MING-TOI
Internationally Famed Dancer
Check THIS DATE NOW DECEMBER 18

First Forms for THE BILLBOARD'S 41st Annual Amusement Review and Holiday Greetings Number

Start To Press On That Day! Last Forms Close December 21

PROFESSIONALS

Build up prestige for your act and sell it to talent buyers everywhere thru an announcement or advertisement in The Billboard's Review and Greetings Number. A big reference issue where your message will receive excellent attention.

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The Billboard Publishing Co.
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NEW YORK
Palace Theater Bldg.
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6th Floor, Woods Bldg.
Central 8480.

ST. LOUIS
370 Arcade Bldg.
Chesnut 0443.

DALLAS
401 Southland Life Bldg.
Chesnut 1-8202.

PHILADELPHIA
1322, Lamport Blvd.
Madison 6995.
WPA IN RED TAPE TANGLE

Compromise 802-WPA War

Threat of musician strike on relief projects averted
-to ask inquiry

NEW YORK, Dec. 7. - Compromise ended the threat of a musician's strike on all Works Progress Administration projects. The WPA project meeting on the amount of work required and the musicians giving in on their protest against admission charges. The first of the nine concerts of the 1933-1934 season will be presented in New York next month.

FERA Buying of Foreign Music Brings Sharp MPPA Objections

NEW YORK, Dec. 7. - A protest against the buying and use of foreign editions only of certain non-copyrighted musical works by the Federal Relief Administration, management and musicians was made today by the American Society of Composers, Authors and Publishers, and the National Association of Music Publishers, which has also been a target of attacks from the organized musicians.

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HOLLYWOOD, Dec. 7. - Equity members doing picture work will have to join the Screen Guild, according to a ruling by the Screen Guild, which is a branch of the American Federation of Radio and Television Workers, and is the first time that Equity has been asked to join a guild in Hollywood.

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IA-Company Confabs Begin, No Immediate Strike Threat

IA head in N. Y. for talks with producer and circuit execs—demands no "discrimination" on studio jobs, outing of IBEW men in theaters—corks study legal angles

NEW YORK, Dec. 7—The threat of a strike by projectionists in circuit theaters throughout the country won for the International Alliance of Theatrical Stage Employees much of the support of other workers in the film industry. George E. Brown, president of the IA, arrived here from Washington yesterday, as did Leo Spits, new IBEW president. "The whole business is going slow," said Brown. "In Hollywood, there is no talk of a strike, and there is no talk in the East." The IA has pledged not to call any meetings of producers, such as those in the Midwest last week.

It is expected that Brown will demand that IA members eligible for studio jobs will not be denied employment, and that all members of the International Brotherhood of Electrical Workers be seated at producer-affiliated theaters. Article 8 of the producers and circulation.

(See IA-COMPANY on page 77)

"Legion" Hit Abroad

NEW YORK, Dec. 7—Emmett Lavery's 6" First Legion, play about the Jesuits which scored nicely in New York last season and even better on tour, is being brought to England by producer John H. Hurry. The film has been produced in Budapest. Critical acclaim in both countries was terrific, and extensive theatregoing is expected.

Kleibacker to Cedar Rapids

CEDAR RAPIDS, Ia., Dec. 7—Producers Kleibacker, of Pittsburgh, has signed a contract for the production of a new play to be presented at the Geary Theater in New York City. The play will be "Le Quex," a new play by Samuel Shore, playwright and producer, and will open at the Strand Theater on December 17.

Fair Business on Stem Prior To Usual Pre-Christmas Slump

NEW YORK, Dec. 7—Last week was a far cry from the time of the "natural" Christmas noon. Between 70,000 and 80,000 business men arrived in the city, as they had been doing all week. The weather was fine, and the atmosphere was festive. The business men were greeted with a cheer by the workers, who had been on strike for several days. The strike was called by the International Alliance of Theatrical Stage Employees, who demand an increase in wages and better working conditions. The producers have offered to meet the demands, and negotiations are continuing.

Personal Columns New Medium As Night Clubs Chisel Bookers

PHILADELPHIA, Dec. 7—It has been a long time since bookie/news columnist columns have appeared in the local newspapers. A notable exception is "W. J. A. Detroit," a newspaper column that has been popular for many years. The column, written by William J. A. Detroit, covers the activities of the local gambling ring. The column is syndicated and appears in many newspapers across the country. The column is known for its detailed coverage of the gambling world, and is a favorite among bookies and gamblers alike.
The American Bar is the favorite rendezvous for so many show people that they won’t miss stalling a permanent spot. It’s also a good spot for a good, expert barman with the finest ingredients.

SPOTLIGHT PLEASE

THE AMERICAN BAR of the HOTEL TIMES SQUARE 43d Street West of Broadway, New York

SHOW PRINTING

THE QUALITY KIND that artists and play people should have for their Souvenir Programs. Make your order now at low prices. Paper: Brilliant, Brilliant Blue Colors. Text can be supplied. Rubber Stamps. Posters, Cards, Heraldic Banners. Write for Price List and Samples. CENTRAL SHOW PRINTING CO. MARION CITY, IOWA

SEDAN STAGES ECONOMICAL - RESPONSIBILITY LICENSED LICENSED New York-Cleveland, 14 hrs., $6.50 Cleveland-Chicago, 28 hrs., $6.00 New York-Chicago, 24 hrs., $6.50 New York-Indianapolis, 8 hrs., $6.00

WANTED Young Episcopal with speicalization in General Business Law. Young women with experience as secretaries. Young men with experience as bookkeepers. Any applicants must be well-educated, preferably college graduates. Salary up to $2,000 per year. Write for further details.

DOUG MORGAN & HALEY CO.

WANTED ADVANCE MAN TO WORK ON HALLMARK APP in the New York Studio. Must be able to work with 24-hour day system. SEECAST, P.O. Box 10, New York, N. Y.

WANTED All kinds of Chinese actors—Dancers, Jugglers, Ringers, etc. Write for full details.


At Liberty—Boo and Mary, Merchants. Rex, West 66th Street, New York City. Hevia, 5 ft. 8 in., 138 lb. (Green, Ligonier, Pa.)

Blau Back in Legit

NEW YORK, Dec. 7—Blau Blau, legit producer, who has been inactive for the past two years, is returning to the producing field. He has opened offices in the Nether House, 1021 Broadway, New York City, where he says he will remain.

FEATURE NEWS

THE AMERICAN BAR

Vaude on Equal Basis With Others In FT Project, Says Mrs. Flanagan

NEW YORK, Dec. 7—Answering a direct inquiry from The Billboard as to the possibility of handling vaudeville projects, Mrs. Flanagan, federal theater project director, says 2,164 professional workers are working under the new plans in a variety of circus projects already approved and in many cases, already in operation in seven locations throughout the country. Projects are located at New York, Chicago, Atlanta, San Francisco, and two other cities.

Mrs. Flanagan quotes figures in Chi Operators

CHICAGO, Dec. 7—Reorganization of the local operators’ union was completed yesterday when the membership received local autonomy and elected officers.

Operators are Peter Shabara, president; Glenn Sweeney, vice-president; Reul Bishop, secretary-treasurer; Frank Clifford, business agent, and Robert Burns, business manager."

Checkroomers Fear Old Law

Ban on women after 10 p.m. may be enforced—license fees paid

NEW YORK, Dec. 7—Checkroom attendants in this city are now paying a $9 annual license fee. The new law went into effect November 1 and inspectors are now covering checkrooms in night clubs, hotels, restaurants and theaters to see if women work. A recent law was ordered enforced by the Labor Department last spring. The local Checkroom Attendants’ Union protested and won a

Mrs. Sadler Under Knife

LUBBOCK, Tex., Dec. 9—Mrs. Harley Sadler, wife of the well-known Texas tenor soprano, underwent a major operation at West Texas Sanitarium here yesterday. She is reported to be doing nicely.

Impressive Airing Opens NBC Studios

NEW YORK, Dec. 7—The National Broadcasting Company opened its new Hollywood studios, located in the Consolidated Laboratories Building, Saturday, with an impressive and showmanly broadcast which ran for two and a half hours.

Chorus Equity Notes

DOROTHY BRENT, Executive Secretary

Twenty-five new members joined the Chorus Equity in the past week. Among the new members is a group of claimants for Nance Lee Blaine, Adele Amsden, Dorothy Bishop, Sallie Cates, Gladys Harris, Elsa Hedlin, Mabel Huyso, Marion Hymen, Dorothy Mallow, Evelyn Page, Carol Ralph, Gladys Roane, Dorothy Robinson, Fred Ross and Myra Scott.

WILL YOUR ORCHESTRA BE LISTED IN THE BILLBOARD ORCHESTRA DIRECTORY?

Hundreds of orchestras in all parts of the country have already sent in their requests for listing in The Billboard Orchestra Directory—the most complete directory of all available orchestras. If you haven’t sent in your request for identification of your orchestra—do it now! Just fill in and mail the coupon below. THERE IS NO CHARGE AND NO CHANGE.

FOR FREE LISTING

Mail This Coupon Today!

NAME

PERMANENT ADDRESS

MANAGEMENT

A Hotel of Homes

—NOT MERE ROOMS

... favored by show people... combining the charm of an ocean resorts, usual with large foyers and the convenience of a complete serving pantry. Accessible located on Broadway, yet away from the noise and din of Times Square.

HOTEL BELVEDERE

319 W. 48th St., New York City

JOE REYNOLDS, Manager

Hotel America

145 West 47th Street, New York City

Under New Management

ATTRACTION RENTALS

Rehearsal Hall Available to Guests

HOTEL GRANT, 8 N. Dearborn St., Chicago

Special Theatrical Rates. Two blocks from State Street

This Year POSTAL TELEGRAPH Offers— Special Holiday Greeting Service Throughout the United States for only 25c

There is a variety of prepared text messages from which to choose your greetings will be delivered on attractive colored blanks in special envelopes. Christmas or New Year's messages may be sent to any address. If you prefer to write your own greetings you may do so at the Special Holiday Greeting price of 15 cents (extra words for a slight additional cost).

Application for these services has been filed with the Federal Communications Commission.

KANE BROS. WANT

Burlapence People all lines for three companies; all stocks. Comics, Straight Men, Singing and Dancing Juveniles, Principal Women, Number Performers. Can give above people several weeks' consecutive work if capable. Also want 20 young experienced shapely Chorus Girls. Permanent engagement. Write or wire JAC K KANE, Colonial Theatre, Indianapolis, Ind.

WILL YOUR ORCHESTRA BE LISTED IN THE BILLBOARD ORCHESTRA DIRECTORY?
**Mexican Interference Again Kills Gulf Area Reception**

Deep South finds conditions getting worse all over, especially New Orleans, which is unable to get big watters from other parts of United States.

**NEW ORLEANS, Dec. 7—Again the Mexican evil that in recent years threatened the radio broadcasting industry of the Gulf of Mexico area is "marching on" with the same rate of advance as in 1927. The effects of the "blitz" in mid-August are now being felt in this area; for that, a time when the turning point of the depression era in the region's history was being reached. All over the Gulf Coast, station managers are finding it necessary to curtail schedules, and all over the South, news agencies are reporting a widespread feeling of depression and concern.

**Chilton Buys WG**

ATLANTA, Dec. 7—WG has been purchased by Mr. and Mrs. Charles E. Chilton, who operate a national advertising agency in Atlanta.

**WBT Seeks Football Again**

CHARLOTTE, N.C., Dec. 7—WBT is sending Charles E. Choynok, program director, to the meeting of the Southern Intercollegiate Conference.

**Phil. Educator Believes Radio Limited Factor in This Field**

PHILADELPHIA, Dec. 7—Radio, carrying its message into the home and into the heart of the community, is a vital factor in education, according to Dr. Edward H. Garcia, superintendent of public schools in Philadelphia. He believes in the future of certain aspects of radio, particularly in the home, but also in the classroom.

**ET's 1936 Status Still Unsettled**

NEW YORK, Dec. 7—Conference between broadcasters and John Q. Parke, chairman of the board of the United States broadcasting company, was held today. The situation was described as "critical," and it was agreed that further conferences would be held in the near future.

**WATL's New Studio**

ATLANTA, Dec. 7—WATL inaugurated its new studio in Decatur, Ga., with a gala opening on December 1st. The station is housed in a new building on the outskirts of town, and features modern equipment.

**Supreme Court Grants Wash. Stations' Appeal**

OLYMPIA, Wash., Dec. 7—The Supreme Court of the United States has granted a stay of execution of a $5,000 fine imposed by the Federal Radio Commission on two Washington radio stations, KJR and KOMO, for alleged violations of the Communications Act.

**WMFN Back on Air; Of Three Months**

CLARKSDALE, Miss., Dec. 7—Radio station WMFN, which was forced off the air for three months, has been granted a temporary license to return to the air.

**NBC Augments Sales Promotion, Ad Staff**

NEW YORK, Dec. 7—Changes in the organization of the NBC Radio division have been announced by H. F. Stern, head of the department, and the executive personnel being affected by transfers and promotions.

**Michigan Network Notes**

DETROIT, Dec. 7—There have been recent changes in the personnel of the Michigan network, including the appointment of new managers and the addition of new stations. The Michigan network is currently active in several major metropolitan areas, including Detroit.
OFFERS ARE IN STRONG

Premiums Definitely Recognized As Medium for Learning Appeal

Over 60% of network advertisers now find offers as being useful method of gauging audience and coverage — premiums of positive value compared to contests

NEW YORK, Dec. 9.—That the majority of network and local advertisers now regard the offer of a premium as an important part of their advertising program and generally has been a fact. The recent experiment in which some of the network companies offered premiums to listeners of their programs has shown that this is the case. The figures on the audience increase have been very encouraging. As a result, the advertisers are now making offers of material of greater value, and the premiums are generally more attractive. The advertisers are also making offers of material of greater value, and the premiums are generally more attractive.

PREMIUMS Now by network advertisers are no longer a "key" whereby it may be ascertainable that a network is appealing to men or women, or both; whether any given area is being covered by advertising, determines in a great degree the figure of the situation. Procter & Gamble, for instance, has made a large medium of their offers. Preference are also shown in the greater interest of the audience and the greater interest in a program that interests a large number of network advertisers, is advertised and is listened to by more persons.

Positive Medium of Appeal

The following is a complete list of NBO ads to be published:

KELLOGG COMPANY — Two programs "Kellogg's of the Air" on network, Tuesday and Wednesday, 7:30-8:00 p.m., "The Kellogg Family" on network, Thursday, 8:00-9:00 p.m.; also "The Kellogg Family" on network, Thursday, 9:00-10:00 p.m., on network, Friday, 9:00-10:00 p.m., and "The Kellogg Family" on network, Saturday, 9:00-10:00 p.m.

PROCTOR & GAMBLE CO. — "Victor and the Devil" on network, Saturday, 10:00-11:00 p.m., "The Victor and the Devil" on network, Sunday, 11:00-12:00 p.m., "The Victor and the Devil" on network, Monday, 12:00-1:00 p.m., "The Victor and the Devil" on network, Tuesday, 1:00-2:00 p.m., "The Victor and the Devil" on network, Wednesday, 2:00-3:00 p.m., "The Victor and the Devil" on network, Thursday, 3:00-4:00 p.m., "The Victor and the Devil" on network, Friday, 4:00-5:00 p.m., "The Victor and the Devil" on network, Saturday, 5:00-6:00 p.m.

HOLLIECOTT Malted Malt Company — "Holliecott's Malted Malt" on network, Sunday, 8:00-9:00 p.m., "Holliecott's Malted Malt" on network, Monday, 9:00-10:00 p.m., "Holliecott's Malted Malt" on network, Tuesday, 10:00-11:00 p.m., "Holliecott's Malted Malt" on network, Wednesday, 11:00-12:00 p.m., "Holliecott's Malted Malt" on network, Thursday, 12:00-1:00 p.m., "Holliecott's Malted Malt" on network, Friday, 1:00-2:00 p.m., "Holliecott's Malted Malt" on network, Saturday, 2:00-3:00 p.m.

HOUSEHOLD FURNITURE CORPORATION — "The Musical Furniture" on network, Tuesday, 8:00-9:00 p.m., "The Musical Furniture" on network, Wednesday, 9:00-10:00 p.m., "The Musical Furniture" on network, Thursday, 10:00-11:00 p.m., "The Musical Furniture" on network, Friday, 11:00-12:00 p.m., "The Musical Furniture" on network, Saturday, 12:00-1:00 p.m.

FISHER & HANCOCK LTD. — "Fisher & Hancock Ltd." on network, Sunday, 8:00-9:00 p.m., "Fisher & Hancock Ltd." on network, Monday, 9:00-10:00 p.m., "Fisher & Hancock Ltd." on network, Tuesday, 10:00-11:00 p.m., "Fisher & Hancock Ltd." on network, Wednesday, 11:00-12:00 p.m., "Fisher & Hancock Ltd." on network, Thursday, 12:00-1:00 p.m., "Fisher & Hancock Ltd." on network, Friday, 1:00-2:00 p.m., "Fisher & Hancock Ltd." on network, Saturday, 2:00-3:00 p.m.

PEPSI-COLA COMPANY — "Pepsi-Cola" on network, Tuesday, 8:00-9:00 p.m., "Pepsi-Cola" on network, Wednesday, 9:00-10:00 p.m., "Pepsi-Cola" on network, Thursday, 10:00-11:00 p.m., "Pepsi-Cola" on network, Friday, 11:00-12:00 p.m., "Pepsi-Cola" on network, Saturday, 12:00-1:00 p.m.

