
24 ½ lb. Boxes Oh Henry! Creamy Caramels (cellophane wrapped) 12 $5.75
12 1 lb. Bars Oh Henry! Sunflowers 100-Hole St. Louis (50 Winners) 300 $5.75

COSTS YOU COMPLETELY, ONLY...

ON HENRY! CANDY DEALS ARE GOING LIKE WILDFIRE.
Operators everywhere are cleaning up on this BIG, FAST MOVING DEAL. Imagine it! Fifty winners on a small, attractive 300-Hole Salesboard. Dealers and their customers are raving. Henny's hot roll expansion is in the air! A NATURAL! Get in on this profitable trend now.

Selling out

PIN TABLE OPERATORS INCREASE YOUR PLAY
Buy the beautiful "Screw-o" now, direct from manufacturer—First of its kind. Now available at most pinball machine dealers. An added attraction for the serious player. A welcome addition to your game room. A real money maker. A "must" for all pinball machines. Write for quotations and description of many new improvements and new improvements in the "Screw-o" line of pinballs. Satisfaction guaranteed.

Bennet & Heaton, manufacturers

FOR SALE

STOCK $2.00

ALL VARIETY STORE DISPLAYS and
175 EMPTY PREMIUM BOXES

$2.00

BUYS BIG

GARDEN CITY NOVELTY COMPANY

7209 Brevard Avenue, Chicago, Ill.

MR. OPERATOR! GET WISE!
THE DUETTE 2-IN-1 VENDER
WILL MAKE BIG MONEY FOR YOU

DUETTE, our new 2-in-1 pinball machine, will double your money with the same amount of effort you are now putting into your pinball machines. DUETTE has two compartments, each having its own ball return, and to the large duet louvered cabinet, with its modern design and beautiful color scheme, a popular $3.00-6.00 pinball features trim, so that it is easy to keep machine, this will be a winner for years.

E. W. BOULDER, INC.
120 S. Wisconsin Ave., Chicago, Ill.
BUILDERS OF AUTOMATIC VENDED MACHINES FOR MORE THAN FORTY YEARS.

FOR SALE

STOCK

GAYLORD COIN MACHINE CORP.
1227 Washington Blvd., Chicago, Ill.

SAY "I SAW IT IN THE BILLBOARD."

IF YOU OWN A BIG VARIETY STORE, UPHOLSTER YOUR內容TABLE DISPLAYS WITH OUR VARIETY STORE DISPLAYS.

VARIETY STORE DISPLAYS

300-HOLE PINBALL MACHINE

$79.50

F. O. B. CHICAGO

1 ½ With Order, Balance Q. O. D.

CHECK SEPARATION, 50.00 Extra.

RUSH YOUR ORDERS FOR IMMEDIATE DELIVERY.

GAYLORD COIN MACHINE CORP.
1227 Washington Blvd., Chicago, Ill.

SALES

TELEPHONE: GARFIELD 3-3121

MAMMOTH

LICENSED MANUFACTURER OF PATENTS—

Corporation, No. 186828.

THE FIRST 1-BALL AUTOMATIC PAY TABLE WITH ANI-

MATION.

Selling Out

All Used Pin Games

and Slot Machines

B. J. MARSHALL, INC.

2647 Woodward Ave., Detroit, Mich.

PIN TABLE OPERATORS INCREASE YOUR PLAY

Buy the beautiful "Screw-o" now, direct from manufacturer—First of its kind. Now available at most pinball machine dealers. An added attraction for the serious player. A welcome addition to your game room. A real money maker. A "must" for all pinball machines. Write for quotations and description of many new improvements and new improvements in the "Screw-o" line of pinballs. Satisfaction guaranteed.

Bennet & Heaton, manufacturers

FOR SALE

STOCK $2.00

ALL VARIETY STORE DISPLAYS and
175 EMPTY PREMIUM BOXES

$2.00

BUYS BIG

GARDEN CITY NOVELTY COMPANY

7209 Brevard Avenue, Chicago, Ill.

MR. OPERATOR! GET WISE!
THE DUETTE 2-IN-1 VENDER
WILL MAKE BIG MONEY FOR YOU

DUETTE, our new 2-in-1 pinball machine, will double your money with the same amount of effort you are now putting into your pinball machines. DUETTE has two compartments, each having its own ball return, and to the large duet louvered cabinet, with its modern design and beautiful color scheme, a popular $3.00-6.00 pinball features trim, so that it is easy to keep machine, this will be a winner for years.

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120 S. Wisconsin Ave., Chicago, Ill.
BUILDERS OF AUTOMATIC VENDED MACHINES FOR MORE THAN FORTY YEARS.

FOR SALE

STOCK

GAYLORD COIN MACHINE CORP.
1227 Washington Blvd., Chicago, Ill.

SAY "I SAW IT IN THE BILLBOARD."

IF YOU OWN A BIG VARIETY STORE, UPHOLSTER YOUR CONTENT TABLE DISPLAYS WITH OUR VARIETY STORE DISPLAYS.

VARIETY STORE DISPLAYS

300-HOLE PINBALL MACHINE

$79.50

F. O. B. CHICAGO

1 ½ With Order, Balance Q. O. D.

CHECK SEPARATION, 50.00 Extra.

RUSH YOUR ORDERS FOR IMMEDIATE DELIVERY.