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ANNOUNCING staff of KROW, Oak-land, California, has been on a series of interruptions this past week. Dick Stimson, the Domesday (now probationary writer, has gone on vacation for the moment. Dody Manlove, feature assistant, has been ill, and is now better. Miller, one of the editors, has been away for the past six weeks, but is due back this week.

WILLIAM SCHUETZ, jr., manager of WPT, Charlotte, N.C., is in New York this week on another of his personal appearances for the benefit of the city.

TOWER CONSTRUCTION of the St. Norbert (Wis.) 1,500-watt station, WTRG, which is due to begin operating around January 1, will be announced shortly.

WPT, Philadelphia, has given a spot to Charley Stark's Minstrel, first show being December 5. Otto O'Toole is the host. Otis, the singer, Erwin Thomas, Dan Barry and Charles Schuman's Orchestra will be on the show.

WMIS, Nashville, is following its first program to the NBC network, called Memphis Minstrels and other Negroes.

CAROLINA HILLBILLIES' string music program on WHB, Greensboro, N.C., has been signed by a local laundry company for the fourth consecutive year.

DAVE BYRN, formerly of WXY, is now working at WHB, Dayton, O. Two days before joining the station he was married to Irace, of Port Washington.

"UNCLE WIP," of WIP, Philadelphia, celebrates a "birthday" this week on the station, the first show being the introduction during the program. They are the Granger's, choral group from the Sismoni Opera House.

TIDAL WAVE MOUNTAINERS of KTRB, Houston, are now sponsored by the Texas Star Flour Mills of Galveston.

RCA-VICTOR COMPANY's Charlotte, North Carolina, sales office has named a new man on WPT, plugging its new radio program. Program arrives today, and his Dick Hartman and his Tennessee Ramblers.

WBO, Greensboro, N.C., is following its own program, to advertise, in its second week. Several spots have been placed in the vicinity of the line, and the program has been well received by its listeners. Station also uses space in daily and weekly papers near by.

HOMER GRIFTH, the "Friendly Philosopher" is now on WJZ, Chicago, where he was eight months for the same account. The company formerly used the same station on WBBM, but this is now going to the Household Magazine.

PRESBY, Peters & Presby handle both accounts.

HUGH BROOKS, announcer, who recently joined WIP, Philadelphia, moves to the same city, to be replaced by Gene Morgan. Latter returns to the station after a nine-month layoff because of his health.

ERNE STSMITH and Harold Gray have started a new music program, "The Voice of Oklahoma," on WHB, Greensboro, N.C. Gray was formerly with WSBV, Washington.

SOUTHLAND LIFE Insurance Company has renewed its weekly program, "KING'S MINSTRELS," on the 15-minute slot. Company has reported a 15 per cent increase in business, credit and radio, the only medium used. Company uses an hour variety show.

New Biz, Renewals

NEW YORK, Dec. 7—New accounts and renewals on the Columbia Broadcasting System for December 1.

CAMPBELL SOAP CO., thru F. W. Kallison, Armstrong Co., one time only. December 1, 11:30-11:45 p.m. and January 1, 11:30-11:45 p.m. and 12 midnight. "Dicks" Henry, Christmas Carol.

CLINTON CLUB CO., thru W. J. Aver & Son, Inc., New York. December 1, 9:30-9:45 p.m. and 9:45-10:00 p.m.

Lester's Orchestra. December 1, 9:30-9:45 p.m. and 9:45-10:00 p.m.

NEW ORLEANS

New program reported by Louisiana and Mississippi radio stations this week are:

NEW YORK

"ENAMEL COMPANY," direct, 15-minute program, "The Importance of Improving Style," Tuesday nights.

"BROOKLYN BRIDGE EXCHANGE," three days a week.

"NEW YORK TIMES," three days a week.

Philadelphia

LEVIN'S FUR SHOP, placed direct, Monday through Thursday, 10:30-11:30 p.m., with new spot announcements, five per week.

LOUIS PAL'MBO INC. CO., (coffee), placed direct, Thursday, 10:30-11:30 p.m., with new spot announcements, two per week.

"KENT FUR CO.,” thru Broadhurst Agency, Sunday, 9:30-11:00 p.m., with new spot announcements, one per week.

"ARCADIA INTERNATIONAL HOTEL," placed direct, Wednesday, 9:30-11:00 p.m., with new spot announcements, two per week.

Ed Weems,
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Reopening in the
EMPIRE ROOM
The PALMER HOUSE
CHICAGO, JAN. 10
Now on Tour
Walter Bros., KRO Theaters.

Eddie Leonard, Jr.
Harry A. Rosen, Representing M.K. Bass, Radio City, N.Y.

Charles Carlisle
New Arranging at
BOOK-GALLANT HOTEL, Dune, Ill.

Frank Ross
PIERRE & SCHUSTER
THE M. BROADWAY, NYC.
Breen-De Rose-Sannella

Brenn-Rose on the West Coast. The "Sweethearts of the Air," Mae Breen and De Rose, will spend the remaining months of the year in Hollywood, appearing in a series of pictures for the Hal Roach organization. This move, they say, is due to the fact that the \( W \& G \) network has failed to renew their contract. Mr. Roach's interest in aviation is well known, as he is the co-owner of a large airline. Both Breen and De Rose are married to drummers, and they will continue to perform with their bands in New York for the duration of their contracts with \( W \& G \).

\[ \text{Network Song Census} \]

Selections listed below represent the Billboard's accurate check on these networks, via WJE, WAGS, and WARSA:

- \( \text{WJE} \), \( \text{WAGS} \), and \( \text{WARSA} \)
- \( \text{JAZZ} \), \( \text{CONCERT} \), \( \text{ASC} \), and \( \text{CBS} \)

On this broadcast, our guest performer is Rod Goldberg, a well-known vocalist and pianist. His regular series, "Rod Goldberg's JAZZ BAND," will be heard in the second half of the program. Goldberg's music is characterized by a relaxed, swinging style that has won him a loyal following among jazz enthusiasts. His band features some of the finest instrumentalists in the business, and their performances are always highly anticipated.

\[ \text{NEW BIZ} \]

(Continued from opposite page)

John X. Longhoun, assistant editor of the magazine, has been on the lookout for new spots for his \( \text{WJE} \) network. He has discovered four or five early morning spots, during which he talks about anything connected with aviation. We should hear more of his aviation interests as the weeks go by.

\[ \text{Six-Day Bike Race} \]

\( \text{NEW BIZ} \)

Radio Reviews

B. B. Harris

B. B. Harris is now appearing in a new series on KBCA, KFAP station, for the past four weeks. He also broadcasts from his new 14-hour series on KFCO.

H. S. Harris

Fred and Wilma. are trying out a new series on KFAP, KFAP station, for the past four months. They also broadcast from their new 14-hour series on KFCO.

\[ \text{Saturday Night at the Movies} \]

Fred and Wilma. are trying out a new series on KFAP, KFAP station, for the past four months. They also broadcast from their new 14-hour series on KFCO.
AIR BRIEFS

By JERRY FRANKEN

FRED WARING takes a flock of showbills to Philadelphia Thursday (12) in connection with his suit against the WDSN for using one of his recordings. Among the songs he will bring are "Spring in Berlin," "German Splendid," "Los Angeles," "Johnnie Ray," "Walter Hagen," "Teddy Cook" (New York World-Telegram), Bobby Crosby, Sam Takesh, of Local 902, who has sold his recording rights to Ben Bern. All will testify in behalf of the local Thursday.

New York City's Police Department will continue its radio campaign for safety thru 1955. The department has a pool of two, Paul Hanlon, a former engaging advertising agency and asking them to join the CBC board in conjunction with their campaign on their commercial program. William Amman is in charge of safety in this connection. Department has 4000 songs already.

WOR-MBS have exclusive on the broadcast of the American Football Coaches Association at Madison Square Garden to be held Tuesday, February 1.

Guy Bote, of the CBS continuity staff, has resigned to join the radio department of the Virginia Railway Authority Administration under Thaddeus T. Davis. Georgia Bote has returned to replace him. Both are said to have sold for another commercial, this time.

SALES

The pre-Christmas holiday rush finds radio activity on the local with plentiful advertising material, comprising spots, sound-movies, noiseless, etc. A number of programs are being featured, among them the International Horse Show, H. T. Dewey & Sons, wine merchants, who have added to their Grouch, and the producers' department staff. Hail from the west, where he produced network shows. Mathew Henning, of the WHN prexy department, returns from the west after ten months. Power renewed by John D. DeRosa, and after a year, Tom Powers is back on the air. Phil Lord (C.B. N.Y. W.B. and then to the broadcast right, broadest Amman is in charge of *lairs in this safety this HMS. The department has MX Bill Murray. Guy tomes too sod blow Walter Douglas. Gene Busk. Alton February 1.

THE BILLBOARD

The pm -Christmas holiday nets Ands... the lend Sere ere 'board in 110th. and babel Randolph. 4th.

The uninitiated may be taught how to start looking for an opportunity to get into radio, this ad offers an opportunity. "Amateur talent wanted immediately for the studio. Male and female, 18-25 years old. Dancers, voice artists, professionals, good amateurs also. Apply to Fred Waring for information. Auditions for road shows in the Philadelphia show. Use local contracts. Even the same ad is available for parties.

12. For some time it was said that the Metro Artists Bureau inserted three ads between the two papers for orchestras, singers, dancers and vaudeville acts. And George H. Roberts followed suit with his O & R for novelty acts, magic, musicals, and all other talent.

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Roosevelt opens another spot—Nutmeg leads the way in Vieux Carre

NEW ORLEANS, Dec. 7—Some sort of a rumor indicates that the Winter Bonn will be opened this week. This rumor is said to have come from the Blue Moon, a small club on the Eastside, where it is claimed that the Blue Moon has received an order from the New Orleans United States Government Board of Health to close down immediately. The Blue Moon is not likely to close down, however, because it is a very popular place for people to dance and listen to music. The Blue Moon is known for its excellent shows, and many people come from all over the city to see the blues. The Blue Moon is also famous for its delicious food, which includes roasted chicken, fried catfish, and gumbo. The Blue Moon is a great place to spend an evening, and it is sure to attract many more people this winter.

Better Programs in Cleveland

CLEVELAND, Dec. 7—Better programs are being announced this week in this city, and many people are looking forward to them. One of the best programs scheduled for this week is the Cleveland Symphony Orchestra, which will be performing at the Templeton Center. The orchestra will be conducted by the famous conductor, Maestro Valery Gergiev, and the program will feature works by Tchaikovsky, Mozart, and Beethoven. The concert is sure to be a hit with music lovers and will make a wonderful evening.

NIGHT SPOTS-ORCHESTRA

NIGHT SPOT REVIEWS

Better Acts in Cleveland

Marquette Club, Chicago

One of the best programs scheduled for this week is the Marquette Club, which is located on the South Side of Chicago. The club is known for its excellent food and drinks, as well as its great music. The club is scheduled to have a live band playing on Friday night, and the program will feature a variety of genres, including jazz, blues, and rock. The band will be led by a famous local musician, and the audience is sure to be in for a treat.

N. Y. Bookers Doing Rush Biz

As Favorited Ones Get the Graffy

NIGHT SPOT REVIEWS

Joe Howard's Showboat, New York

On the site of the old Madame's Club, this new spot is featuring Joe Howard, veteran songwriter, as one of their main attractions. Joe Howard is a legendary artist who has been entertaining audiences for many years. His music is a blend of blues and jazz, and his shows are always a hit with fans. The spot also features a variety of other acts, including a jazz band and a blues singer. The venue is located in the heart of the city, and the atmosphere is warm and welcoming.

Chi Hotels To Have Gay Holiday Season

CHICAGO, Dec. 7—A gay holiday season is being planned by all of the leading gay hotels in this city. The season will feature a variety of events, including tours of historic gay sites, as well as parties and concerts. The season will begin on December 1st and will run through the end of the year. The hotels will offer discounts and special packages for visitors who come to celebrate the holidays.

Green Room, Hotel Edison, New York

This hotel spot has become one of the leading gay friendly hotels in the city. The hotel is located in the heart of the city, and it is known for its welcoming atmosphere. The hotel offers a variety of services for gay guests, including a gay friendly bar and a lounge, as well as a variety of events and activities. The hotel is also known for its great location, as it is close to many of the city's top attractions.

Key Largo, Chicago

Key Largo is one of the most popular gay friendly bars in the city. The bar is located in the Loop area, and it is known for its lively atmosphere and great music. The bar is open every night, and it features a variety of acts, including live bands and drag performers. The bar is also known for its delicious food and drinks, and it is a great place to spend an evening with friends.

Chicago, Dec. 7—Among the best programs scheduled for this week are the Chicago Symphony Orchestra, which will be performing at the Symphony Center, and the Chicago Opera, which will be performing at the Civic Opera House. Both of these events are sure to be a hit with music lovers and will make a wonderful evening.

Green Room, Hotel Edison, New York

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NEW YORK, Dec. 7—Sammy Harris, former first-rate vaudeville booking agent, has turned night-club booker. He has joined the Jack Pomroy Offices, booking a flock of better class night spots in the East.

The former booking artist, with Sammy Harris doing the bookings, has spotted the opening show at the High Hat at 105 E. 51st St., a new spot in the near East. McGavac, formerly with Dick Goetz, has been put in charge of the new spot.

Jack Pomroy, with Sammy Harris doing the booking, has spotted the opening show at the High Hat at 105 E. 51st St., a new spot in the near East. McGavac, formerly with Dick Goetz, has been put in charge of the new spot.


dick buckley. orlando and rita, barbara may and pomroy girls complete new show which opened last week at the brown derby club, boston.


dick buckley. oranada and sue. barbrbara may and pomroy girls complete new show which opened last week at the brown derby club, boston.
BANDS AND ORCHESTRAS

ALT JARRETT and band are set for a limited engagement at the Netherlands Inn, New York, for two weeks. Mr. Jarrett, a former Associate Conductor of Victor Goldner's Orchestra, is filling dates through March with this project. Among his arrangements are "Softly, As I Leave You," "I'll Remember April," "The Trolley Song," "Swanee River," and others. The band is accompanied by a full-size organ. The orchestra will feature soloists on slide and mandolin, with the different numbers presented in a variety of settings. The band's repertoire includes works by composers such as Mozart, Beethoven, Tchaikovsky, and others. The orchestra's performances are designed to appeal to a wide audience, from classical music fans to those seeking a more contemporary experience. The band is known for its versatility and has performed at numerous venues, including the Apollo Theater, Carnegie Hall, and the Hollywood Bowl. The orchestra's leader, Alt Jarrett, is a well-respected conductor and musician, known for his innovative approach to music and his ability to inspire audiences.
RKO and Loew Show Signs Of Swing to Stage Shows

Both negotiate with N.Y. unions for reductions in demands—indicate use of vaude if cost be eased—Loew options attractions with a view to Midwest openings.

**NEW YORK**, Dec. 7—RKO and Loew are showing definite signs of contemplation for stage and/or show exhibits. Both companies have been negotiating with the American Federation of Musicians, Local 802, for reductions in their demands, which they may call upon to return to many of their former box-office orders. The Loew shows, using stage shows in only two of their eight, and the other four, have been slated to play in Midwest attractions in this territory on a spasmodic basis. This is seen by the fact that New York, Dec. 7—RKO and Loew are showing definite signs of contemplation for stage or show exhibits. Both companies have been negotiating with the American Federation of Musicians, Local 802, for reductions in their demands, which they may call upon to return to many of their former box-office orders. The Loew shows, using stage shows in only two of their eight, and the other four, have been slated to play in Midwest attractions in this territory on a spasmodic basis. This is seen by the fact that

**Montreal's Flesh Boom: Upwards of Dozen Spots**

**MONTREAL**, Dec. 7—After doing a rapid-fire tour across the country, the Princess Theatre, Smithville, has returned to New York for a special revival to open December 23 and play for three weeks. The show is produced by the Diamond Agency, and features a cast of four in the main spots. The Diamond Agency has been offering a new policy to its agents, providing a variety of shows for one-week engagements. The Princess Theatre is one of the locations where this new policy is being tested.

**Revues for Nashville House**

**CHICAGO**, Dec. 7—Having enjoyed gratifying results from regular bookings at the Girls' Club and the Royal Theatre, Loew's new revue, "The Magnificent Seven," is now being booked to stage shows. The revue features a cast of 18, including dancers and special numbers, and is scheduled to open at Loew's State Theatre in Nashville on December 14.

**Vaude for Winnipeg**

**CHICAGO**, Dec. 7—After playing for several weeks in the Canadian provinces, Loew's new revue, "The Magnificent Seven," is now being booked to stage shows. The revue features a cast of 18, including dancers and special numbers, and is scheduled to open at Loew's State Theatre in Winnipeg on December 14.

**Verne Buck Recovered**

**CHICAGO**, Dec. 7—Verne Buck, popular organizer, returned to his home in Chicago today, after a successful tour of the Midwestern states, where he was recovering from a severe illness. He plans to return to his work as soon as he is fully recovered.

**Jessel Set for State**

**NEW YORK**, Dec. 7—George Jessel will go to Iowa State University in December, and will make a tour of the state. He has been invited by the university to give a series of lectures on the history of vaudeville and its influence on American culture.

**Chesapeake Opening Xmas**

**NEW YORK**, Dec. 7—Henry Chesapeake's fine new theatre, the Metropolitan, is definitely set to open Christmas Day, with plenty of dancing. The house was set to open Thanksgiving, but postponement was caused by mechanical delays.

**Hyde Calls Rep Meeting**

**NEW YORK**, Dec. 7—A meeting of artists representatives, including the directors of the various major talent agencies, was held Tuesday at the Edison Hotel, where discussions were held concerning the future of the music industry. The purpose of the meeting was to inform the Pending Licensing Legislation Board of the current state of the industry and to discuss ways of improving it. The meeting brought about the need for an organization of reps, which will be held in a couple of weeks when a general meeting of reps will be held.

**Los Angeles Harbors 8 One Night Stands**

**LOS ANGELES**, Dec. 7—Fox-West Coast are going to stage shows for one-night vaude in eight of their houses. The shows are being billed as read-stand vaude. The shows, booked by the Loew's Music-Theatre Agency, are the Granada in Inglewood; Uptown, Inglewood; and the Capitol in the town proper.

**Billings This Thick**

**NEW YORK**, Dec. 7—Playhouse, Mor- neau, and others are making a special vaude show last night and tonight along with a double feature program in "Loew's This Week." The show included vaude shows and were not advertised. Among the acts were: (Loew's Vaudeville Circuit) Tosh Silver; (Loew's Vaudeville Circuit) Deane; (Loew's Vaudeville Circuit) "Fellers Barque;" Roberta, and White (Loew's Vaudeville Comedy Troupe), and the (New York Paramount Theatre Fislet).

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**"Venus" Unit Folds**

**PITTSBURGH**, Dec. 7—George Tyson's "Venus" unit has folded. The unit was under the management of Harriet Matron and Diaper y, and was presented in the last few weeks.

**Oberland Joins F & M Agency**

**NEW YORK**, Dec. 7—George Oberland left the Max Richard Agency this week to join the F & M Agency. He was formerly with the Royal and Loew agencies, and is now working for the F & M Agency.

**New Agency in Paris**

**PARIS**, Dec. 7—The operators of the Alhambra Music Hall, Renard, Hervieux & Peron, and Albert Teved, theatrical booking agent, have opened a new booking agency, France Music Hall, with offices in the Alhambra Building. New firm has a big slice of the Alhambra.
Sally Rand Taking Out Two-Hour Show

NEW YORK, Dec. 7—Sally Rand, who has been making the town hot with her vaude unit, will probably increase her show to two-hour length for a road-show tour of the Midwest following the hits. This will probably be done after the run of "The Will and the Werra," "Apeney," "Tent," and the like. This will be done after the run of "The Will and the Werra," "Apeney," "Tent," and the like. Miss Rand will retain her present cast, which has been increased to two and a half hours, and will continue to do one of the two-hour lengths at the Werra Theater. The "Tent" cast has been increased to two and a half hours, and will continue to do one of the two-hour lengths at the Werra Theater. The "Tent" cast has been increased to two and a half hours, and will continue to do one of the two-hour lengths at the Werra Theater.

Detroit AFA's Social Events; Active in Salary Collections

DETROIT, Dec. 7—The American Federation of Actors is sponsoring a President's party tonight at the Wolverine Hotel, its first major social event. Charles Johnson is chairman of the committee. All food and other items have been donated by merchants and friends, and the entire proceeds will be used for the relief of destitute actors. peeled actors, and the committee will have a Christmas dinner at the Wolverine and is expected to raise an important amount of money to spend at Christmas at the APA headquarters.

Rhode Island Houses Open

PROVIDENCE, Dec. 7—Two houses reopened Thanksgiving Day after being closed for the past 10 years. The Majestic and the Strand. William Powell returns as manager of the Majestic, having recently joined the management of Bernard Levy. Running films and stage shows, with the latter last week, the opening show was "The Dead End's" theme.

Sailings for Europe

NEW YORK, Dec. 7—There were many sailings from this week for engagements in Europe. "Chaz Chaise" and "Low Leslie," called yesterday on the Majestic, were scheduled for the North Atlantic, Gouda Velos, Cliff Whitley, Al Traken and Walter Dure Dall sailed today on the De Beers.

Vaudville Notes

VAUDEVILLE NEWS

December 14, 1935

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Vaudville Broadcast's Second

NEW YORK, Dec. 7—The Broadway Bandbox, WOR broadcast from the stage of the New York Theater has been moved by the Broadway Broadcasting Company, will stage its second show this weekend. Guest artists will be Janet Brine, Bert-Joe Wallace and Arthur and Morton Havel. Pat Rooney and the George Halley Orchestra are permanent features of this program.

Tom Harris Leaves Russell

DETROIT, Dec. 7—Tommy Harris, veteran vaude booking, has left the Harry Russell office. He is associate booker with another local office. Harris is secretary and treasurer of the American Federation of Actors, an active member because of his position as a booker.

Tom Curran Seriously Ill

NEW YORK, Dec. 7—Tom Curran, RKO agent for many years, is seriously ill from stomach trouble. He was reported from his home in New Jersey this week to the Flower Hospital, and the next day from the hospital to his Garden Island home, seriously ill from stomach trouble. He was reported from his home in New Jersey this week to the Flower Hospital, and the next day from the hospital to his Garden Island home, seriously ill from stomach trouble. He was reported from his home in New Jersey this week to the Flower Hospital, and the next day from the hospital to his Garden Island home, seriously ill from stomach trouble. He was reported from his home in New Jersey this week to the Flower Hospital, and the next day from the hospital to his Garden Island home, seriously ill from stomach trouble.

MATE FIELDS

(Donald Bolen)

MANAGERS

DONALD BAILEY, 247 Free, 6th Ave., New York City.

NORAYDE BROWN, 141 W. 47, New York, N.Y.

STANDUP ILLUMINATED SANDING IN STATIONS

(Continued from last page)

JIMMY LUNCEFORD AND HIS ORCHESTRA

December 13 to 26th

CHRISTMAS HOLIDAY DANCES

ELIZABETH HAROLD OSLEY

17 East 49th Street

New York, N. Y.

MADALYN NOTES

- A New Personality plus...

CLASS, CHARM, ARTISTRY

presenting her outstanding Novelties

DOUBLE CANE TAP ROUTINE

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT YOUR ADDRESS.
Loew's State, New York
(Revised Friday Evening, December 4)

Milton Berle is back at the State again with one of his own revues, and this time he's getting the top figure of $2,000. Looks like impressions week, with Helen Charleston doing impressions of film celebs, Sid Caesar in impressions of all things Berle, and Berle giving an impression of a spotlight stalker. No doubt that's an outstanding performer and that impression prompts him to overwork, but too much of anything is always wearing. The stage show, as a vaude unit, is thereby necessary except for the items of Berle overworking and the show running an hour and 29 minutes. After all, how long can an audience be expected to laugh? Besides, Berle's frequent visits to the restroom cut in on the effectiveness of the splendid acts that follow him in part.

Bette, as this reviewer has said before and always will say, is one of the most amazing performers. He can do more with comedy than Notre Dame's Bill Shakespeare can do with a football. He rushes on stage, gags in machinegun fashion, and before you know it he's virtually in the laps of the audience. Punny he is, and he has a carload of material and a very creative memory.

Bette's radio broadcast finale is Norman Wisdom, who does his mind-reeding act, with Berle and Bette to mindread him evidently gets the answers from somewhere, the suspense, the suspense is clever, and there's no doubt that they must be very clever, and that they must be very clever. As they thrust them into exaltation as the traveler closest to Berle, Bette is on for their finishing trick, punny and conventional, and Wisdom andQuiney is about to leave.

Little Arren and Broderick are a very big hit with their always enjoyable burlesque of ballroom dancing. You'll never think of it as a burlesque because they don't want you to. The same is true of their songs, and they're both very good.

The two pianos, and Diddle Vogt does a grand start with their weirdly endowed team. The piano girls are good to see and hear, and the fact that they are not mere piano girls is a great asset, as is the fact that they are not mere piano girls.

The Campus of Passaic, N. J. show closed after a grand start with their weirdly endowed team. The piano girls are good to see and hear, and the fact that they are not mere piano girls is a great asset, as is the fact that they are not mere piano girls.

Shubert, Cincinnati
(Revised Friday Afternoon, Dec. 6)
The Shubert this week houses its second major Boys Amateur unit of the season, and all manner of a line-up week at the box office. The boys group which showed here several months back holds its popular honors of the season to the current bustards fair to at least equal that record. Despite all the prejudices that are often heard about amateurs, there is a realization that they still have a tremendous appeal to the business world and the box office receipts.

The current Boys Amateur attraction, which is naturally limited as to variety, is nicely framed and looks the part. The entertainers, Dr. Thomas, who was the largest show of the season to the current bustards fair to at least equal that record. Despite all the prejudices that are often heard about amateurs, there is a realization that they still have a tremendous appeal to the business world and the box office receipts.

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Roxy, New York
(Revised Saturday Afternoon, Dec. 7)
The Roxy's one-man stock company has been back after an absence of a few months. It is, of course, Pozzi, young Pozzi, the master of ceremonies who is being played by a vaudeville tour. The show is a hit, and the fact that it is a hit is evident from the box office receipts. The Roxy is a hit, and the fact that it is a hit is evident from the box office receipts.

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Orpheum, Lincoln, Neb.
(Reviewed Friday Evening, Dec. 8)
"VAUDEVILLE VARIETIES" UNIT

First complete show here this season, under the management of the Brothers, Kansas City, who have almost always done handsome business. Headliners are Ralph Bennett and his Devil Acet (13 of them). Primarily a musical show, most of the acts have been good, it is a great deal stronger in novelty than in straight comedy.

With Wilbur Cushman only serving as a sideshow act, the Brothers have picked to fill when possible. The same deal was here last season.

In Bennett's band there is a number of performers, and what is, which is wise. Includes Thelma Stahl, who is a very good tap dancer, who could improve a lot. Arty Lewis, who is the mainstay of the show. Curly Howard, Curly, and other famous names. The show opens with a new entertain of the show. The leader of the trio, specializing in bar-

 Dong Williams, has a big assist in the show. He is an expert in any kind of musical work. A sweet instrumental piece, which was well received, and Miss Lewis did it so well.

Earle, Philadelphia
(Reviewed Friday Evening, Dec. 8)
(First Show)

Going collegiate the week, the Earle stage featured the University of Pennsylvania band. This group of over 40 boys is well known locally thru their colorful maneuvers at Franklin Field games.

In his script this week, the band is effectively introduced by pictures of football activities, and the actual playing of the band.

Earle was well done. The show was a delight to all. The boys

Barnes, Gil Doré, and Hill, and wound up with magnificent solos, Edward G. Robinson, W. C. Fields and Hupfeld completed the line-up.

Taking advantage of the peculiarities in picture-taking, the Earle has been heralded by Stuttering Muses, and is a pleasing combination of three pictures.

It was a beautiful combination of three pictures, and

You see, the Earle has been heralded by Stuttering Muses, and is a pleasing combination of three pictures.

You see, the Earle has been heralded by Stuttering Muses, and is a pleasing combination of three pictures.

You see, the Earle has been heralded by Stuttering Muses, and is a pleasing combination of three pictures. The Limply costume Co.

London Bills
(Week of December 2)

His next show will be at least. Most important is that of Bud Rogers. Bill and value "name" and the repertory of Mr. Rogers, Jacki Lynns Band (the English band leading in America), is the one taught by the man himself. His personality and showmanship are no less appreciated by the fans of the strong idea of humor and could be dropped. The Saloon Band went over well.

Chicago, Chicago
(Reviewed Friday Evening, Dec. 8)

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THE NEW PLAYS ON BROADWAY

ST. JAMES
Beginning Thursday Evening, Dec. 5, 1935
MAY WINE

A musical comedy in three acts by Frank Mandel, based on a story by Wallace Smith and Frank Mandel. Music by Boleslav Rappaport, words and music by Seale and Millard. Produced by William Matule. Directed and staged by Robert Dowd. Orchestration by Donald Swann. A short, simple, and unremittingly sentimental comedy about a man who has lost his job and is forced by circumstances to accept a position as a garage attendant. The play is an attempt to show the human side of a character, and is successful in doing so. The cast includes: Edward Arnold, Lee Tracy, Tony Martin, and Helen Menken.

Out-of-town openings:

"George White's Scandals" (Pittsburgh)

The 13th edition of Scandals marks a notable departure from the usual formula of sentimental stories, with its emphasis on the lives of the actors and actresses. The opening production, directed by George White, was well-received, and the cast included such favorites as Fredric March, Ethel Merman, and Ruby Keeler.

Advertent curtain time—1:40. Curtain rise at showing—1:10.
BROADWAY RUNS

Performance to December 1, 1935.

\textbf{ABLE BEARDSLEY (111)\textbf{}}

\textbf{PERFORMER}: Mme. Celia (Mme. Celia)

\textbf{ROLE}: Mother

\textbf{THEATER}: The Broadway Theater

\textbf{DOLLY LENNON (112)\textbf{}}

\textbf{PERFORMER}: Mrs. Lennox

\textbf{ROLE}: The Fat Man

\textbf{THEATER}: The Broadway Theater

\textbf{46TH STREET}

Beginning Saturday Evening, Nov. 30, 1935

\textbf{STICK-IN-THE-MUD}

A play by Harry Brown, in a revised translation by Elia Kazan.

\textbf{Dramatic Comedies}

\textbf{STICK-IN-THE-MUD}

A play by Harry Brown, in a revised translation by Elia Kazan.

\textbf{SAM S. SHUBERT}

Beginning Monday Evening, Dec. 2, 1935

\textbf{ROSERSHOLM}

A play by Harry Brown, in a revised translation by Elia Kazan.

\textbf{OLD PLAYS}

New York, N.Y.

\textbf{AMERICAN ACADEMY OF DRAMATIC ARTS}

FOUNDED IN 1861 BY FRANKLIN B. SARGENT

The foremost institution for Dramatic and Experiential Training in America. The courses of the College furnish the essential preparation for Teaching and Directing as well as for Acting.

For Catalog address the Secretary, Room 145, Carnegie Hall, New York.
"TAKE A STENOGRAPHER'S WORD FOR IT

... this New Underwood Portable will make Typewriter History!"

"For the first time, the famed Champion Keyboard is offered as standard equipment on a Portable priced as low as $49.50 EASY TERMS IF YOU WISH"

UNDERWOOD ALLWAYS LEADS

The new Underwood Universal Portable, the latest typewriter model introduced by the Typewriter Leaders of the World, offers typical Underwood speed, accuracy, durability and simplicity. It does a complete typing job that is worthy of the performance of countless thousands of Underwoods in use today in the business world. At $49.50 it represents the outstanding typewriter value of the day. See it at your nearest Dealer's or Underwood Elliott Fisher Branch Office. Every Underwood Typewriter is backed by company-owned, nation-wide service facilities. SEE IT TODAY!

UNDERWOOD ELLIOTT FISHER COMPANY

The New

UNDERWOOD Universal PORTABLE

Equipped with the famous Champion Keyboard
**The Broadway Beat**

*By GEORGE SPELVIN*

**A THEATRICAL figure who recently had a book (non-fiction) published declares he is receiving no royalties on it, as per agreement with the publisher. The figure, however, is keeping an eye on advertising the book, setting aside a certain percentage of each 1,500 copies sold for the purpose. Two hundred were sold, and the book is now being advertised at 500. When 100,000 books are sold, that mark will be met, and as a result of the advertising the regular business of the author has increased by about $4,500 a month. He says he's not crazy; he doesn't care about the royalties when the advertising is this good.***

*Vaude actors on the New York WPA units were frightened last week when 20 men started carrying them and asking the questions as to how they were doing their jobs, whether they were members of the APA and whether they were writing for the APA. The actors were members of the APA, but Whitehead, who sent a stiff letter to Elmer Rice protesting the action, received no reply. The actors hope the APA and the APA are in line for some clarification of the 'probe.'***

Believe it or not, this really happened: An out-of-town broadcaster who used to know Herman Shumlin dropped into New York for the first time in nearly 10 years. Someone mentioned Shumlin's name, and the innocent out-of-towner asked, "Yes, the Rand M. Gage he?" on some station here, hasn't he?" It took everybody a couple of minutes to catch the implication, and then someone let him in on it, as easily as possible, that The Children's Hour was a legitimate production.***

Jean Muir, the cinema lovely (and how lovely!) was spotted at the Music Box the second night of First Lady, dressed in a conservative tweed coat and dress, with her hair in a chignon. She was with her husband, producer-director Gene Markey.***

**Chicago Chat**

*By NAT GREEN*

**A MURPHY pall hangs over the Loop, giving an eerie quality to the dance floor, the music room, and the lobby of the La Salle. The pall is caused by the near approach of Christmas. The proximity of the holiday is evident in the atmosphere of the lobby and the ballroom. The usual amount of people who are looking for a dance partner is reduced, and the few who are looking are not in the mood to dance.***

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EXHIBITORS ORGANIZATIONS

Directors of national Allied and other of its units are attending the Allied film convention in St. Louis this week. The move to this city was made because it is the site of the Allied film convention in December. The Allied group is meeting in St. Louis to discuss current industry problems and to consider ways of improving communication and cooperation between exhibitors and distributors.

Allied's White Book, appearing in support of Allied policies, is a 28-page publication that will be distributed to all Allied members. The book contains information on the activities of the organization and is designed to aid exhibitors in their efforts to improve the industry.

Two Pennsylvania exhibitors merged in a film sales company called the Film Sales Co., which will be based in Pittsburgh. The company will operate in the state and will handle the sales of films produced by other companies.

FILM CONSENSUS

Below are listed the films reviewed in last week's issue of The Billboard, together with a tabulation of the critical notes. Papers used in the exhibit included the following: The Exhibitor, Magna, World-Telegram and Journal among New York dailies, and Film Daily, Motion Picture News, Exhibitor, Variety, and The Billboard among trade papers. Not all of the papers had space to review every film.