GAYLORD COIN MACHINE CORP.
1227 Washington Blvd., Chicago, Ill.

SALES

TELEPHONE: GARFIELD 3-3121

MAMMOTH

LICENSED MANUFACTURER OF PATENTS—

Corporation, No. 186828.
THIS IS YOUR OPPORTUNITY TO CASH IN ON YOUR PIN GAME OR OTHER COIN OPERATED EXPERIENCE AND STEP INTO THE CLASS OF BIG STEADY MONEY EARNERS!

WRITE OR WIRE TODAY FOR OUR FREE 10 DAY TRIAL OFFER WHICH WILL ENABLE YOU TO COMPARE THE EARNING POWER OF "THE CRANE" WITH ANY COIN MACHINE EQUIPMENT YOU ARE NOW OPERATING!

For years we have been hammering the greater EARNING POWER of the Crane—the fact that it is a permanent money-maker, investment and stay on location year after year! Now we invite you to PROVE to yourself by actual trial that YOU PERSONALLY would be better off operating your Crane IMMEDIATELY, AS THIS OFFER IS GOOD FOR A LIMITED TIME ONLY!

SEE BILL RABIN AT THE N. A. P. B. CONVENTION, HOTEL SHERMAN, CHICAGO, DECEMBER 2-6.

The CRANE and several other NEW Machines of Great Interest will be Displayed.

MANUFACTURED BY:
INTERNATIONAL MUTOSCOPE REEL CO., NEW YORK CITY

THE HOME OF THE WORLD FAMOUS ELECTRIC TRAVELING CRANE!

SPORTLAND

BOYS IT'S THE GREATEST AND MOST SENSATIONAL MONEY MAKER EVERY MADE

Yes Sir! We have seen them and know the good goes with the bad ones. Never be afraid to own a Money Maker in SPORTLAND. It is the only one that DELIGHTS, INTERESTS, ENTERTAINS, AND REPAIRS. Guaranteed to pay for itself in 7 days—buy on money order or cash.

NOTE: Sportland is legal and can be operated to its limit. Figures on tests are actual. Pass word among the neighborhood. Advertise it—refer it to your friends.

ORDER SAMPLE NOW $19.75

HUBER Coin Machine Sales Co.
600-6410 W. Van Buren Street,
CHICAGO, ILLINOIS, U.S.A.

RECONDITIONED GAMES AT BARGAIN PRICES

Jack Rabbit $5.00
Cross Minch $5.00
Cross Shot $5.00
Melody On-Hand $5.00
Melody On-Hand (Plain) $5.00
Melody On-Hand (Special) $5.00
Melody On-Hand Jr. $2.00
Reconditioned $2.00

These machines are in excellent condition mechanically and appearance. Sports method of shipment permitted. One-third deposit required. Balance due C. D.

CENTRAL NOVELTY CO.
12 YEARS AT 3124, CALIFORNIA AVE., S. ST. LOUIS, MO.

LOOK AT THESE BARGAINS—THEN BUY NOW WHILE WE HAVE THEM IN STOCK FOR PROMPT DELIVERY

Acton, Jr. $12.90
Big Con $12.90
Big One $12.90
Clone Girl $12.90
Cross Minch $12.90
Cross Shot $12.90
Cross Minch (Plain) $12.90
Cross Minch (Special) $12.90
Cross Minch Jr. $2.00
Reconditioned $2.00

OTHER FEATURES:

- Four games included: Baseball, Football, Pool, and Bowling.
- Easy to operate and understand.
- Premiums can be won by players.

TERMS: 1/3 Deposit, Balance C. D. COMPLETE LINE OF NEW MACHINES.

MONARCH COIN MACHINE CO., 2280-88 Armitage Ave., (Our New Home) CHICAGO, ILL.

ATTENTION MINNESOTA!

Please note: We have a complete line of new machines, including the Crane, Cradle, and other popular games. We can help you with your present equipment and provide new machines for your business.

LEARY, MADISON & JENKINS COMPANY,
99 East Harmon Ave., Minneapolis.

It's Easy To Get The Paper And Advertise In Sporting Goods.
ROCK-OLA'S
TROJAN

The first
1 or 5
BALL BALL
PAY TABLE

$89.50

... 1 or 5 Balls with the "Changing Pockets!"

TROJAN is the table that will open the door for you in old territories and in new territories. It's the only table that can be played with either 1 ball or 5 balls. Just as your needs demand. A quick turn of two small screws and—in less than a minute—you are all set! Then you have the four "changing pockets" at the top of the field. The four pockets guarded by Trojan spears. Spears that automatically open and shut and actually magnetize the players into playing and playing and playing. And, then, there is the new style ball action: slow, lazy, drowsy. And there are the new action-springs. And the brilliant sky blue playing field. Yes, TROJAN is an exciting, modern miracle. It's THE table for today. So see your nearest Rock-Ola Distributor today. Be first. Act now. Get into real money.

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue Chicago, Illinois, U.S.A.
Here's A New One
To Make You
A Mint of Money

Beautiful Deco picture background creates a new
flame to this advertisements, big display of awards,
including $2.00 bills and 42 other awards.
1000 TG—Takes $50.00
Pays out $50.00
Profit . . . $28.50
1000 TG, Price $1.75
Plus 10% U. S. Tax

WRITE for New, Big 54-Page Color
Catalog showing over 200 Other Fast
Selling Money-Making Numbers, as well
as the largest assortment of plain boards
on the market. Kindly state business.