<table>
<thead>
<tr>
<th>Name</th>
<th>Favor</th>
<th>Unda</th>
<th>No</th>
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<tbody>
<tr>
<td>I Dream Too Much</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>&quot;money getter&quot;</td>
<td>Variety</td>
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<td>(Radio)</td>
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<td></td>
<td>&quot;Excellent&quot;</td>
<td>&quot;Harrison's Reports.&quot;</td>
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<tr>
<td>In Old Kentucky, (Fox)</td>
<td>12</td>
<td>0</td>
<td>1</td>
<td>&quot;Waves, human and lady cost</td>
<td>&quot;Perfect for entertainment.&quot;</td>
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<tr>
<td>So Red the Rose, (Paramount)</td>
<td>14</td>
<td>2</td>
<td></td>
<td>&quot;should pull anywhere.&quot;</td>
<td>&quot;H. Y. Exhibitor.</td>
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<tr>
<td>The Ides of March, (Warner)</td>
<td>15</td>
<td>2</td>
<td></td>
<td>&quot;Smash, east coast office.&quot;</td>
<td>&quot;Variety.</td>
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<tr>
<td>Shipmates, (United Artists)</td>
<td>6</td>
<td>6</td>
<td>2</td>
<td>&quot;Delightful comedy.&quot;</td>
<td>&quot;Newspaper.&quot;</td>
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<tr>
<td>Forced Landing, ( UA)</td>
<td>3</td>
<td>0</td>
<td>1</td>
<td>&quot;It will please.&quot;</td>
<td>&quot;Picture Business.&quot;</td>
</tr>
<tr>
<td>Escape from Devil's Island, (UA)</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>&quot;Non-musical picture.&quot;</td>
<td>&quot;Herald Tribune, Mirror.</td>
</tr>
<tr>
<td>Trails of the Wild, (UA)</td>
<td>2</td>
<td>1</td>
<td></td>
<td>&quot;Satisfactory.&quot;</td>
<td>&quot;Film Daily.</td>
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</tbody>
</table>
| Manhattan Butterfly, (UA)  | 0     | 3    | 1 | "Hopeless."  | "The Billboard."

"A NIGHT AT THE OPERA"

RELEASE DATE: November 13

GIO, Carl singer, loved by a penniless tenor, is given chance for New York by famous aria trouser. New York Opera Co. casted for the role. His song is a hit, and he is signed by the company. The success of his role is due to the tenor's ability to sing with touch and feeling.

"SHOW THEM NO MERCY!"

RELEASE DATE: December 6


"THE BILLBOARD" December 14, 1935

New York motion picture critics, taking a tip from the leg show reviewers, have found that they are designed to what they consider a lack of balance and to a certain extent, a bias. The best female performance, the best film, the best scene, etc., is determined by the critics. They would do more justice to the film if they did not rely on the smoke cleared away. As they are. The Times, Tribune, Herald Tribune, The World, The Evening Post, The New York World, and The New York Daily News, among others, have included the film in their reviews.

The Dione quintet began their picture career about this week. The group is formed of five women, all of whom have been trained in music and have appeared in other films. They are planning to make a special feature film to be released by 20th Century Fox. The group includes Ferne Clues, Ginger Rogers, Tallulah Bankhead, and David Niven.

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"MEN OF IRON"
(First National)

**TIME:** 65 minutes.
**RELEASE DATE:** December 21.

**PLOT:** Chris Exempt, steel worker, is catapulted into an executive job in the mill because of his ability to handle men. The iron and steel executive falls in love, gets him to the high places, including golf club and other haunts of the idle and degenerate rich, much to the sorrow of his wife, who wants him to be a worker. He builds a fine new home for himself, his family, and friends. The iron and steel executive sees the results of his new life, and discards the tainted trappings of luxury, staging a comeback for the mill.

**CAST:** WillIAM McCANN, Mary Astor, Jean Border, Dorothy Peterson, Joseph Calleia, Douglas Fowley, John Qual, Joseph Wynne, and others. Work done by the mill.

**DIRECTOR:** William Wellman. He let it go overboard on the silly side on frequent occasions.

**AUTHORS:** Screen play by William Water Haines from a story by Louis S. Horst.

**COMMENT:** Seems to be a plea for middle-class butnessman manages to be merely boring. Pretty sorry stuff.

**APPEAL:** Those who treasure are as bad as the hero's may like it.

**EXPLOITATION:** Play up the hero-man and the up-from-the-ranks-of-the-workers stuff.

"CAPPY RICKS RETURNS"
(Republic)

**TIME:** 65 minutes.
**RELEASE DATE:** Not given.

**PRODUCER:** Trem Carr.

**PLOT:** A familiar and typical Cappy Ricks plot. This time Cappy Blake, long-time business rival of Cappy, sneaks thru the State legislature to make a big deal, but Cappy, as a member of the legislature, and a thief, is standing against that deal. Blake is taken to the office, and sachet of his likeness is shown, then the check is cleared when the bookkeeper is shown as guilty.

**CAST:** Robert Lowery, Bill Walker, Florence Minnelli, Lucien Littlefield, Harry Duff, Dakin Matthews, and others.

**DIRECTOR:** Mack Wright. Picture has been given a good production and directorial job.

**AUTHORS:** Story by Peter B. Kyne. Adaptation and screen play by George Wyles.

**COMMENT:** A nicely done neighborhood program.

**APPEAL:** General, mainly adult.

**EXPLOITATION:** Name Cappy Ricks to be sold. On strength of novel, strong points widely read.

"THE MAN FROM GUN TOWN"
(Futurian)

**TIME:** 65 minutes.
**RELEASE DATE:** Not given.

**PRODUCER:** Nat Ross.

**PLOT:** The death of Mr. McArthur, followed by the murder of his son leaves the valuable family property in the hands of the younger, who is called McArthur's father's beneficiary. McArthur is called to complete his father's unfinished dam project. The latter, who is famous in the community, is called to avenge his father's death. McArthur, who is a good man, is killed by the enemy's man, and McArthur is left with the job of recovering the money that was lost by the underworld.

**CAST:** Tim McCoy, Billie Stowe, Dob McRae, and others.

**DIRECTOR:** Ford Beebe. Did not do badly considering his material.

**AUTHOR:** Story and screen play by Ford Beebe.

**COMMENT:** Another Western with everything according to Hoyle.

**EXPLOITATION:** Name McArthur to be sold.

"JAVA HEAD"
(First Division)

**TIME:** 70 minutes.
**RELEASE DATE:** Not given.

**PLOT:** Based on the well-known Hergesheimer novel, with scene now laid in England. Starling's son of shipping firm brings back a Chinese wife, to the horror of the Midvictorian community. The girl's fine culture shock with that of the West, and when her husband signs away their children to his father, kills herself. Many complications follow, which are handled in a manner that draws the audience.

**CAST:** Anna May Wong, Elizabeth Allen, Edmund Gwenn, John Loder, Gordon Cowan, John Barrymore, Herbert Lomas and others. Stage work, with everyone rating major parts. Exceptionally well-performed picture, actually a B feature.

**DIRECTOR:** J. Walter Ruben. A smooth but uneventful job, with little or no action.

**AUTHORS:** Screen play by Gordon Welsley and Martin Beaver from the Joseph Hergesheimer novel. A rich novel is made to seem entirely flat on the screen.

**COMMENT:** Lack of point of view allows much of the detail of the story to be lost. Poorly made could have been made of it. However, fine performances definitely raise it out of the rock for discriminating audiences.

**EXPLOITATION:** Wong and Allen, unfortunately, are only names to mean much to American film audiences. Play them up, but you can also truthfully emphasize a really distinguished English cast. Play up the novel heavily, too of course.

"MISS PACIFIC FLEET"
(Warner)

**TIME:** 65 minutes.
**RELEASE DATE:** December 16.

**PLOT:** When the fleet comes in, the town board of trade or somebody decides to run a contest for Miss Pacific Fleet, each entry spent in a town once going for a vote. Two ladies who want to get back to Broadway promote the fleet's middleweight charge for support for one of them, but she has to look for a rival. After the usual comedy mixup stuff there's a last-minute abduction, but the friends gain the board of trade instead. The march is not round off, of course, and the right girl wins.

**CAST:** Jean Heldon, Glenda Farrell, Hugh Herbert, Allen Jenkins, Hulda Clark, and others. Picture has two good features: it is a comedy which could do much more than just comedy if given a chance. Featured playing. Miss Jenkins in a natural style. Hugh an up-and-coming leading man.

**DIRECTOR:** Raymond Enright.

**AUTHORS:** Screen play by Lucille Newmark and Peter Milne, based on a story by Frederick Haurnt Breaman. Carnival routine stuff.

**COMMENT:** Directly for the ladies. Chick of its type.

**APPEAL:** For those who don't care too much about what's going on on the screen. In other words, for female audiences.

**EXPLOITATION:** Play up any drawing the Heldon-Farrell team may have.

"FRISCO WATERFRONT"
(Republic)

**TIME:** 65 minutes.
**RELEASE DATE:** December 9.

**PLOT:** Glenn Burton, returning to civilian life after the armistice, cannot adjust himself to post-war conditions. Despite his sweetheart's encouragement, he turns to the job of dol Phoney sale, and the picture is neither timely nor novel.

**AUTHORS:** Story and screen play by Norman Houston.

**COMMENT:** This takes-to-riches idea with a woman wearing a superhero mask has been rehearsed many times but still makes a pleasant show in this case.

**EXPLOITATION:** Desk-wallpaper to governers and similar stuff.

"THE OUTLAW DEPUTY"
(Puritan Pictures)

**TIME:** 65 minutes.
**RELEASE DATE:** Not given.

**PRODUCER:** Nat Ross.

**PLOT:** A gang of bandits terrorizes the mining town of Golding, robbing its chief citizen and killing the sheriff with monotonous efficiency. Tim Mallory cannot convince the law that he is the bandit; he is a farmer's son. He is a sharpshooter and a remarkable shot. He is taken to the sheriff and is shot down by the sheriff. The latter is killed. Tim Mallory takes the sheriff's place and organizes the town's defense.

**CAST:** Tim McCoy, Nora Lane, Bud Osborn, George O'Brien, Jr., and others.

**DIRECTOR:** Otis Brower.

**AUTHOR:** Screen play by Dell Andrews, adapted from the magazine story, King of Custer Township.

**COMMENT:** A regulation Western, with no attempt to vary the formula or ingredients.

**APPEAL:** Adolescents and Western fans.

**EXPLOITATION:** New angles to this one. Whatever you do will probably have negative results.

"NO MAN'S RANGE"
(Supreme)

**TIME:** 65 minutes.
**RELEASE DATE:** Not given.

**PLOT:** Band of badman look ranch owner in his own cell until he spills the whereabouts of the hidden dough, one of them impersonating him and taking over the ranch. They also block the back when none neighboring ranches cattle herders were the first to get there. They also pick the lovely lady ranch owner. But the steps of the impersonated man comes along and after last shots that are like nothing since the days of Tom Horn, the madcap stunts have been rehearsed many times. They have had to look a long while before they found one bad action star in La Salle.

**DIRECTOR:** Robert N. Bradbury.

**AUTHOR:** Original by Perrey Parkhill. Fighting and riding thrown to the wind as they come.

**COMMENT:** Some very nice scenery and a few trick shots from horses. One of the finest screen cookers since the days of the D.W. Griffith revals—only this one was unintentional. Customers were in the studio when the shooting occurred.

**APPEAL:** Doubtful if even the confirmed Western fans will take it.

**EXPLOITATION:** Horse-opera routine.
Decision Soon From Mgrs. In Demand of Performers

Hold special meeting Saturday to discuss contract—answer expected or BAA may call for showdown—Phillips and Scrivner to huddle on Wednesday—all look to—

NEW YORK, Dec. 7.—It is expected that the disputers between the Burlesque Artists’ Association and the Eastern Burlesque Managers’ Association will settle once and for all some time this week, by means of a special meeting to be held Saturday to discuss the proposed contract. Letters have been going over by Henry Silverman, president of the BAA, and Jack J. O’Connell, president of the NHLMA. Stumbling block of the contract is the schedule of hours, which both sides haven’t been able to agree upon as yet. On Tuesday the NHLMA held a meeting, primarily to discuss the contract, but by the time the managers disposed of other matters it was so late that the question was postponed until today. Wednesday evening the members of the BAA and NHLMA had an informal meeting. Phillips told Scrivner that they would recognize no one but him, stating this in view of other managers making efforts to settle complaints.

It is believed that if both associations have to leave the BAA and Phillips alone that there would be little strike and harmony would be restored. Both are probably trying to work out the setup, feeling that this would be the only solution.

Unless the contract matter is settled there is a strong possibility that the BAA will call its hesitant and demand the immediate settlement of another militant battle, with the likelihood of another walkout.

For the first time this week, the NHLMA will draw up and deliver franchise agreements between the various BAA theaters and its managers. This would bind the BAA to present its programs in the various towns, not recognizing any opposition managers that may try to run a town in which there is a franchise holder.

ANN VALENTINE
The Sophisticated—Personality in Technicolor
BARBARA BOW
Personalities Plus Talent
MURRAY LEWIS
National Emporium Comedy
MICKEY O’NEIL
Gay’s favorite
The Red-Headed Drummer
JUNE PAIGE
Billie Bernard
BILLIE BERNARD
The Tops in Wax Record
ESTELLE THOMAS
A New Blonde Thrill With a Singing Voice
GOLLY GORMAN
Dancing—Singing—Speaking
BETTY ROWLAND
Yale, Green, Personality and Ability
ZOO (JUDE RHODES)
Back from the West with New Material
HERB—LEIPSIK & MORGAN—PAT
Singing Joy, Straight—Gospel Verses
PAUL NEFF
Singers, Dance and American Songs
DOLLY DAWSON
Gifted Composer with Bud Eichenhark
MIMI
Minstrel, Personality and Ability
CHARLES ROBINSON
Featurer Comic with Buddy Abbott Unit

December 14, 1935

GERARD LINES UP SHOW FOR HOLLYWOOD PLAYHOUSE

HOLLYWOOD, Dec. 7.—Barney Gerhard has set most of the principals for his opening this spring at the Playhouse, showing at the Playhouse about the end of the month. Among the cast have been Claire Adams, Herbert Corshall, Joseph K. Tew, the new boy, House Cat, Julian, and Merle. Frank O’Keefe is the new attorney for the BAA. and Jacob I. Madsen is Jo Barlow. Max Schexnail will stage the numbers, and Bob Cragin will direct the show. Rehearsals are now being held daily.

Miam Beach May Open

NEW YORK, Dec. 7.—Minsky brothers have not determined yet the date for the opening of their burlesque in Miami Beach. Tentative opening date is Christmas. Miami Beach burlesque will open before mid-January 15.

Albany House May Fold

ALBANY, Dec. 7.—The Polite Theater is formally the State, operated by Max Nunes, New York operator of the Albany burlesque house. A week-to-week closing notice is in effect, and the house will not be open for any length of time.

People’s, New York

(Revised Tuesday, December 11)

Harry Minsky is no longer connected with People’s, New York. Herk, operator of the house, is out of town and will not return again until the house is in shape for opening. Betty Fay, brother of Herky, closed at the Rialto, New York, for three months and is back in business. His sister, Peg, is in charge, and the house is now open.

The audience and general atmosphere are still the same, but the show is much better and the house is now open for the winter months.

BURLESQUE REVIEWS

Burlesque Reviews

Burlesque Reviews

Burlesque Reviews

Burlesque Reviews

Capitol, San Francisco

(Revised Saturday, December 8)

San Francisco is seeing its first real nudist family at the Capitol Theater this week. There are three of them, subjects of controversy in their appearance at the Chinese Theater. The Minsky-type shows in San Francisco, a special feature at the Minsky burlesque, in the Burly pool. The group has been there for three weeks, and the picture shows the selcet and the men.

The ensemble of the numbers of the burly proper are nicely costumed and elaborated and the girls put thru some lively routines. The straight parade and dance routines are often broken up by the dancing sara of the chorus. The chorus is made up of the show is the comedy, and it is with every other burly show. The material is old and dirty, and in fact, it’s difficult to find anything new in this material.

The old routine is repeated over and over again, with the exception of the imagination. The women are all dressed in the old material, but the old comic and clown, humorous and smart, are the best.

Chorus is made up of the material and is good.

Burly Briefs

Harry Minsky is no longer connected with People’s, New York. Herk, operator of the house, is out of town and will not return again until the house is in shape for opening. Betty Fay, brother of Herky, closed at the Rialto, New York, for three months and is back in business. His sister, Peg, is in charge, and the house is now open.

The audience and general atmosphere are still the same, but the show is much better and the house is now open for the winter months.

U-NOTES

By UNO

BAE SHATTUCK left burlesque for Aldrich’s Oriental Fantocato, a 12-piece orchestra, now resident in New York. Bae is due back this week. He was doing a Christmas girl, and will be back in a few days.

BOBBY BOSTON and Missus (Burlesque) are celebrating their second wedding anniversary December 13 by blowing the doors open for two at the French Claxons, New York.

TINY HUFFY with Duplessi Burlesque, a new show, is trying a bed spread. ‘Burlesque he and the girls were in the show, is making a return to burlesque, this time as a conventional, free-talking girl and the player of Harry Jackson, tremor-tongue, as the Siren.

ANN CORO, at the Box, Cleveland, for two weeks, November 29—December 12, got front-page races in The Plain Dealer and Press. Week of December 13 will be extra attraction for Jimmie Lake at the California, Washington, D. C.

JUNE ST. CLAIR returns to the 42nd Street Playhouse one week, January 11, after a three-month stay at the Blue, Chicago.

DANNY JACOBB, who just joined the Star, has been a two-year producer and straightening for Derle Asil and Pala, Buffalo. First time here in six years, when he was with the folks who were in the show. (See U-NOTES on opposite page)

MARY "MARVA" BROWN
The Hip-Showgirls Sensation
LORI LAMONT
Arabian, Zulu, Sensational
DOLORES WEEKS
DANCES—TALKING—STRIPS
DUDLEY DOUGLAS
Dancing With Herbie Faye, India Circus
ALICE
SACHS and KENNEDY
Producing a new show, is busy making a bed

MARGARET WHITE
Pert, Personal and Pleasing
ERMA VOGELLE
Just 100% Versatile
BETTY—MACK SISTERS—SHIRLEY
To Demon, Amazed, Including Auntie
BEAN—TOBIN
Show Staging at the Elgin, New York City.

BOB ALDA
Singers and Barbers With the Minsky
SUGAR—KAYNENES—BEE
Singing and Dancing Singers and Sisters
KITTY (SEIFERT) CAMPBELL
That Gorgeous Red-Head
BETTY KING
The Titled Teaser
JOAN DEE LEE
The Blonde Temptation of Baltimore, Now at Mortons
JERRY BRANDOW—DORITA SUNNY
Ambitious Standards for Mississippi, Now at Pho, Pigeon, Now at the Olympics
WALT STANFORD
The Versatile Comedian. No. Tommy Loven
Tab Tattles

THE FOUR HARMONISERS—Charles (Coué) Williams, Earl Martin, Carl Whitney and Frank Schrader, famous in Charleston, are now in their 31st week with John Van Anderson’s company, now in New England, is slated to seek north after the holidays. Miss Margaret McDonald, formerly with the Harmonisers, is out of the business for good, so has picked up a job with the Humble Oil Company at Clinton, Tex. This week, the Harmonisers are at Lawrence Hager and Edith Martin’s home in New Bedford, Mass. The Hagers, out of the game for the last three years, operated a traveling band and gas stations in Galatia, Tenn., until recently.ордомедианенти асльо стartaed out of Cincinnati, is slated to open in New York on Dec. 13 for a two-week engagement.

Peggy Allen is back in the merry-merry at Jack Kane’s El Cortez, tab and burly straight man,本周，他正在和他的一群朋友一起进行旅游。Dolly Allen is back in the merry-merry at Jack Kane’s El Cortez, tab and burly straight man,本周，他正在和他的一群朋友一起进行旅游。

SUN BROS. IN HOT SPRINGS

SCIENCE, Dec. 1.—“Ours Sun Brothers are enjoying the complete facilities at the Springs, where they are working on their latest venture. The company is under the management of H. C. Mean, Otto and His Holland and Bob Smith. Dolly Allen is back in the merry-merry at Jack Kane’s El Cortez, tab and burly straight man,本周，他正在和他的一群朋友一起进行旅游。

BURLESKERS IN 58TH WEEK

FORT WORTH, Tex., Dec. 7.—Burleskers at the State Theater here today started their 58th consecutive week with the opening of the latest show. The company, under the management of H. C. Mean, are enjoying the complete facilities at the Springs, where they are working on their latest venture.

Burleskers at the State Theater here today started their 58th consecutive week with the opening of the latest show. The company, under the management of H. C. Mean, are enjoying the complete facilities at the Springs, where they are working on their latest venture.

BURLESQUE REVIEW

Matinee admission scales at 15 cents for the company’s benefit, and 25 cents for the benefit of the musical troupe. Matinee admission scales at 15 cents for the company’s benefit, and 25 cents for the benefit of the musical troupe.

WANTED

ROOSEVELT, Monday, Dec. 7.—Burlesque show at the Roosevelt here for two weeks and then for a fortnight at the Bijou, and then back to the Bijou for two weeks. The Roosevelt show for two weeks and then for a fortnight at the Bijou, and then back to the Bijou for two weeks.

Trocadero, Philadelphia

Lester Montgomery, producer for the Trojan, now in his 31st week with John Van Anderson’s company, now in New England, is slated to seek north after the holidays. Miss Margaret McDonald, formerly with the Harmonisers, is out of the business for good, so has picked up a job with the Humble Oil Company at Clinton, Tex. This week, the Harmonisers are at Lawrence Hager and Edith Martin’s home in New Bedford, Mass. The Hagers, out of the game for the last three years, operated a traveling band and gas stations in Galatia, Tenn., until recently. They recently started out of Cincinnati, is slated to open in New York on Dec. 13 for a two-week engagement.

University completed already and needs six more years to complete.
Chicago Players 
End Year's Run

DEVILS LAKE, N. D., Dec. 9—Chicago Players, under the management of B. L. Dickson, closed a 17-week season in Devils Lake, North Dakota, after closing in Aberdeen, S. D. The troupe spent the winter in South Dakota where they had been booked.

Billroy Show Briefs

Letters

Artois* Irnsnts and 'gr. and Mrs. Dob had been booked.

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Billroy Show Briefs

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Artois* Irnsnts and 'gr. and Mrs. Dob had been booked.

Billroy Show Briefs

Ocala, Fla. Last winter, Mr. Billroy amused every one.

Palmerton Biz Picks Up

...wintering in Indiana.'

The last week of the Cosmopolitan Shows is now at his home in...
December 14, 1935
The Billboard

Magic and Magicians
By BILL SAGHS
(Communications to Cincinnati Office)

H. TEMPLE GREYSTONE, who launched his new and different attraction, 
"Horrors of the Hidden Hand," at the Bijou, Hollywood, September 23, 
will feature a number of medieval torture 
and murder instruments and is loaded with 
laughs, Greystone says. Show has forty 
people, including several specialty 
performers, and with non-stop high-speed 
performances only. The show's title, trailer 
and advertisements have been 
termed and copyrighted. Greystone warns 
Mrs. Greystone will advance the new 
attraction.

HINETH THE MAGICIAN and Company 
are rehearsing in Lanesboro, Ind., 
for a tour of the South and West, which 
they will begin in a few weeks. The company 
will play theaters exclusively. 
Greystone will specialize in flower and 
stock productions. He will use his 
burlesque andb infield drive as an 
outside ball.
Ultra, N.Y.

Some time ago I appeared in The Billboard a letter relative to the damaging effect of tobacco advertising on the health of our young people, and the editor was kind enough to print it.

It is still true that the tobacco industry is doing a great deal of harm to the public health. 

As a result of this advertising, the number of young people smoking is steadily increasing, and the number of deaths from lung cancer is also on the rise.

I believe that the government should take action to stop this advertising, and to educate the public about the dangers of smoking.

P. S. Thank you for your interest in this issue. 

Sincerely,

John Smith

The Billboard

December 14, 1935

SUBSCRIPTION, PAYABLE IN ADVANCE

The Billboard

The Forum

More About Caste in Old Stage Play

One of the most interesting recent developments in the world of theater is the growing interest in the study of caste systems in India. The caste system is an ancient and complex social hierarchy that has been a part of Indian society for thousands of years.

The four main castes are the Brahmins, the Kshatriyas, the Vaishyas, and the Sudras. Each caste has its own set of rules and regulations that govern behavior, education, and occupation.

Many scholars believe that the caste system is a major obstacle to the development of modern India. However, there are also those who argue that the caste system has played a positive role in maintaining social order and stability.

In any case, it is clear that the caste system is a fascinating and complex subject that deserves further study. 

The Billboard

December 14, 1935

The Billboard

The Forum

The Forum

The Forum

The Forum
BULLARD—Roy, nephew of the Bullard Brothers and part owner of the Bullard Hardware, 149-153 Washington St., Providence, died in his sleep in Athens, Ga., after an 18-day illness.

CARNES—William J. 55, former performer in vaudeville and the circus field, December 17, 1935, at his home in Atlantic City, N. J., was buried in Hollywood Cemetery, Atlantic City, N. J.

CLARK—Mrs. Mary H. 69, of 170 Washington St., Providence, died December 19, 1935, at the home of her daughter, Mrs. Elizabeth Wilson and Mrs. Sophia Beckley.

CLAYTON—Grace Eaton, musician and singer, December 18, 1935, at her home in Providence, R. I., after being struck down by an automobile.

COOCH—William J. 50, son of John Dunton, proprietor of Jack's, restaurant, died December 19, 1935, at his home in Providence, R. I., recently in White Plains, N. Y.

GOONAN—Ariel P., 56, known to his friends as Bob, a well-known radio personality, December 30, 1935, at his home in Providence, R. I., was buried in Fairlawn Cemetery, Providence, R. I.

ALBANY—Benjamin, December 5, 1935, at his home in Albany, N. Y., after a long illness of 14 months, was the son of the late Archibald and Sarah (Buckley) and leaves a wife, one daughter, and two sons.

HADLEY—John, of 56, motion picture industry manager, December 14, 1935, at his home in Hadley, Mass., was buried in Woodlawn Cemetery, Hadley, Mass.

H AGAINST—Albert H., 32, actor and playwright, who wrote Afterglow and lived at 32, 3rd Avenue, New York, December 14, 1935, at his home in Hadley, Mass., was buried in Woodlawn Cemetery, Hadley, Mass.

KELLER—James L., 74, of 74, was buried in Woodlawn Cemetery, Hadley, Mass., recently in White Plains, N. Y.

MURRELL—Emmett, 56, was buried in Woodlawn Cemetery, Hadley, Mass., recently in White Plains, N. Y.

MURRELL—Alice, 56, was buried in Woodlawn Cemetery, Hadley, Mass., recently in White Plains, N. Y.

PRATT--Frank B., 74, member of the Pratt family of 177, 2nd Avenue, New York, December 14, 1935, at his home in Hadley, Mass., was buried in Woodlawn Cemetery, Hadley, Mass.

RICHARDSON—Jas. A., 72, attorney and playwright, who wrote Afterglow and lived at 32, 3rd Avenue, New York, December 14, 1935, at his home in Hadley, Mass., was buried in Woodlawn Cemetery, Hadley, Mass.

STEVENS—George H., 56, actor and playwright, who wrote Afterglow and lived at 32, 3rd Avenue, New York, December 14, 1935, at his home in Hadley, Mass., was buried in Woodlawn Cemetery, Hadley, Mass.

WILLIAMS—William J., 50, son of John Dunton, proprietor of Jack's, restaurant, died December 19, 1935, at his home in Providence, R. I., recently in White Plains, N. Y.

COMING MARRIAGES

MARGO SANDFORD, film studio dress designer, and Jack W. Sandy, brother of Jimmy O'Mear, orchestra leader, were married in Los Angeles, Cal., December 23, 1935, by Rev. Jack Smiley, a former star of the Busby Berkeley shows, to Jackie Coogan, former child star, they announced in Los Angeles December 24, 1935.

MARGARET JOY, daughter of Alvin Joy, producer, and Virginia Lewis Hayden, head of the Lewis Hayden Studio, were married in Los Angeles, Cal., December 24, 1935.

BIRTHS

TO Mr. and Mrs. John O'Hara, of the O'Hara family, well-known vaudeville act, a 9-month-old son, October 10, 1935.

TO Mr. and Mrs. William J. Cooch, of Providence, R. I., a 9-month-old son, October 10, 1935.

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TO Mr. and Mrs. William J. Cooch, of Providence, R. I., a 9-month-old son, October 10, 1935.
Animal Acts For Mix Show

Include big horse groups, also lion and elephant shows — elaborate spec is planned.

LOS ANGELES, Dec. 7.—Rhoda Royal and assistants are busy at the Tom Miller quarter's tent, in preparation for the first show, which will be given by the famous horse act that is featured. Tom Miller is improving gradually and left for the chaps to start the show. Winter quarters during his absence are charge of Rhoda Royal and Jim Turner.

It was stated that there would be a special show here next Wednesday and on a big scale, Hollywood Mamselle at the show. There will be 150 girls and horses and a 14-piece program of music. All the hits of the movie scene are being arranged by a prominent music director. The costumes are to be designed by a prominent costumed director. There will be a marquee, 250 girls and horses and a 14-piece band, all of which is arranged in concert circles. It also was stated there would be a lion group of men, to be worked by noted wild animal trainer.

Rice Bros.' Folk Enjoy Turkey Day at Jackson

JACKSON, Tenn., Dec. 7.—Thanksgiving Day at the quarters of Rice Bros. Circus. Mr. and Mrs. Rice were here on Thanksgiving Day. There was a happy day for all "hands." Chief Jim Williams prepared a wonderful dinner for the show. Captain Craven and his helpers served tables. The clubhouse in the evening is more than a place for the showmen, it is the home of the Rice family. Y. O. Powers is checker champion and Billy Currie, who was first place among the casino players.

A telephone recently installed in the show is a great convenience to the showmen, who also keep the quarters in close contact with the headquarters. The show is on tour with its Congress of Oddities.

New animals recently received at quarters are a bear from Macon, Brownsville, Tex.; a bear from Smokey Mountain, North Carolina; a bear from Lawrence, Okla.; a bear from Lawrence, Ind.; and a bear from Lawrence, Ky. Captain Powers is at work dressing the bears.

William Ewton, of Key Bros.' Circus, was a recent visitor, motoring from the show. He was on his way to Chicago to appear at the Chicago World's Fair. He is expected to return soon.

Mr. and Mrs. Zack Torrell have returned home after a week with Mr. Terrell's mother in Owensboro, Ky.

But they called the player and moved to the west coast, to the show. Captain Ewton, who was there for 14 weeks, has returned to his home in Owensboro, Ky.

Mr. and Mrs. Zack Torrell have returned home after a week with Mr. Terrell's mother in Owensboro, Ky.

Another Operation For Gertrude Thomas

HOUIND, Dec. 7.—Gertrude Thomas, who, along with his brother, still is holding the record for the longest run of any showman in the world, has returned to quarters at New Orleans. He has been on the road since December 14 and is expected to return to quarters at New Orleans next week.

Waterman Animals in Havana

CINCINNATI, Dec. 7.—R. E. Waterman, who, with his brother, still is the world's leading showman, has returned to quarters at New Orleans. He has been on the road since December 14 and is expected to return to quarters at New Orleans next week.

Devere's Return Home

ST. PAUL, Minn., Dec. 7.—C. W. Devere and his brother, who have been attending to their business in the west, have returned to quarters at St. Paul, Minn. They have been on the road for the past six weeks, making a tour of the west coast, where they have been successful in raising money for the show. They have returned to their home in St. Paul, where they will spend the winter.

Airplane for Lewis Bros.

Will have amplifier for advertising show no parades will be given.

CINCINNATI, Dec. 7.—Paul M. Lewis, of Lewis Bros.' Circus, states that the show is going to use an airplane with an amplifier for advertising purposes, as well as the regular methods of the past.

Two more lions will be worked, making a total of seven. The show is now erecting a new and larger arena at the corner of Spring Street and Main Street. It is expected to be ready for the opening.

J. W. Lambright will be the Wild West cornetist, and William D. Harriett will again manage the Side Show.

Tom Hanly will again be with the show, and will sell tickets at $1.00 each. He is said to be the best ticket seller in the business.

Lewis spent several days in Chicago with his general agent, B. C. Primmert, arranging the itinerary for next season.

Bob Morton Gives Dinner For Members of Company

CINCINNATI, Dec. 7.—Bob Morton gave a dinner to the members of the company of the Morton-Ham Id circus. The dinner was held at the Hotel de Ville, and was attended by the management and members of the company. No one was served, but all were entertained.

P. A. Hammond, the manager of the show, attended the dinner. He stated that the company was in good shape and that the show was ready to start.

Santos & Artigas Open on the Prado

Havana, Dec. 7.—Santos & Artigas are expected to make their appearance on the Prado. They will be accompanied by a large band, and will be in charge of a large group of artists. The show will be opened on the Prado, as usual, to standing room only.

They shut down on the passes, and on account of the limited space even public officials such as policemen and secret-service people had to pay the way in at a 50 per cent reduction. Prices range from 25 cents to 50 cents, with the box and top tiers at 30 cents.

Fred Bruna was master of ceremonies, and the entertainment was provided by the attractive Miss Daly, who opened the show. She was accompanied by Mr. S. C. Stover, the artistic director of the show, who gave a fine acrobatic act. The Antelopes Troupe, a group of trained animals, was also presented, and other acts were Madame Bruna, with her white horse, Ritter and Canestrini, with their fine animal acts, and Angela and Joseph, jugglers.

Good Season for Main

CINCINNATI, Dec. 7.—L. S. Harlow gave a fine speech at the dinner for the members of the show, and also for the management. He stated that the show was in excellent shape and that the season was going to be a good one. He also stated that the company was going to open on the Prado.

Morton-Ham Id Unit Rests

WICHITA, Kan., Dec. 7.—This date would be the end of the Morton-Ham Id circus. The company is expected to leave the city after the holidays, at which time the show will be closed. The company will leave for the winter quarters until the holidays, and then return to the city. The show will leave for its winter quarters until after the holidays.

BOND SHOW AT MILLEDGEVILLE

MILLEDGEVILLE, Ga., Dec. 7.—Bond Bros.' Circus, which played more than 100 shows in Georgia, the latter part of the season, is in winter quarters at the fairgrounds here.

D. C. Barnum Not Known

BRIDGEPORT, Conn., Dec. 7.—A United States Marine surgeon, Dr. W. H. Barnum, has returned from the United States Marine Hospital, where he was stationed for the winter. He is expected to return to Bridgeport after the holidays.

No Rails for Sparks

MACON, Ga., Dec. 7.—When interviewed by Marion newspaper reporters recently, Chief W. S. Sparks of the Barnum Bros.' show said that the show would be a railroad show next year.
We of the Iltramburitcr ...

Thanksgiving holidays.

... have old home.

... Cumberland, New Tort City.

... to... 

... Old, Show.