GARDNER & COMPANY
2209 Archer Avenue
CHICAGO, ILL.
417 Market St., SAN FRANCISCO, CALIF.
24 W. 4th St., PHILADELPHIA, PA.
SEATTLE, WASH.

"TURF FLASH"
The most profitable game in coin
machine world

TURF FLASH, thanks each one of its location a
operator—name for your own personal from Horse
Racing Flash is a Horse Race Counter Game with 30
Coin Slides for each board. One to ten players
play the game. Use the time at your disposal. The
Cup is on the board. German House can be
set up at the same. "Win-Place-Show." Odds
are 10 to 1. It can be played at any time. Take
your choice. Great for the racer's club, or for
the operators who are interested in a new
game. Players change tickets after the game is
over. Turn tickets are going rapidly—write for
name of owner.

ROGETHEN TOOL CO., CHICAGO, ILL.

SALESBOARD OPERATORS
WHILE IT LASTS! Make a $7.25 profit on an investment of $2.50
with a sale premium assortment containing 7 valuable premiums for our
$7.25.
Limited Quantity on Hand, So Order NOW!

321 N. Union St. & 2272 6th Avenue.
BIRMINGHAM, ALA.

NOVELTY SALES COMPANY
806 Walnut St.
Write for our new illustrated catalogue.

CANDY SALESBOARD DEAL
1416 14th Street
NEW YORK CITY

FITZGIBBONS DISTRIBUTORS
INC.
(Eastern Factory Representatives) 453 West 47th Street NEW YORK, N. Y.
Tel. Loc. 4-9472-3

TURKEY BOARD
1500 HOLES
Takes in $75.00. Pays Out $2.00. Takes $5.00 in Cash and $5.00 in Good and Strong Number.
PRICE $1.86 PLUS 10% U. S.
Government Tax

AJAX MANUFACTURING CORPORATION
DAVAL PROUDLY ANNOUNCES
DAILY DOUBLE

* The most sensational One Ball Pay Table in the
board. DAILY DOUBLE OR DOUBLE JACKPOT DAILY
ACTION One Ball Pay Table incorporating every feature
of horse racing with the thrilling WIN, PLACE and
SHOW odds of from 2 to 1, to 40 to 1... $2.00
top payout. Made in 2 popular sizes:
Standard 20" x 40" at only ...... $77.50
De Luxe 23" x 45" at only ...... $89.50

Several distributors have already re-ordered in large
quantity after severely testing their first shipments in
the toughest locations they could find. These tests
have swung us with orders. All orders will be filled
in rotation as received.

OVER AND UNDER

** A new straight play pin game with a back light-
up board whose novel thrilling action and unique player
appeal offers the very newest idea in pin-game play.
A pin game which is bound to revolve locations every-
where. OVER AND UNDER brings a universally known
popular pastime to the pin game industry in the
$50.00 quality class at only $39.50.

FOR COMPLETE DETAILS SEE, WRITE, WIRE
PHONE YOUR NEAREST JOBBER OR . . .

DAVAL MANUFACTURING CO.
200 S. PEORIA ST.
CHICAGO

Peo's Sensational Game

"1-2-3"

The Most Sensational S-Ball Game of the Year.
A new kind of thrilling scoring action that instantly
captures the play in any location. This Wonder-In-The-World It's
Sensational for Our Customers!

JOBBER'S OPERATOR'S PRICE
$39.50

F. O. B. FACTORY

COMING DEC. 1st.
EAST RIVER $39.50

ANOTHER Peo SENSATION

PEO SALES CORP.
10 COURT ST.,
BROOKLYN, N. Y.

OPERATOR'S DISTRIBUTOR-REPLACEMENT BOARDS

WHY PAY MORE? We specialize in the Manufacture of
REPLACEMENT BOARDS for any PIN GAMES.

WANTED—USED BEAM LITE AND SCOEB-LITE, Any Quantity.
Write or Call for COMPLETE DETAILS.

KENTUCKY SPRINGLESS SCALE CO., INC.
114-116 S. 3RD ST.
P. O. BOX 316
LOUISVILLE, KY.

Thank You for Mentioning The Billboard.
WRITE OR WIRE FOR DETAILS!

Here's an investment that yields phenomenal returns. The ASTROLOGRAPH has been tested and proven for over 11 months in the leading theater lobbies in the East and Middle West. Exclusive territories are now available. Actual proof of ASTROLOGRAPH earnings will be sent upon your request.

VENDS A COMPLETE HOROSCOPE FOR EACH ASTROLOGICAL PERIOD

The ASTROLOGRAPH has been on test locations in the leading theaters in the East and Middle West for the past 11 months. Actual photocopy copies of the tremendous receipts will be furnished to you upon request. Write or wire us now! We will inform you, to the nearest method of operating the ASTROLOGRAPH and also give you more detailed information.

J. P. SEEGBURG CORPORATION
1510 DAYTON ST. • CHICAGO, ILL.

Save

MONEY — WRITE FOR OUR NEW PRICE LIST ON ALL NEW AND USED GAMES! GREATEST BUYS IN AMERICA.
Royal Distributors, Inc.

LEAP FROG!
TAKES IN THE MONEY FASTER AND GETS MORE OF IT.

This unique machine, manufactured with six-way slot plays pencil size nickels, dimes, and quarters. People can play at one time or, one person can play six coins at one time. Beautiful metal case made of chrome, lighted by neon lights. Any game this size can be played with. Machine includes all necessary parts, including box, lighted, and Neon light. Send today.

PRICE $14.90
1/2 Deposit Required on C.O.D. Orders
THE AD-LEE CO., INC.

“THE MAN’S CRAZY” — That’s What You’ll Say

BECAUSE I’M CELEBRATING OUR 10TH ANNIVERSARY BY GIVING YOU MY PERSONAL CHECK WORTH UP TO $25.00 AS A BIRTHDAY GIFT! NO RED TAPE. WRITE TODAY.

UNION NOVELTY CO.
JACK ROSENFIELD, President
4119 N. Western Ave., Chicago, Ill.
Missouri and Southern Illinois Distributors for Pacific Amusement Manufacturing Company and Western Equipment & Supply Company.
Announcing
A complete new line of "LITTLE JOE" Dice Machines. Now built in three models: 1c, 5c and Combination Inc. 5c, 10c.

10 Days Free Trial
Money refunded if not satisfactory. Combination 1c-5c-10c Play...$4.10 5c Play...$6.50 10c Play Only...$5.00.

Size 8 x 12 Overall
Positively fool proof mechanism, small and compact, all aluminum, equipped with suction pads. Shipping weight, 51/2 lb. When sitting on show case it literally takes up the space of a cigar box. Dropping coin in slot and pushing down lever forces dice to top of globe for play. Pulls out 40% and really holds the locations. Each machine furnished with four sets of reward cards: Cigarette, beer, poker, and cash.

FORT WAYNE NOVELTY MFG. CO.
423-425 E. Washington Blvd.
Fort Wayne - - - - - - - - - Indiana
1/3 with order balance C. O. D. Prices F. O. B. Fort Wayne.

SALESBOARD OPERATORS
2,600 1c sales take in $24.00, 2610 5c sales take in $18.90 offering highest percentage ever given point games. We will show you how to make money with our machines. WRITE FOR FREE SAMPLES AND PRICES. General Sales Company 121 4th Avenue, Suite 125, Rerailles, ILL.

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CANDY for the HOLIDAYS
HOLLY BOX with American Mixed Candies, 1 ounce size in 100 boxes...$4.50
E-LB. BOX ASSORTED Gadooies. For Box, 60c. S-LB. BOX ASSORTED Gadooies. For Box, 60c. Send for our free Illustrated Catalogue and Quantity Prices. Send for our free Illustrated Catalogue and Quantity Prices. SEND FOR FREE ILLUSTRATED CATALOGUE AND QUANTITY PRICES. 50 E. 11th Street, New York City.

DELIGHT SWEETS, INC.

OFFICIAL OPENING
NOVEMBER 30, 1935
STATE COIN MACHINE CORP.
36 MAPLE ST. (Phone, Main 1440) COLUMBUS, OHIO
JOBBERS AND DISTRIBUTORS
AMUSEMENT MACHINES
VENDING MACHINES
SLOT MACHINES
PHONOGRAPHs

ANY 5 GAMES FOR ONLY $10.50

S

UPPER VENDING COMPANY INC.
537 Rogers Ave., 1416 Webster Ave., 522 - 4th Avenue,
Brooklyn, N. Y., Bronx, New York, New York N. Y.

BUYERS EVERYWHERE
DAILY'S ROLL & FOLDED STOCK AND SPECIAL PRINTED TICKETS
Union Made—Guaranteed Correct.
DAILY TICKET CO. COLLINSVILLE, ILL.

Thank You for Mentioning The Billboard.
November 30, 1935

STATION

"V-E-M-C-O"

BROADCASTING

Guaranteed Used Machines and the World's Best Lines of New Machines. Read!!

AUTOMATIC PAYOUT MACHINES

<table>
<thead>
<tr>
<th>Machine</th>
<th>Round</th>
<th>Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garter Bandit</td>
<td>0.25</td>
<td>$2.00</td>
</tr>
<tr>
<td>Flasher Bandit</td>
<td>0.25</td>
<td>$2.00</td>
</tr>
<tr>
<td>Flasher Bandit</td>
<td>0.50</td>
<td>$2.00</td>
</tr>
<tr>
<td>Flasher Bandit</td>
<td>1.00</td>
<td>$2.00</td>
</tr>
<tr>
<td>Flasher Bandit</td>
<td>2.00</td>
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</tr>
<tr>
<td>Flasher Bandit</td>
<td>5.00</td>
<td>$2.00</td>
</tr>
<tr>
<td>Flasher Bandit</td>
<td>10.00</td>
<td>$2.00</td>
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TICKET GAMES

<table>
<thead>
<tr>
<th>Machine</th>
<th>Round</th>
<th>Each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payout</td>
<td>0.25</td>
<td>$2.00</td>
</tr>
<tr>
<td>Payout</td>
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<tr>
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<tr>
<td>Payout</td>
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</tr>
<tr>
<td>Payout</td>
<td>10.00</td>
<td>$2.00</td>
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MISCELLANEOUS MACHINES