ST. LEON'S INDOOR CIRCUS

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metal flash: Arirs dogs end Markt* and

American hoop Juggler.

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Bear Tort Ittopodmena. Both say It wee

Prowl' Pens. saw Jambe recently at the

Lanattlta. tr.d. Also had floe time with

hurtle L. Wiliam. of =Map& Miltedwith Jack Mal. giant on Use DM Cleo

WANTED SEASON 1936

ST. LEON'S INDOOR CIRCUS

WANTED—Performers all shows. 50 Peso Bait that

THUD. A. W. THOMAS, M. H. BRADSHAW.

J. J. WYLE & BRO., Inc.

THE BILLBOARD

3 CANVAS LOFTS—ATLANTA—DALLAS—ST. LOUIS

The Billboard

SPECIAL

LOT FLAT FOLDING CHAIRS

Wall Worth the Price

While They Last

If You Want a Bargain, Here's Your Chance.

Write—Wire—Phone

Baker-Lockwood

17th & Central, Kansas City, Mo.

AMERICA'S BIG TEST HOUSE

PRINTED FROM TYPE ON NON-

FADING PAPER WITH PERMANENT INKS.

WRITE FOR PRICES

THE DONALDSON

LITHOGRAPH CO.

NEWPORT, KY.

OPPOSITE CINCINNATI

THE YOUNG GIRL

HAZEL WILLIAMS

NOW ON TOUR.

ON THE FLAT FLYING TRAPEZE

WELSY COOK, Mop. • JAMES VICTOR, Ten.

10x10 DRAMATIC END TOP 26 FT. RIDING

CHARLIE DRIVER, MANNING.

O. HENRY TENT & AWNING CO.

Philadelphia 1909

MOTORIZE

BARBARO CHRONIC, Co. 26 11 L. St. Louis, Mo.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

MINNEAPOLIS • BOSTON • NEW YORK • BURLINGTON

MINneapolis • BOSTON • NEW YORK • CINCINNATI
FRENCH JACKSON has returned to his home in New Orleans, where he will again the circus this winter.

HARRY LEONARD and company, past season with Sells-Slater Circus, are now playing showhouses in Mississippi with their own unit. Program consists of magic, knife-throwing, Puzz and Judy and a mentalist.

JIM CURRY is clowning for Forest City. We have spent Thanksgiving with his mother at Akron, O. While in Florida business was very good, indeed.

BARNETT BROOKS is now in the 55th week of the season, playing South Florida territory. The North Florida business has been very good, indeed.

THE HARRISONS, bicyclists, returned to their home in Wichita, Kans., after playing fairs.

WILLIAM NEWTON Jr., of Walter L. Miller Circus, is to return to his home in Nashville, Tenn., visiting his mother.

O. W. CHRISTY has returned to his home in New Orleans, where he had been at the Morton-Hamill Circus.

STEVE OYDE, canvas man, is now working the circus on Santa Fe territory. His mother is ill with heart failure.

A FEATURE of the circus Schmehl is a man who has a head like himself. He was featured at the Schmehl Circus in 1931.

HARRY MACK, press agent back and announcer on the Dewey show, is located at the Central Hotel, Macau, Ga., for the winter.

GEOFFREY PUCKETT, clown, from Huntington, W. Va., is now working the Cicero unit in Boston.

BOB BARKETT, clown, who had been with the Sells-Slater Circus in Hawaii, is now working the circus in Colorado, according to the report from Denver.

HARRY IAG, only son of the late Brice Iag, is no longer affiliated with the Mighty Iag show, of which he was assistant manager, according to Mrs. B. Iag.

CHARLIE KATZ, assistant manager of the Dewey show, who spends his winter at the Hotel Malm, Macau, Ga., has departed from the southern cities for the big until show arrives at Lusitania, Kava, according to the report from the Dewey show. The show closed November 27 and sailed for San Francisco. A small show, vaudeville acts, will play in Honolulu for a few weeks.

JAMES M. McGRATH Jr., of Pittsburg, is shaping plans for several outdoor shows for the spring under auspices of the Western Pennsylvania Farmers Association and the Pennsylvania State Farmers Association. A circus talent will be used, he declared. The Dewey show has been staged at the State circus, formerly the Wisconsin State Fair, which was staged as a winter show in the Wisconsin State Fairgrounds, Rochester, Ind.

CLIFF MOFFATT, said that Clyde Hewitt, who recently returned from the East, is now in the Northwest, where he is planning to start his first circus this winter.

JOHN T. BACKMAN, Secretary, PCA.

Mr. A. H. C. HARTMANN, Editor, The Billboard, Cincinnati, Ohio, Dear Mr. Hartmann:...
OLD-TIME SHOWMEN

(Continued from opposite page)

Bailey show to Europe for its five-year "Ringling Bros. & Barnum & Bailey's European Shows" became in reality what the title implied. Its advertising crews were the pickpockets of the profession. Tom Bailey continued as manager of a depression show and was now working on the road.

Japanese contrasted with the orderliness of the show's management. He came in car management for Ringling Brothers Bros. & Barnum & Bailey's American Shows when they made camp in Chicago. He continued to manage the advertising crews of the great organization. For almost another decade he held important posts until he was finally killed in a very tragic accident in Chicago, where he decided to retire to his home in Racine, Wis., for the much-needed and well-earned rest.

The show will be held downtown on the city park grounds. A midway circus will be framed at the entrance and will be the center of side shows and concessions. A section of the menagerie tent will be used to house the animals. Booths will occupy the sides of the tent, while in the center an automobile show will be held.

Ed Wenders has been awarded the Four Jesters and will be assisted by George Gore.

Dexter Fellow

(Continued from page 34)

We were recently invited to a private view of photographs of circuses and some other photographs that have been displayed in New York. We were recently visited by a plump, balding man who declared the lack of circus parade, which certainly they have added much color to the city life. We want to thank Presi-Kip Kirkpatrick, Madison Square Garden, New York, for allowing us to make a trip of our proposition and which proves that he is an honest-to-goodness, dyed-in-the-wool Dexter Fellowship.

We are in receipt of the July-September issue of the official organ of the CPA of England. We hope to read the official organ of the CPA of England in the future for remembering us. The magazine consists of a number of interesting articles which are illustrated.

What amuses us is the whitewashing of Jim Tiny malarkey as the result of an article that appeared in the magazine. An article about our own society is of necessity an article about our own society. The name seems to be a question of your knowledge of circus affairs:

Which of these countries was the first to promote circuses, England, America, Italy or France? Who was the first to be shot from a cannon? Who invented the phrase "Cut the (unanswerable) flower"? Who was the famous English actor who started in the circus but later went to the stage in Italy and was called "The Englishman"? Explain the technique of the follow-up in the circus ring, the three rings, and the two rings. What was the first to promote a circus in France? What was the name of the man who was the first to promote a circus in France? What was the name of the man who was the first to promote a circus in France? What was the name of the man who was the first to promote a circus in France?

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circuses, carnivals and tent shows in winter quarters.

Name of Show

Name of Prop. or Mgr.

Address of Winter Quarters

(Give address of office here if you have any)
LOWER RISK RATES NEARER

NAAPPB Adopts Plan at Chi Convention for New Structure

Norman Alexander presents findings and carries them to successful conclusion—extension of season pushed in brilliant address—attendance best in years.

CHICAGO, Dec. 7.—A lower rate structure in public liability insurance for amusement parks seemed nearer realization when the National Association of Amusement Parks, Pools and Beaches adopted a profit-sharing plan on rides during its three-day session, commencing Wednesday in the Sherman Hotel. Plan was presented to the body by Norman S. Alexander, Woodside Park, Philadelphiana, chairman insurance committee, who for a long time has worked diligently in the direction of lower rates, and a strong advocate for the setup was found in Frank W. Darling, member of Chicago’s permanent World’s Fair Park. After reviewing the activities of the committee for the past year, Mr. Alexander described the highlight of his findings. A California company would carry the insurance thru John L. Campbell, Baltimore insurance man, and George Lauer, Chicago risk writer, by arrangement with the former. Insurance would be written on a profit-sharing basis on rates to be agreed upon by the company and the association committee. The company agrees to offer a rate 15 per cent lower than any existing rate and which would apply to NAAPPB members only through the United States. Members would not be compelled to take this form of insurance, however. Association would participate in the profit to the extent of 35 per cent, with balance of 65 per cent for administration, service, claim adjustments and the like. Mr. Campbell stated that he anticipated $150,000 in premiums, and all losses in excess of 7½ cents on the premium will be picked up by Lloyd’s, of London.

Chi Exhib Beats 1934

Big Program Set For Conneaut Lake

CLEARWATER, Fla., Dec. 7.—The Joyland Amusement Park at Clearwater Beach has been sold by E. M. Reiman to John J. Taylor Jr. of Iowa. Sidney Nelson will act as manager of the park for the new owner, who will spend several thousand dollars in improving the park and remodeling the buildings.

Joyland Park to Taylor

NEW LONDON, Conn., Dec. 7.—Palm Garden restaurant and Night Club at Ocean Beach will undergo an operation this week in a two-hour fire during early morning hours, which was discovered by a policeman, who said he believed it was preceded by an explosion. Building was large and the proprietor, Michael Costello, had living quarters in the two upper stories. He and his wife, the only occupants, were carried to safety.

American Visit in Paris

A VIEW OF THE BANQUET of the National Association of Amusement Parks, Pools and Beaches, attended by park operators and members of allied organizations and industries, in the Grand Ballroom of the Hotel Sherman, Chicago, on the night of Dec. 4.

Perry Undergoes Operation

PARIS, Dec. 2—Frank D. Shuman, manager of the Tuileries de Negres shows at the Brussels World’s Fair; Mrs. Shuman, and Harry Hargrave, Lindy Loop operator, spent several days in Paris sightseeing and investigating prospects putting in attractions at the Paris fair in 1937.
Acts Feature Park Banquet

Well attended function Wednesday night has Hamil as emcee

CHICAGO. Dec 17—Following hard upon the heels of the brilliant showmen’s League Banquet and Ball, the annual banquet sponsored by the Organization of Amusement Parks, Pools and Theaters was a huge success, as most of its members had had a full schedule of celebration and functions, and were not expected to be present. The pep they would have had otherwise. Nevertheless the park and theater men were out in force in the Grand Ballroom of the Hotel Sherman, which was well attended and chock-full of entertainment.

There were between 300 and 400 guests, and a cooking good show was put on. After the singing and the entertainment there was dancing to the music of the Alfred Lang.

Harry A. Ackley started the proceedings by introducing George A. Ross, who had been a showman for many years, and was the master of ceremonies for the evening. He then gave some interesting facts about the showman’s business, and his experiences in it.

Dancing Follows Show

First act was a clever dog act, the man of which was dressed as a man by a woman, and the dog as a woman by a man. The dog was led by a string, and the woman had a string. The act was well received.

A Proven Money Getter

Out Earn the Majority of All Other Amusement Devices

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

Plan for Next Season’s Profit

1. Passenger With Cables $1,600.00
2. Passenger Work Cables Sets Up Anywhere $2,000.00
3. Passenger Work Cables Sets Up Anywhere (12 Units) $3,200.00

Write Today

ROBIN REED
BOX 237, SALEM, ORE.

ATTRACTIVE CONCESSIONS TO REPRESENTATIVE IN FOREIGN COUNTRIES

PARKS-RESORTS-POOLS

The Billboard

PROVED By The Past

IMPROVED For The Future

1936 TILT-A-WHIRL 1936

With

STREAMLINED CARS — CHROMIUM-PLATED CRESTING — BRILLIANT ILLUMINATION — AUTOMATIC BRAKES AND OTHER MODERN INNOVATIONS

SELLNER MFG. CO.
FARIBAULT, MINNESOTA

DO A JOB THAT’S WORTHWHILE

EVEN A RENTAL CORPORATION

AT A PROVEN SELLNER MFG. CO.

A PROVEN SELLNER MFG. CO.

A REAL OPPORTUNITY

On Conneaut Lake

Season May 30th—Sept. 7th, 1936


Want Old Mill, Water Skooter, Dodgem, Kiddie Rides, Minature Railroad. Address

WILLIAM KLIER, Gen. Mgr., Conneaut Lake Park, Pa., or Peoples-Pittsburgh Transit Co., Pittsburgh, Pa.

Better Traffic to Galveston

Galveston, Tex. Dec. 7—Asst. by the State Highway Department of this section to Galveston, and the world a 60-foot roadway accommodating four traffic lanes
The Pool
Whirl
By NAT A. TOR

(All communications to Nat. A. Tor, care of New York Office, The Billboard.)

Convention Comments

CHICAGO, Dec. 7.—The national associa-
tion of pool operators, known as the National
Aquatics Association, held its annual con-
vention last week, and in those eight words states the fate of the swimming-pool industry for the last few months.

Much has been said within the portals of the Sherman Hotel about the fact that a convention cannot get a guiding light to those in the aquatic business, but taking the convention of pool operators and the convention of the profession as a whole, it is evident that the two conventions are not on the same level.

It is true that the pool operators held a convention, but it was a convention that was not attended by a large number of people. It is true that the profession held a convention, but it was a convention that was attended by a large number of people.

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PARKS-RESORTS-POOLS

The Billboard

December 14, 1935

BIG PROGRAM SET

(Continued from page 28)

in eighteen to the new Pymatuning

Swimming Resort. There were

storytellers for the resort.

An advance list of programs has been released for this year: President, George Wagner, Pittsburgh; vice-president, John Loeue, Warwick; secretary and general manager, William Keeler, Peoples-Pittsburgh Trust Com-

pany; treasurer, J. L. Scott, Peoples-

Pittsburgh Trust Company; E. Don McKibbin, who has been connected with the resort a number of years as a park developer, executive mem-

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ber of the board of directors and also as a park planner; and John Loeue, who was a park planner for the resort.
Turnout at IAFE 45th Conclave Is Greatest Since That of 1929

Optimism for coming year and aggressive spirit are evident among delegates — Lee is new president — Hempoll elected director in addition to post of secretary.

CHICAGO, Dec. 7.—Topped only in a few previous years and by far the largest since 1929, attendance at the 45th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman here on December 3 and 4 was gathered by a record-breaking convention of fair men. A large number of executives from across the country and representing over 1,100 associations and 1,500 events participated in the event, which was held on the same building that hosted the famous "Everybody's Fair" 100 years ago.

Reports Best in 4 Years

BINGO, Dec. 7.—Frank J. Purcell, who was director of publicity for the Texas Centennial Exposition, under Frank M. Watson, professional director of the event, called its closing session Wednesday. It is understood he will take a position in the fruit industry.

Work handled by Purcell will be taken over by Watson and unannounced. Special events department, handled by Norma D. Johnson, director of finance, and John J. Hendricks, secretary of the exposition, will continue in its present state.

A recent decision by the conventions department agreement with some of the largest firms in the country to include horse and other sports facilities.

More Resignations Presented in Dallas

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More Festival Funds Asked

MILWAUKEE, Wis., Dec. 7.—For Mil- lane's Midwinter Festival next July in conjunction with the national convention of American Veterans, the Wisconsin state fair, it was announced that $1,000,000 will be used in the national convention and $1,125,111 must be obtained from the state board to restore the railway fund. The festival will also provide $1,000,000 in additional funds.

Among the IAFE Delegates

CHICAGO, Dec. 7.—This year's IAFE delegate count is up to 35 states and Canadian delegate count to 55. The Illinois delegation has the highest number of members, with 12 delegates.

Raymond A. Lee, St. Paul, new president of the International Association of Fairs and Expositions, is a familiar face in the IAFE community. He has served on the board of directors and as the president of the association for the past 10 years.

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Problem of Making Money, Rain Or Shine, is Solved by Indiana.

Address by Dick Heiler, manager of the Indiana State Fair, Indianapolis, at the annual meeting of the Indiana Agricultural Association of Fairs and Exhibitions in the Hotel Sherman, Chicago, on December 4. Fairs and Exhibitions in the United States, as in other lands, face problems. They are as much a part of American life and education as are our colleges and universities, and they are an inescapable part of our social, economic, educational, and industrial world.

The chief bugaboo which confronts a fair board and its manager is facing the profit and loss statement when the last exhibit is closed, and the horse sold at the close of the fair. When a fair makes money, the people come to the fair and the manager is a wonder; when a fair loses money, no matter what the cause, the board is a bunch of old fogyes and the managers are the managers of the dead.

Our biggest worry is to conduct an American Fair, the type of which will be financially as possible. I believe that to a certain degree we can develop a plan which will be financially possible. We are looking for a plan which will be financially possible.

Inventories of several years with rainfall and its always prevalent ally, the cost of insurance, which we understand our insurance company to be holding steady.

One of our salesmen reported that the fair was held in the history of the fair.

The board unanimously decided to retain the advance-sale policy. It was improved for the last fair. I hope that it will remain at that figure.

We had an advance sale of 200,000, 200,000, and 200,000, and during the week more than 100 inches of rain fell. We made a net profit of $41,000.

The best taking advantage of this fact was the fact that we had 100,000 tickets sold in hand. We found that almost everybody who bought an advance ticket bought an extra ticket bought a person along.

The advance sale tickets have been sold completely for what good advertising is to announce two weeks in advance that the entire lot of advance tickets will be sold on a certain date.

The total advance sale tickets sold was more than 200,000 and our profit for the week was more than $41,000.

The advance sale of tickets does this, it is an indication that the people are interested in the fair.

Running Races Probable for Ohio State Fair.

COLUMBUS, Dec. 1. — The Ohio State Fair is to be held in 1934, and according to the state board of agriculture, a number of races will be held.

Another feature probably will be running races on Saturday afternoon. The horse and its apparatus of the fair will be sold at the close of the fair.

Fairs and Exhibitions in the United States, as in other lands, face problems. They are as much a part of American life and education as are our colleges and universities, and they are an inescapable part of our social, economic, educational, and industrial world.

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Fed Social Security Act Relates To Taxability in Exhibition Field

Report of the committee on government relations of the International Association of Fairs and Exhibitions at the 45th annual meeting in the Hotel Sherman, Chicago, on December 1, provides data on the Federal Social Security Act of 1935. The report states that any employee may opt out of the act, for himself and his dependents, at the beginning of any week, or any time thereafter, and that any employee may opt out of the act, for himself and his dependents, at the beginning of any week, or any time thereafter. 

Unemployment Compensation

This is a tax levied by the federal government on wages, salaries, tips, and other forms of compensation paid to all employees, including executives. It goes to the federal government and is paid into the local collector of internal revenue and can be met in quarterly installments. The rate for 1936 is 1 per cent of the total amount paid for employment by all employees in each week ending with the last Sunday of that week. The rate was levied at 1 per cent in 1935, and thereafter.

Employers also pay the tax upon amounts received as wages at the same rate as in case of employees. The employers are required to collect the employees' tax by deduction from wages. The tax rate was increased to 1 per cent in 1935, and thereafter.

Taxability of Fairs

The report states that the taxability of fairs is a matter of some importance to fair operators, as it concerns the taxability of fairs and exhibitions, and the taxability of fairs and exhibitions is determined by the Internal Revenue Service. The report states that the taxability of fairs and exhibitions is determined by the Internal Revenue Service and that the taxability of fairs and exhibitions is determined by the Internal Revenue Service.

Old Age Benefits

This is a tax levied by the federal government on employers and employees. Employers pay the tax on wages and salaries paid to employees, and employees pay the tax on wages and salaries received from employers. The tax is a flat rate tax, and the rate for 1936 is 1 per cent of the total amount paid for employment by all employees in each week ending with the last Sunday of that week. The rate was levied at 1 per cent in 1935, and thereafter.

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Are Your Rides And Games Producing?

Read Al Hartmann's "Salesmanship and Showmanship," which contains a suggestion for stimulating business on these amusements through merchandise awards, in the Wholesale Merchandising Section of this issue on page 60.
REALLY BIG BIZ—(Continued from page 2)

of optimism due to the fact that the earnings have been very successful. I know there are many of you who expect that your returns will be present moment. Let us not forget, however, that many of our brothers and sisters have not been so fortunate. We are all well aware that in our particular line of work the world is in a state of depression, and this will naturally affect the world. We cannot just sit back, however, and watch the world go by. We must do something to help our brothers and sisters who are in need.

The management of the Rink and Skates Co. has been doing fair business in the past year. The company has been able to meet its obligations and keep its books in order. The management has been able to maintain a steady flow of business. The company has been able to keep its doors open and its employees employed. The company has been able to keep its business on an even keel.

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NEARLY 900 AT SLA FUNCTION

23d Banquet - Ball Heaviest Attended Since Middle '20s

Chairman Duffield praised - notables at speakers' table
- Prez Conklin delivers opening address - Van Orman clicks as toastmaster - excellent menu and entertainment

CHICAGO. Dec. 3. - Happy days are here again! If you doubt it ask any one of the nearly 900 people who attended the 23d annual banquet and ball of the Showmen's League of America in the Grand Ballroom of the Hotel Sherman Tuesday night. There has been nothing like it since the days of the middle 1920's, when fairs and shows were riding the crest of the wave of prosperity and huge crowds were in a happy and jovial mood evident in the last seven years.

Royal Palm Located Centrally in Havana

HAVANA. Dec. 7. - Royal Palm shows, Barney Krueler, manager, landed here from Florida last week and the personnel immediately started unloading and erecting attractions for their engagement on their central location in the city. Krueler has bought out the entire front and canopy of the Hippodrome Circus, behind which an attractive list of acts is presented, including Carver's Diving Horse with lady rider, Looping Nicholas Globe of Death is another feature act. A complete roster of shows, rides, etc., will appear in a later issue.

Augmented Interest Displayed At ACA Sessions in Chicago

CHICAGO. Dec. 3. - Greatly augmented interest in the American Carnivals Association, Inc., was manifest during the sessions of the association's second annual meet, held here at Hotel Sherman Monday, Tuesday and Wednesday; the interest notably increased since the meet held last December at Toronto.

League Holds Annual Meet

SLA has glorious year - officers installed - Pres Conklin nomines committees

CHICAGO. Dec. 7. - The meeting of the Showmen's League of America Thursday night had an attendance of 125. President J. W. (Patty) Conklin presided. With him at the officers' table were Vice-Presidents Jack Nelson, J. C. McCaffrey and Joe Rogers, Treasurer Lew Keller, Secretary Joseph Sims and Past Presidents Sam J. Levy and C. H. Fisher. It was to great extent a business meeting, including the annual installation of officers; however, combined with the regular weekly meeting date. During the proceedings a record was made during which Dorny Dornfield presented some highly appreciated entertainment.

This has been a glorious year for the Showmen's League. A total of 261 new members were added. President Conklin launched his various committees for their (See LEAGUE HOLDs on page 49)

Eagles' Midget City A Feature With RAS

CHICAGO. Dec. 7. - While attending the various amusement people's meetings here this week Carl J. Redmayne, general manager Royal American Shows, announced that Nate Eagles' Midget City that had been booked as one of the feature attractions with his organization for next year. Eagles is preparing for presenting the "little folks" offerings, including miniature houses, stores, e.t.c., similar to Eagle's attraction at the California Pacific International Exposition in San Diego this year, are already under way.
League Auxiliary Holds Open House

CHICAGO, Dec. 7.—The Ladies’ Auxiliary of the Snowmen’s League of America held open house for four days during the conventions of the various outdoor showmen’s organizations this week, entertain- ing many visiting ladies from out of town and having a great social time.

Open house was held Saturday, Sun-
day, Monday and Tuesday at the Hotel Sherman. The top floor rooms were open all day and night for the convenience of members and visiting friends. Coffee, sandwiches and refreshments were on hand at all times and there was always something doing. The auxiliaries received nine applications for new members during the week. In addition to a number of other pursuits, and it looks as if the organization is again due for a substantial growth.

Among the ladies entertained during the conventions were Madames Gage, Wister & Gergy’s Shows, —Illinois State Fair, Springfield; Iowa State Fair, Des Moines; Nebraska State Fair and Exposition, Lincoln; Kansas State Fair, Topeka; Kansas State Fair, Hutchinson; Oklahoma State Fair and Exposition, Oklahoma City; and the Kalamazoo, Michigan City, South Texas State Fair, Beaumont, Rubins and Cherry Exposition —Ioena (Mich.) Free Fair, Canadian National Exhibition, Toronto; Western Fair, London, Ont.; Tennessee Valley State Fair, Knoxville; Chicago, Illinois State Fair, Chicago; Field Fair, Chicago; and the World’s Fair, New York.

SAVE MONEY ON MOVING COSTS

With BIC ELI SEMI-TRAILERS. Economical, Roomy. Safe—a few of the many features have built into BIC ELI TRAILERS.

Rice Bros.

This drop-frame unit hauls elephants for Rice Brothers’ Circus. A big assignment, but BIC ELI handles it easily.

LEADING CARNIVALS WHICH INVITE Your Investigation and Inspection

The Most Magnificent Motorised Amusement Exhibition in America

Also Other Leading Shows

WANTED FOR AUSTRALIA AND NEW ZEALAND—FIRST-CLASS AT-
TR ACTIONS OF ALL KINDS, FAT WOMAN, GIANT, MIDGETS, Send photos and statements of prices, terms and particulars to Arriving San Francisco 5.5. at New Zealand end of Dec., 1935.

ARTHUR GREENHALGH, 5869 Picardy Drive, Oakland, Calif.

LEADING CARNIVAL SHOWS

Hennies Bros. Shows

Write Quartzsite, Ariz., P. O. Box 9116.

Canada’s Only Railroad Show

Contract With a Show That Plays Territory That Produces Results

DODSON’S WORLD FAIR SHOWS

The remarkable heavy gathering at Chicago this year is a more prosperous season than ever before.

Among the commercials-frauds and among the old friends, the visit of the famous Seattle, Mrs. Delbert M. Davis, to Chicago was a great event.

Cleo Hoffman missed his year's stint in Seattle, but he was in the city last week visiting his sister, Helen, in California, but the Hoffman show was represented by his wife.

Mr. and Mrs. F. P. Judd, of World's Fair Shows, attended the doings in Chicago and were pleased with the concessions.

F. T. Brown and his crew of horses have been busy at Miami, rebuilding and constructing new exhibits and shows. The season with West's World's Wonder Shows will return to that show this spring. New units include a 20 by 20 foot showhouse. During winter visits with the amusement company, operated by Doc Hamilton at Miami.

PROF. AND MRS. A. L. MORRELL (Morrell, Young, White), are still at Honolulu. Have been in those ocean water-piecers (Hawaiian Islands) the last 10 years with the exception of last year at a Century of Progress, Chicago.

HARRY F. LOGAN, assistant agent for H. P. S. and Company, has been at Washington, D.C., promoting work with Mrs. Morton Clint, in the past season with Crockett's Canadian Shows. At last report, was making up an indoor carnival to be staged at Victoria, B. C., early this month.

PERCY (RED) WHEELER, first with Crockett's All-Canadian Shows and the past season with Crockett's Canadian Shows, has returned to the holidays for the Kansas City date.

A VISITOR to Washington recently was Frank J. Leitch, ornithologist, who was writing for the Society for the Protection of Birds of America. It is not known what caused his death, but he was a leader in the movement for the conservation of birds.

SEVENTY RIDES, shows and concessions, were on the midway of the street fair held at Nellie, Switzerland. They included three illusion shows, two motion picture shows, two puppet shows, two music shows, and a girl and a girl show.

HAPPY JACK ROBERT is spending another winter in California, following the recent death (November 5) of his wife. Mrs. Ebert was in show business, married on the road, a patient sufferer, with her "Fat Man" husband, after being attacked by severe illness a few years ago.

MRS. BERTHA (GYP) McDaniel, who accompanied by Miss Beverly Combs, had been visiting at Clevelander, Detroit, and Chicago, returned to Anderson last week, Mrs. McDaniel will probably remain there a few weeks.

During the second season of the American Carnival Association meet in the Windy City, many of the exhibitors have applied for renewal of their licenses, and acceptance of individual membership.

A veritable stampede to the official table. A few words of heavy cause it. One of several midwinter's that regulate in suddenly arrived and asked "Can a fellow get a carnivals at the next one?" "Certainly," said the table, "but what a rush! Think that Charlie Sabin hit it.
CARNIVALS

EVANS

Counter Horse Race Wheel

WEIGHT

40 POUNDS

HEIGHT

1 INCHES

1,000 BINGO

1,500 KENO (LOTTO)

THIN BINGO CARDS

Carolina Amusement Co. WANTS

J. M. SIMMONS & CO.

10 W. Jackson Blvd., Chicago

WANT TO BUY FERRIS WHEEL No. 5

JAMES KNIGHT

General Delivery, West Palm Beach, Fla.

Pit your wits against the loot with this money-making wheel! You get a real buck for each card sold. Win in small, complete and beautiful 24 ft. wheel, $300; 30 ft. wheel, $600; 36 ft. wheel, $700 and 40 ft. wheel, $110. Makes it the favorite on any spot. Free Bulletin of $150 offer and big prize of Pair of Gold and Curry Race Wheels.

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J. M. SIMMONS & Co.
AUGMENTED INTEREST—
(Continued from page 41)
accomplished this year; evidenced by participating in the
General Council Max Cohen and his co-
membership in the 1935 annual meeting, the
acumen and the same members. Thrill the
most of the association, including exhibitors and publicists,
and stressed the need of associated
interests to be expressed in the natural
the association, the filing of its certificate of
incorporation and the commencement of

"The membership of the association
The 1934 show was notable for a
looking toward a reduction in the cost of
\$150,000,000 and a corresponding
the trunk line executives of the
Freight Committee of the Trunk Line
Association declined to grant any
reduction in the cost of
freight rates. The general
increase again took up the fight for the
curtailment of rates, and the
freight rates. The Trunk Line
Association's General Freight Committee, to
grant us a hearing. The committee was authorized to
reach a decision on June 7th.

"This was the beginning of the
activities of the association in this field. The
many occasions members have
requested information on various legal
subjects and the same has been in
instance of the request.

On the association's weekly
column in The Billboard has carried
reports of legal decisions of interest to
the association industry. This column has also
carried reports of legal decisions of interest to
the association industry.

"The true scope of the association's
activities in this field is being
visited, indeed, and to restore its many files would serve
no useful purpose at this time.

"The association has equipped itself
with a full-time legal staff, and they have
indicated a favorable trend in being
half of the association industry and
this is contrary to the interests of this industry and
its members.

"As part of its legal activities the
association has from time to time reported on
various methods of federal legislation, federal
regulations, and federal taxation, and has from time to time called
the attention of the United
States Senate and House of Represen-
tatives to the interest of the members of
this industry.

"Where the association has been
notified of a proposed regulation or
recommendation to the interest of the members of
the association, we have taken steps
to counteract such unfriendly
legislation or proposed regulation in the
openings and at the proper time.

"That all of the recommendations
made by the association in the course of
the association's program for 1935

"That the association adopt a code of
professions, i.e., an ethics code.

"The association will be
endeavoring to get a definite legislative program for
1935 to be adopted.

"The association's efforts in be-
half of a reduction in the cost of
railroad transportation and the elimination
of taxes on the association industry shall
be merchantable to the industry if adopted.

"That the association be authorized
to negotiate with the government for
an agreement in the costs of operating
association shows and for
the elimination of taxes, and that
the association be authorized to
engage in the economic activity.

"That the association adopt the
passengers of the association as
related to its efforts and
will be continued as a matter of policy for the
future year.

"ACKNOWLEDGMENTS—We desire at
this time to thank the trade publics
for their continued support of the
association industry, for fostering worth-while articles
in the association industry, and particularly to The Billboard for
publishing a weekly column under the
association's name. We wish to
extend to the members of the
association industry the
best wishes for the future year.

"CREDIT IS DUE THE MEMBERS OF THE
association industry for their support
in making the association's activities
possible.

"We desire to extend thanks to
the Sherman Hotel for its cooperation and
for its hospitality.

"SUMMARY—Altogether there is plenty
of reason to be optimistic about
the association industry. The
association has made great strides
This is true, however, that
the association industry is in general and
its member shows. It is true, also, that
the association industry is in a
better position than at any time in its history.

"Our efforts are merely beginning
and we have a long way to go.

COUNCILS, COMMITTEES, AND
OFFICERS
Councils & Committees
Recent Councils
The Council on Counsel's Report
Followed is a summary of the Council Cohen's
Report, presented at the first

"It is my honor and pleasure to present
a summary of the Council Cohen's Report
for the current year, a summary which
includes a review of the association's
activities for the current year, and a
summary of the association's
activities for the current year.

"The Council on Counsel's Report
for the current year is presented at the first

CARNALS December 14, 1935
NEARLY 900 AT

(Continued from page 48)

from every possible standpoint. Working with Duffield were several more of the gents who have been selected as committee members. Not a man laid down to sit around, but everyone worked like Trojans to pull it off. No clubs were left to do the job, and the result was the success. Duffield deservedly has received numerous compliments for his capable handling of a most difficult job.

Capacity Crowd

The evening's entertainment was started with invocation of divine blessing by Rev. Weaver, of the Episcopal Church. President J. W. Trimble called the Women's League then delivered the address of welcome, which was heard with evident interest, and after some appropriate remarks, President Conklin. He then introduced the toastmaster, Harold Van Orman, and from this point there was a floor fight, and as has not been heard for many moons. How well the ladies and gentlemen were entertained by the evening's entertainment, is evidenced by the fact that not one ate the banquet table. The Grand Ballroom was packed to the doors. The list of speaker's, each talking ten minutes, and having two or three extra guests crowded in. After the toasts are finished, the platform was the toastmaster's. Among the toasts were: the toastmaster; Frank Duffield, chairman of the committee; J. W. Trimble, chairman of the banquet committee; G. W. Childs, chairman of the committee of arrangements; G. W. Childs, chairman of the committee of arrangements; and G. W. Childs, chairman of the committee of arrangements.

Mayor Kelly Speaks

Mayor Edward Kelly was next called upon to speak. The mayor is a most felicitous senator. The woman's toast came on the wings of time, and in which he "sold" the permanent Chicago fair. The evening was adjourned at midnight, and the showman at heart, complimented the showmen on their great success. The mayor was well received, and the showmen's show was loudly applauded.

Banquet Registrations

The mayor's address was followed by the toastmaster, who spoke briefly, supplementing much that the mayor had said. The mayor's toast was followed by the greatest generosity for the city.

Back to the stage, where Jack Klein of the College Inn, E. J., in his charming way, called upon the College Garden with her head tucked under her arm, a novelty that got plenty of applause.

John and Julie Armstrong followed with their combination of hand-balancing tricks done in a smooth manner.

The last act of the evening was introduced by Klein as the "Three of a Kind," who gave an entertainment of hand-balancing and comedy tricks. The act was well received by the audience and brought them applause.

Van Orman Toastmaster

Harold Van Orman, being a politician (and an Indiana politician at that) and having a way with words, was a most felicitous toastmaster. His command of superlatives is colossal; he has a distinct flair for the art of speaking. His work is a remarkable one, and his ability is extremely dynamic, and from the time he took the floor, he kept moving at a rapid pace. After a session of a mere 20 minutes, he was on stage, and Jack Klein, master of ceremonies for the entertainment, having introduced Klein, gave the toastmaster three cheers, and no one could dispute that Klein had a great time.