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
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<tbody>
<tr>
<td>Brand New A-1 Slide</td>
<td>$7.50</td>
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<tr>
<td>Brand New A-1 Slide</td>
<td>$5.00</td>
</tr>
<tr>
<td>Brand New A-1 Slide</td>
<td>$2.50</td>
</tr>
<tr>
<td>Brand New A-1 Slide</td>
<td>$1.00</td>
</tr>
<tr>
<td>Brand New A-1 Slide</td>
<td>50¢</td>
</tr>
<tr>
<td>Brand New A-1 Slide</td>
<td>25¢</td>
</tr>
</tbody>
</table>

ABSOLUTELY BRAND NEW GAMES

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily Prospector</td>
<td>$2.50</td>
</tr>
<tr>
<td>Daily Jumbo</td>
<td>$2.00</td>
</tr>
<tr>
<td>Daily Ace</td>
<td>$1.50</td>
</tr>
<tr>
<td>Daily Bell</td>
<td>$1.00</td>
</tr>
<tr>
<td>Daily Strike</td>
<td>50¢</td>
</tr>
<tr>
<td>Daily Spin</td>
<td>25¢</td>
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</table>

USED SLOT MACHINES

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mills A or B</td>
<td>$20.00</td>
</tr>
<tr>
<td>Mills C</td>
<td>$15.00</td>
</tr>
<tr>
<td>Mills D</td>
<td>$10.00</td>
</tr>
<tr>
<td>Mills E</td>
<td>$5.00</td>
</tr>
<tr>
<td>Mills F</td>
<td>25¢</td>
</tr>
</tbody>
</table>

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS

Write, Stating Your Line or Business to

HARLICH MFG. CO.

1417 W. JACKSON BLVD.

CHICAGO, ILLINOIS
The Swing is to Bells!

The world's largest
A Bell for every need.
Let us do business with you
and show you the REAL money
Bells earn. WRITE FOR BIG COLORED CATALOG!

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO

P. S.—GET OUR PRICES BEFORE BUYING ELSEWHERE.

HUBER COIN MACHINE SALES COMPANY, 600-610 W. VAN BUREN, CHICAGO, ILL.

GUARANTEED RECONDITIONED GAMES AT REAL BARGAIN PRICES

JEAN P. Ryan, Western Manager • 132 Market St., San Francisco, California

CIGARETTE MACHINES

4-column machine equipped with Habon Timbers and beautiful Cabinet Base Around. Packed in Original Cartons Guaranteed to be the same as New. If not satisfactory return and money refunded. (Regular Price, $67.50 each.) Brand new 1/3 with Uniform-Broadcast Dies. Write for Price List on ALL Latest Games.

HERCULES SALES ORG., 1132 Broad St., NEWARK, N.J.

IMPORTANT! READ THIS!

The next time you are in the market for SLOT MACHINES—PIN BALL GAMES—COUNTER GAMES—MERCHANDISING MACHINES or COIN MACHINE SUPPLIES, get in touch with us. WE POSITIVELY WILL SAVE YOU MONEY on all machines purchased through us. (Make us prove it.) We carry the largest and most complete stock of New and Used Machines in the country.

P. S.—GET OUR PRICES BEFORE BUYING ELSEWHERE.
THE MOST TALKED OF GAME IN AMERICA!

50-50 DISTRIBUTORS
MODERN VENDING CO.
New York, N. Y.

SILENT SALES CO., Minneapolis, Minn.
PIONEER NOVELTY DISTRIBUTORS,
San Francisco, Calif.

50-50 DISTRIBUTORS
MILWAUKEE, WIS.

A GAME WITH ALL THESE EXPENSIVE FEATURES—for only

- VEEAED COUNTER
- AUTOMATIC SHUFFLE BOARD
- LITE-UP NEW TYPE SCORING REGISTER
- HAS THE NEW CHEAT PROOF DUO LOCK

$3 95

Imagine!

5 Balls or More •
It Depends on Your Skill!
See 50-50 at your jobber today! It's the greatest buy you can make in a table today! 50-50 is the game that all America is talking about—and playing!
Your jobber has 50-50 or can get it for you!

G. M. LABORATORIES
1731 Belmont Ave. CHICAGO, ILL.

WE UNCONDITIONALLY ENDORSE AND HAVE A LARGE STOCK

TO-DAY'S BEST PIN TABLE BUY!

$39 50

WANTED JOBBERS AND DISTRIBUTORS
FOR RO-WO-BO

CONCEALED COINS
100 red
600 blue
100 white
Made up for 50 and 50 play.

DO YOU NEED CASH

1920 COMBINATIONS AT 10c EACH.
Jack Pot 25c and 50c Payoff.

WE WILL BUY FOR CASH MILLS ESCALATOR BELLS, MILLS SILENT DOUBLE JACk-

POT BELLS (20 Step Bells), ESCALATOR MYSTERIES, EXTRAORDINARY MYSTERY-

IES, IN 5c and 10c Play. ALSO MILLS 2c IN 5c and 10c Play.
STATE SERIAL NUMBERS, TYPE OF MACHINE AND ROCK-BOTTOM PRICES.
We will accept any of the above items in trade for any Coin-Operated Machines you
may be interested in. WE CARRY THEM ALL.

50-50 IS HERE FOR YOU

WERTS NOVELTY CO., INC.
MUNZIE, INDIANA

50-50 IS HERE FOR YOU

WEST MILWAUKEE NOVELTY CO.
3065 REVERE DR. TOLEDO 0.

WE WERE FIRST WITH THE LATEST... AS USUAL

LARGEST DISTRIBUTORS IN THE

MODERN VENDING CORP.
3200-2202 N. WESTERN AVE.,
CHICAGO, ILL.
THE WAY ORDERS HAVE BEEN FLOWING IN FOR LUCKY STARS. THIS GAME IS GOING TO BE ONE OF OUR LARGEST SELLERS!

Lucky Stars

SEND AT ONCE FOR THIS FASCINATING NEW LITE-UP GAME!

Play it once and you'll be a LUCKY STARS fan, too! The object is to spell the word "STARS" on the lit rack by making the S-T-A-R-R holes on the playing field. Then you try and fill the holes that range from 10 to 100 at the top of the board. The last consecutively filled hole starting with 10 is the reward won for skill.

Natural wood overlays on black give the 214x40 cabinet an exceptionally beautiful, modern appearance.

$44.50

F.O.B. CHICAGO
TAX PAID

Moseley's Specials

Slightly Used Machines, Mechanically Right, Offered Subject to Prior Sales:

- 28 Bin Sales
- 48 Bin Sales
- 10 Booster, Div 11,000
- 16 Booster
- 16 Traffic
- 16 Traffic C
- 51 Tunes
- 61 Tunes
- 71 Tunes
- 2 Drop Kinks
- 10 Drop Kinks
- 2 Spot Lines
- 2 Spot Lines
- 1 True-Line
- 1 True-Line
- 4 Pots
- 4 Pots

Write us for prices on the following games: JUNIOR, PROSPECTOR, AGE, MAMMOTH, 48 WHIRL WHEELS, RUSSIAN, SCHMIDTAGE, BATTLE, PENNY PACK, 888, HIGH HAND, PENNY SMOKES, or anything else operated.

Ask us to put you on our mailing list. Get our prices before buying elsewhere. Either New or Used Machines.

1/2 OAS WITH ORDER. BALANCE O. D.

Moseley Vending Machine Exchange, Inc., 30 Broad St., Richmond, Va.

Day Phone 3-4511, Night Phone 5-0326.

We are manufacturers' authorized distributors.

JOBBERS--OPERATORS--RUSH YOUR ORDERS to LAZAR for PENNY PACK

The ONLY and monster game with the 2-YEAR UNCONDITIONAL MECHANICAL GUARANTEE! Laser personally ENDORSES Penny Pack as the most beautiful, efficient money-maker in America. ORDER TODAY! We carry large stock ON HAND ready for INSTANT DELIVERY! Remember: Laser always has the Best Money-Maker!

FREE Sample Set of prices and prices on all the latest games. Write for your copy today.

17.50 EACH

B. D. LAZAR CO. 1340 FORBES ST.
PITTSBURGH PA.

BRANCHES: 156 FRANKLIN AVE., SCRANTON, PA; 119 PENN ST., READING, PA.

SUPERIOR SALESBOARDS WILL DOUBLE YOUR PROFITS

SHOOT for the MOON

Take It (600 Hours or 6000 Balls) $20.00
Pay Out (Average) 16.65
Average Payout 17.65
This Shot--Large Tickets--Easy Operational
Price $5.95 plus 10% U.S. Tax

SUPERIOR PRODUCTS, Inc.
2300 So. Michigan Ave.
Dept. 1, Chicago, Ill.

Best buys on used games

BARGAIN

SPOT

TRAFFIC Model A

$28.50

National Coin Machine Exchange

1407 DIVERSEY
Chicago, Ill.

Best buys on used games

Sales Board Operators

Takes in $50.00
Costs You $9.95

ADVERTISE IN THE BILLBOARD -- YOU'LL BE SATISFIED WITH RESULTS
SWING INTO the BIG MONEY AGAIN!

Sensational NEW Salescard Deal

"TOPS" EVERYTHING FOR BIG SPREAD and SWIFT PROFITS!

Featuring the world's newest and most popular time-teller—the famous Rotary Clock

PYRAMIDS PROFITS! MULTIPLIES LOCATIONS!

YES, SIR—MEN! NOW'S THE TIME TO GET IN on the biggest money-making deal ever heard of! IT'S A WOW!!!

HERE's a proposition that not only means the making of more money from the locations you've now got—but also spreading your business into even wider, bigger fields of PROFITS!

ACTION GALORE—HUGE PROFITS! A new salescard deal with a $3.50 premium price! Amazingly low prices! Astounding returns! New machines ROLL UP THE PROFITS like a ball of string! If you know how to handle a free-wheeling idea in this big spread—last action—DON'T WAIT A MINUTE! WRITE US QUICK TODAY!

"A THOUSAND NEW DOLLARS]探测于CHRISTMAS IS NO DREAM") US

GARDEN CITY NOVELTY MFG. CO.,
4331 RAVENSWOOD AVE., CHICAGO, ILL.

PENNY PACK

IS THE ONLY SILENT REEL COUNTER GAME IN HISTORY WITH A 2 YEAR UNCONDITIONAL MECHANISM GUARANTEE AT SO LOW A PRICE! THAT'S WHY PENNY PACKS ARE IN DEMAND BY OPERATORS. RUSH YOUR ORDER IMMEDIATELY!

$17.50 EACH

With Two-in-Register.

SICKING MANUFACTURING CO., INC.
1922 FREEMAN AVE. • CINCINNATI, O.

EASTERN DISTRIBUTORS

MILLS

JACK POT BELLS
PEARL HARBOR
JACK POT VENDORS
TEN GRAND
BLACK JACK

TICKETTE

HOLD AND DRAW

KEystone NOV. & MFG. CO. 20th and Huntington Sts.,
PHILADELPHIA, PA.

A REAL XMAS SPECIAL

Lucky Stars $4450

JOBBERS WRITE

GEORGE PONSON CO., 11-15 East Runyon St., Newark, N. J.
MIGHTY ODDS CHANGING 1-SHOT

GAME STARTS NEW CRAZE • RE-AWAKENS

Entire Coin Machine Industry!

"PAMCO PARLAY" Senior!  The Cleverest—Most Exclusive and Exciting Idea in Years!  That's what Operators say who are RUSHING "PAMCO PARLAY" into every location.  "PAMCO PARLAY" Senior has that "easy to get at" appearance and MORE!  It's NEW—It's Utterly DIFFERENT in Principle!  Odds CHANGE AUTOMATICALLY on ALL Payout Pockets each time a coin is inserted.  The Player SEES what he's shooting for.  It SHOWS on the Lite-Up Board.  May be 10-20-30-40-50c- $1.00 or $1.50!  Yes—Mr. Operator: You haven't seen a thing until you've operated "PAMCO PARLAY"!

Exclusive State Distributors

ILLINOIS  GAYLORD COIN MACHINE CORP.  1227 W. Washington Blvd., Chicago, Ill.

TEXAS  SOUTH COAST AMUSE. CO.  M & M Bldg., Houston, Tex.

LOUISIANA  GENTILICH DIST. CO.  900 Rampart St., New Orleans, La.

NORTH CAROLINA  THE VENDING MACH. CO.  204 11th Avenue, South, Minneapolis, Minn.

MINNESOTA  SILENT SALES  204 11th Avenue, South, Minneapolis, Minn.

KENTUCKY  KENTUCKY'S MUSE. CO.  226 West Walnut St., Louisville, Ky.

SEE YOUR JOBBER!

Write! Wire!

PACIFIC AMUSEMENT MFG. CO.

4223 W. Lake St.  1320 S. Hope St.
CHICAGO • LOS ANGELES
ILLINOIS  CALIFORNIA
BALLY
PRESENTS WORLD'S
MOST COMPLETE
LINE OF PROVEN
MONEY-MAKERS

JUMBO  GIANT-SIZE 1-SHOT
PAYOUT TABLE
Recognized the world over as the greatest hit in pin game history. . . .
its giant metal ball roaming over a giant extraroomy field . . .
and its $3.00, $1.50 and $2.00 payout . . . give players the biggest ticket's
worth of action . . . and results in record-breaking collections.
Get your share!
PAYOUT MODEL: $89.50  TICKET MODEL: $97.50

PROSPECTOR
1-SHOT PAYOUT PIN GAME WITH MYSTERY AWARDS
Sensational Double Payout Feature . . . dice $1.50 on the board
and Mystery Winners up to $5.00. . . no wonder
they stand in line to play this glittering golden game!
Plenty of spots waiting for PROSPECTOR . . .
so order today!

SCRIMMAGE
FOOTBALL HIT OF THE YEAR
WITH LIGHT-UP SCORE BOARD AND ANTI- TILT
Duplicates every play in football . . . from kick-off to touchdown . . .
every scoring play is instantly flashed on the Light-Up Score
Board . . . designed no merchant can check both Score and Anti-Tilt
without going near the machine. 10-BALL PLAY.

BATTLE
IN THE "FRONT LINE" FOR ACTION
AND THRILLS!
See BATTLE'S new Double Hit Scoring System . . .
Progressive Score Idea . . . Light-Up Totallers . . .
and Kicker-Action Light-Up Back-Board! Hear the racket-tat of machine-gun Sound Effect! You'll
understand why operators everywhere are rushing to join the BATTLE army! If you aren't in profits, shoot at your BATTLE . . . order today!

HIGH-HAND
THE DIAL DEALS A POKER HAND
Dial spins when coin is deposited. Player shoots 5 BALLS to beat the
Poker Hand. "deals" by the Dial! Fast play and powerful Poker
appeal issues big profits for you. Order from your nearest Jobber.

666
LIGHT-UP SCORE BOARD
LIGHT-UP ANTI- TILT
No dizzy tricks on 666 . . . just plenty of smooth, speedy ball action,
obtained by the clever use of good old-fashioned pins (Spots, how
the public loves 'em). 666 is easy to understand, easy to play, easy
to add up, and easy on the player. And the 3-WAY AWARDS give
you a different game every time you change the score—
cards! Immediate delivery . . . order today!

BALLY MFG. CO.
2640 BELMONT AVE.  CHICAGO, ILL.
Bally Pin Games Licensed by Consolidated Pin Corp. (No. 5,002)
Pat. 5,002. Bally Pin Game 981,500. All by Art Pat. Corp. (No.
451 WEST 47TH STREET  NEW YORK, NEW YORK

PROSPECTOR  40" by 20"
SCRIMMAGE  40" by 19"
BATTLE  44" by 22"
JUMBO  44" by 22"
There is more to this business of jobbing than just selling machines dependent service reliable counsel and a helpful attitude are a major part. You get all that and more at Calcutts.

**PROFITS for OPERATORS**

**TICKETTE**

1 or $10.95 New Mechanism — Used Only 1

**SILENT GOLDEN BELL**
The Original Gold Award Mechanic! Perfect condition.

**SILENT JACKPOT BELL**
Double visible jackpot features

**MONEY GOLDEN VENDED**
The most popular machine in the entire Mills line.

**WILLS JACKPOT F. O. K.**
An excellent machine for very high grade business in good condition. With Burette Jacked, 10 Play...

**EXTRA SPECIAL**

1. **ABSOLUTELY BRAND NEW MILLS GIANT**
   - **JACKPOT**
   - **Mystery**
   - **Supplies**

2. **EVERY BATTERY, 20 to 50 Pack**

3. **AMERICAN FIVE STAR BALL GUM**
   - **Per Case**

4. **TICKETTE TICKETS**
   - **For 1000**

5. **TRAFFIC-WHIRLPOOL TICKETS**
   - **Per Bag**

6. **COLLECTION BOOKS**
   - **Per Dozen**

7. **SERVING MACHINE COVERS**

**NEW LOW PRICES**

**GUARANTEE**

We guarantee full value for your money whether you purchase now or next year. BRAND NEW MACHINES — ALL LATEST RELEASES

**MILLS BALANCE $39.50** Immediate Delivery

**WAGON WHEELS** $19.75 Immediate Delivery

**"JUNIOR" $9.50 New Counter Game** ORDER YOUR SAMPLE TODAY!

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**BARGAINS IN USED MACHINES — IMMEDIATE DELIVERY** ORDER FROM THIS LIST — WRITE FOR CATALOG

**WANTED SLOTS for CASH**

Mills Excitement, Silent Double Pocket Bells (10 Bell Bells): Blue Transparent and Exotic Arrangements. In either $5, $10, or $25 quality. Also Mills Model 27's in 1½ and 2½ Play.

**Terms:**
- One-Third Deposit with Order — We Ship C. O. D. for Balance Due.

**References:**
- Any Bank in Fayetteville.
AN AMAZING FAST SELLER

SATIONAL

NO. D168--A fast seller of money because it is ideal grab bag. It attracts attention in a store window. Each box contains 3-4 items of flannel, underwear, stretchers, brassieres, and knickknacks. It is a wonder money maker for you.

WHAT IT Contains

The "Big Value" Box gives you a value of $2.15. It is claimed that this box contains enough items to make it a money maker for you. Each box contains 3-4 items as follows:

1. A men's shirt with pockets.
3. A pair of underwear.
4. A pair of brassieres.
5. A pair of stretchers.
6. A pair of socks.
7. A pair of shoes.
8. A pair of gloves.

COSTS YOU $4.95. SELL TO DEALER FOR $9.95. BRINGS IN $15.00.

HIGH QUALITY TIE SET


SHAVING DEAL

NO. D73--Consists of 10 Gillette Blades, 1 tube of shaving cream, 1 shaving brush and 1 shaving bowl. Sample, 10c. Dozen, $1.40.

GEORGEOUS PERFUME FUMBLE DEAL

NO. D428--Consists of 4( 3/4 oz.) bottles of different perfumes, each in its own bottle and holder. All come packed in an attractive box. Sample, 10c. Dozen, $1.26. Gross, $11.00 each.

CIGARETTE LIGHTER

NO. DB38--Octagonal, sharpened, Dependable, nothing to get out of order. Sample, 5c. Dozen, $1.00.

SLEEPING DOLL

NO. Co40--3"x 5"x 2 1/2". Each, $1.00. A very popular doll, which comes with a large assortment of clothes and accessories. Each, $1.00.

BRINGS IN $4.16 Each.

BEACON TORA INDIAN DESIGN BLANKET

NO. Co43--With brown and red. Sizes, 80x80. A very popular blanket, which comes with a large assortment of designs and patterns. Each, $2.00.

LADIES' KINNOW OR KIMONO

NO. Co15--10 oz. silk or cotton, lined, or unlined, depending on size. Each, $1.50. BRINGS IN $7.50.

220 NEEDLE MEN'S DENIM

NO. CS18--Men's 10 oz. denim trousers, made of Goodrich denim, construction. Each, $1.00. BRINGS IN $10.00.

FOR CONCESSIONERS-OPERATORS-SALESMEN. SEND FOR THE NEW WHOLESALE CATALOG TODAY

AN EXTRAORDINARY DEAL

NO. D176--A grab bag that is designed to appeal to men. Contains a variety of items, including Underwear, Socks, Underwear, and Knickknacks. Wholesale Sample Set, 5c. Dozen, $1.50.

4-PIECE DEAL

NO. D109--Consists of 24-36-40-48, and 72. Each, $1.00. BRINGS IN $12.00.

7-PIECE LADY ALICE DEAL

NO. D99--A combination that is designed for ladies. Contains a variety of items, including Underwear, Socks, and Knickknacks. Wholesale Sample Set, 5c. Dozen, $1.50.

FOLDING CAMERA

NO. 923--Contains 4 3/4 x 5 1/4 pictures. Not on adjustment for other instant pictures. It is a perfect gift for any occasion. Each, $1.50. BRINGS IN $15.00.

TERMS

All prices are F.O.B. Le Center. Freight prepaid with C.O.D. orders.

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