The toastmaster introduced a table of toastmasters, and several other well known speakers, who were entertained by the audience and received a great deal of applause.

At this point the toastmaster introduced a table of toastmasters, and several other well known speakers, who were entertained by the audience and received a great deal of applause.

Distribution of League membership pins was then made by President Paul Conklin. The first prize, $100 donated by the Chicago Standard Amusement Company, and second prize, $50 donated by the Chicago Standard Amusement Company, and third prize, $25 donated by the Chicago Standard Amusement Company, and fourth prize, $10 donated by the Chicago Standard Amusement Company, and fifth prize, $5 donated by the Chicago Standard Amusement Company, and sixth prize, $2 donated by the Chicago Standard Amusement Company, and seventh prize, $1 donated by the Chicago Standard Amusement Company, and eighth prize, $0.50 donated by the Chicago Standard Amusement Company, and ninth prize, $0.25 donated by the Chicago Standard Amusement Company, and tenth prize, $0.10 donated by the Chicago Standard Amusement Company, and eleventh prize, $0.05 donated by the Chicago Standard Amusement Company, and twelfth prize, $0.02 donated by the Chicago Standard Amusement Company, and thirteenth prize, $0.01 donated by the Chicago Standard Amusement Company, and fourteenth prize, $0.005 donated by the Chicago Standard Amusement Company.
Carnivals

December 14, 1935

Philadelphia Pickups

PHILADELPHIA, Dec. 7—The annual Christmas Show at Joyland, in the 6th street section, is this year under the management of Harry Hunt, of Hunt’s Shows. A new act for the season is the minstrel Walker’s mixed group of performances consisting of clowns, jugglers, comics, horses, and other acts. Captain Dudley’s edifying “A New Year’s Tale” will be kept in the house. The show has been well attended. President Clark of the PCHA introduced Al (Big Hat) Fisher as one of the new acts and from this it seems that the new shows started. Many notables of both the auxiliary and the men’s club were present. The show was a big success and there was much entertainment.

A meeting of the board of directors was held Monday and many motions were made and approved. President Martha Street still receiving the good wishes of all the members. Mrs. Clark was present. The show was moved to the ninth floor of the New Orpheum Building by December 19. Owing to large crowds attending the meetings it was decided to get larger rooms. This is the second time the show has been moved to the same building, due to growing success.

A new addition is the Intercontinental Congress of Oddities, to be held in the lobby, and dealt out each 1st, 2nd, and 3rd week of the month. The new members presented Monday, also a distinguished guest was Miss Mrs. Walter Humaker.

Great American Shows

Middlesex, Ga., went on November 30. Fall Festival, weather: warm. Hours, cold. Business: poor. Ray Mangel, formerly of Joe Cremer’s Show, now front man of Pluto Cotton’s Bungalow in the South, is engaged to tour the South, will attend the funeral of Mr. R. A. (see GREAT AMERICAN on page 67).

Bunts Greater Shows

J. F. Dehnert, of Knapp & Dehnert shows, actually encountered hard- ship in securing Joseph Ford at the Lincoln Theatre. He tried to get the meet the idea, but they could not be had, and train it to Chi., but he arrived too late for the banquet and ball.

Philadelphia Houses

PHILADELPHIA, Dec. 7—The first new cold weather of the winter hit the city this week and, consequently, business has been slow at the houses, the most of which have been closed for the season.

The dinner-dance on November 23 was well attended. President Clark of the PCHA introduced Al (Big Hat) Fisher as one of the new acts and from this it seems that the new shows started. Many notables of both the auxiliary and the men’s club were present. The show was well received by all the members.

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**Classified Advertisements**

### COMMERCIAL

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No World War II Black Type

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FOR THE FOLLOWING WEEK'S ISSUE

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**SPECIAL DANCE ARRANGEMENTS** - R. C. PERRY, Bowling Green, Ky.

**AGENTS AND DISTRIBUTORS WANTED**

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**COST 50c, Sells $1.50** - MY CHANGEABLE MONEY. Send for catalog. Address WHITE, 901 Union Ave., July 1st N. S. Sample, 50c. GRAHAM, 1010 S. Grant St., St. Louis.

**CREW MANAGERS AND AGENTS** - JUST AS WANTED.

**ELIMINATE FINANCIAL WORRIES - SELL** - Shut Klans Cams. Clean, polished, prevents rust. 1c each. S. W. B. BERNHARDT COMPANY, Hartford, Conn.

**GOOD INCOME SILVERING MIRRORS - PLATING AND RENEWING LAMPS, REFLECTORS, ETC.** - Send samples. Address for samples. Furnished, write CUNNELL MIRRORS, 107 Market St., New York, N. Y.

**IMPORTED PHOTOS, BOOKS, NOVELTIES** - Godzilla, $1.00, Brownie, $1.00. Address B. C. Box 401, Chicago, Ill.

**NEW FOOD RESTORES YOUTHFUL VIGOR** - Order of ten packages. 25c each. GRIFFITH, 67 East 12th St., New York.

**NEW FLYING MACHINES, USED COOKING SCHOOL** - Domestic Science Classes. Start today and earn a flying money. Profitable. Instant demonstration sells 50c at retail with large sales made in every city. Address for samples. Washington, D. C.

**SALES CO.** - 504 N. Water, St. Louis.

**NO PEDDLING - FREE BOOKLET DESCRIBES 100 money-making opportunities for you and your family. Address NO PEDDLING ADVICE** - 214 Grand St., New York, N. Y.

**PITCHMEN SOLICITORS MAKE $5,000 A WEEK** - Travel on freight, sells plates, free Catalog 99-9 free. Address N. H. HANSON, 303 E. Market, Cincinnati, O.

**PROFIT 2,500% - AGREEABLE EASY WORK** - 30 cents. Work 10 hours. Write for full details. Address: 214 Grand, New York, N. Y.

**QUICKSTOP LIQUOR PENS** - SELL THEMSELVES. No experience necessary. 100 per cent profit. Address: 214 Grand, New York, N. Y.

**REVENUE STAMP SPECIALS** - FINE LIFE FACE MASK, 15c. DENTAL PROSTHETIC, 25c. EYES. 5c. Address: 214 Grand, New York, N. Y.

**SALES PEOPLE FOR CLEAR VISIO** - ALSO other articles. Visible film keeps eyes from brightening. Looks free. Address ROYAL AMERICAN MERCHANDISE COMPANY, 3310 West 8th, Indianapolis, Ind.

**SUNDRIES - FREE ILLUSTRATED CATALOG** - 1,000' profit. Address: MATTYWOOD PUBLISHING CO., 105 West 49th St., New York.

**SUNDRIES - LIQUID CASH** - Free gift and other valuable information. Address: A. C. L. T. R. W. T. A. L. I. I., P. O. Box 14, Cincinnati, O.

**100 PROFITABLE MAIL ORDER AND LOCAL BUSINESS IDEAS, free literature.** - Address PRESS, Elburn, Ill.

**ANIMALS, BIRDS AND PETS**

**ALL KINDS ANIMALS, ANIMALS AND BIRDS** - Sell King, Brownsville, Tex.

**FOR LIVE ARMSHODY** - WRITE TO APERT ARMABILITY FARM, 500 Love City Estates, Petaluma, Cal.

**GIANT SHEWS WHEELSWARM ANIMALS** - Fifty feral. MARVIN MAJIN, Petaluma, Cal.

**HAY TO SELL OUT** - ONE AFRICAN LION, female, semi tame, healthy, 6 months old, $200.00. Address: ARMSTRONG, 1130 N. 16th Ave., Tampa, $175.00. Address: R. T. S. G. $225.00. Address: 301 Fourth St., Pocatello, Idaho.


**LARGE MACHINES COMMERCIAL** - Rent. Address: MARKET PLACE, Camden, N. J.

**WARREN BUCK** - Immediate or Christmas delivery. Bull Pickles, Bulls. Address: HOBBS, Dallas, Tex.

**WISH TO BUY WHITE COCKATOOS** - State age and price. Address: M. C. care, Billboard, 1554 Broadway, New York, N. Y.

**BOOKS**

**PERSONAL ADVERTISING - CATALOG, PHOTOS** - Cartoons, 15c. Box 290-B, New Haven, Conn.

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**BUSINESS OPPORTUNITIES**

**BARBECUES - INTERIOR AND EXTERIOR** - Railroad, Coal. FREE LITERATURE. ADDRESS PRESS, Elburn, Ill.

**CASH FOR INVENTIONS** - ADVANCE METHOD. Write INVENTORS SERVICE, 1103 11th St., Altona, Pa.

**CASHABLE IDEAS MAKE BIG MONEY** - Send mail, many profitable, successful methods and literature. Address D. D. Co., Box 25392, Central St., Kansas City, Mo.

**FREE - CURRENT EIGHT-PAGE BULLETIN DESCRIBES** - Methods of making, including manufacturers, distributors, or any one desired. Address PRESS, Elburn, Ill.

**TURN IDEAS INTO CASH** - FREE LITERATURE. - MATTYWOOD PUBLISHING CO., 105 West 49th St., New York.

**CAROON**

**ENTERTAIN WITH TRICK CHALK STUNTS** - Large Stock, New York. Address: MATTYWOOD PUBLISHING CO., 105 West 49th St., New York.

**COIN-OPERATED MACHINES - SECOND HAND**

**COIN-OP. MANUFACTURERS** - Send for free catalog. Novi, 1193 Broadway, New York, N. Y.

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**LAST CALL**

All Classified Advertising Copy intended for insertion in the

41st Annual Amusement Review and Holiday Greetings Numbers

must be received in Cincinnati no later than Thursday, 4:30 P.M.

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**DECEMBER 19, 1935**

**Billboard**

**CINCINNATI, OHIO**

**25 OPERA PLACE**

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Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads. Letters mailed 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.

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
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 1/2 cents per ounce) cannot be forwarded and therefore will have to be sent to the dead-letter office.

This ruling for forwarding of mail does not apply to open greeting cards, those not requiring envelopes and sent under 1-cent postage.
### LETTER LIST

**December 14, 1935**

**Mail on Hand at**

<table>
<thead>
<tr>
<th>CHICAGO OFFICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>63 E. Randolph St.</td>
</tr>
</tbody>
</table>

**New York Office**

1204 Broadway

**Ladies' List**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice A. Allen</td>
<td>420 W. 57th St, New York</td>
</tr>
<tr>
<td>Betty B. Brown</td>
<td>234 W. 58th St, New York</td>
</tr>
<tr>
<td>Clara C. Clark</td>
<td>521 W. 59th St, New York</td>
</tr>
<tr>
<td>Mary M. Davis</td>
<td>315 W. 60th St, New York</td>
</tr>
<tr>
<td>Elizabeth E. Fox</td>
<td>145 W. 61st St, New York</td>
</tr>
</tbody>
</table>

**Gentlemen's List**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>John J. Adams</td>
<td>123 E. 57th St, New York</td>
</tr>
<tr>
<td>Robert R. Black</td>
<td>321 W. 58th St, New York</td>
</tr>
<tr>
<td>James C. Clark</td>
<td>435 W. 60th St, New York</td>
</tr>
<tr>
<td>Harry M. Davis</td>
<td>215 W. 61st St, New York</td>
</tr>
<tr>
<td>Edward E. Fox</td>
<td>135 W. 62nd St, New York</td>
</tr>
</tbody>
</table>

### LOWER RISK

(Continued from page 26)

J. Carlin, Carlin's Million-dollar Park, Baltimore: Old Orchard Beach, Maine, L. C. Clapp, Clapp Specialty Zephyrs, Portland, Maine, P. P. Harris, Long Wharf, New York. Among the many who expressed interest in the extension of the park season by setting back Labor Day was J. E. Lamb, owner of Euclid Park, Cleveland, who ordered up a special train to take advantage of the extended season. He reckoned the weather bureau figures to prove that the wind of September is just as favorable for operation as the months from June through August, and felt that countless incidents such as silk, oil, cigarette and general business would support the extension of the season, which he believes will benefit the industry. Mr. Lamb, who discussed the Labor Day question, was a matter of general concern, and was the principal subject of general remarks by Richard P. Loos, Lanes Bros., Philadelphia, who presented the problem: Hammond A. Lee, Minnesota State Fair and newly elected president of the International Association of Fairs and Expositions, who greeted the bo...
Motor Transportation Dept.

We solicit your co-operation by sending us letter concerning difficulties and complications that you are meeting in the various ways of visiting cities and towns. We want to publish your letters in our columns, and you may publish your information of interest to others. Address your letters to the Motor Transportation Dept., The Billboard, 25-27 Place Opera, Cincinnati, O.

A 1933 legislative act regulating motor transportation was recently upheld in an opinion handed down by the federal court in that city of Columbus recently. The high court, in addition to sustaining a clause banning negotiations for transportation in connection with any State or local government, held that the act was not unconstitutionally discriminatory and that the provision prohibiting all contracts for transportation was valid. The court further held that the provision prohibiting all agreements or contracts for transportation was valid.

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Long Island

By ALFRED FREEMAN

FROM ALL AROUND: Hi! Cold! I'm back! The first trip of Frank B. Jungle, road 1000 miles, and he's making his way. His latest journey will bring him to the stage at winter. Several hundred new specimen have been added to his collection and he's planning to open his house soon. 

Lawson (Forest Hills) Peynter and Paul (Richmond Hill) Brown are doing radio publicity. Both are former Long Island phenomenon p.a. Theater of ground in Kemptown, Long Edgemore and one (the other on the move) was reported in the making.

Triangle Balcony, Richmond Hill, looked as far as a year in advance for the show. 

Organization Behind Scenes Puts Over Expositions, Says Conklin

Address of J. W. (Patty) Conklin, of Conklin's All-City Exposition and exposition at Rockaway Beach, Rockaway Beach, for the 44th annual meeting of the National Association of Expositions in the Sherman, Chicago, on May 16.

He is honored at the privilege of paying a few words to such a gathering of exhibitors and performers as the one assembled. It is a pleasure to be in the presence of so many distinguished men. It behooves us, the people, with the strength and leadership that we possess, to do our part in the advancement of the show business, such as the Heart of America Showman's Association, and the Pacific Coast Showman's Association, among others.

The Showman's League of America is doing a splendid job of promoting the interests of the character, such as the Heart of America Showman's Association, and the Pacific Coast Showman's Association, among others. The latter organization I had the honor of being head of for the past two years and I am familiar with the work that this organization has accomplished.

Spirit of Showmen

Not being a member of the Kansas City Exposition, I am very much interested in the activities of the Kansas City club, and I am informed by good authority that they are doing excellent work. The Pacific Coast Showman's Association owns a lot of fine real estate at the present time, and their short existence of 14 years has enabled them to own a lot of fine real estate. They have, at the time of their passing, been in difficult circumstances.

The founder of the Pacific Coast Showmen's Association was a very active member of the Showman's League. You have heard of him, I'm sure, but this is not the place to mention him in more words. He is, as you know, the revered first president of the Westerners. In the words of showmanship, that spirit of good fellowship is a characteristic that is basic to the organization.

Would there be anything more courageous than the true spirit of showmanship?
Wholesale

PRIZES - NOVELTIES - PREMIUMS - SPECIALTIES

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

“Salesmanship and Showmanship”

Comics Boost Novelty Trade

The use of comics on merchandise of national character is becoming more and more mendacious to the premium trade. Pop-eyed Mickey Mouse, Dick Tracy, Orphan Annie, Little Lulu, and many other nationally beloved cartoon characters have become the best salesman in the country for premium merchandise.

Mickey Mouse flashlight batteries and the hundreds of other Mickey Mouse items have been a ready market with premium buyers. The Mickey Mouse emblem has been used on almost every type of merchandise, from the simplest pack of matches to the most expensive car. As a premium these items are among the best on the market at this time.

The Dick Tracy knife has captured the attention of the buyers as well as many adults and here again is a premium which is adding to the wide variety of Mickey Mouse items. The flashlight batteries of these knives offering probably one or two dozen of them board at 5-cent play and being big return. The knives have been found the best for the bigger division of the comic-book trade, and the Mickey Mouse items are featuring them in even greater quantity.

Other characters abound of a mystery of their own and many others can rest assured that they will bring in large orders. (See COMICS BOOST on page 62)

Pen Set Combinations Move Fast; Neat Packaging Featured

Pen and pencil combination sets are moving faster than ever. These sets have been advertised and are being offered to all different angles and are now becoming more popular. Many of the manufacturers have seen the value of including small bottles of ink with their sets. These sales are increasing at a rapid pace.

Pen and pencil combination sets are among the leading sellers in the premium field at this time. They are perfecting in so many different channels. Simple in design, neat, and attractive to many consumers, these sets have been found to be a very profitable product for many manufacturers.

Being small and compact, such a set of pens and pencils can be carried about without being a deterrent to the host.

Pen and pencil sets are now being manufactured by many premium users and have been found to require less ink and paper than single pens and pencils. It is astonishing how much the public accepts these products when made by the proper manufacturer.

Small Items Essential

Small items such as these for everyday purposes are essential on the list of any premium articles. There are many items which reach great heights as a result of their smallness.

Cigarette lighters and cigar lighters, in their hundreds of forms, are still among the many products which appear on the merchandise market. They are used in various places such as the small sewing combination knife, lighters, and pencils. These items are well sharpened and are a necessity for all types.

Small pieces are prominent in this category and have always proved themselves to be among the best.

(See SMALL ITEMS on page 63)

Watches Still Hot As Premium Items

Always considered among the most staple materials for premium use are the wrist and pocket watch. These are some of the best-selling items in this category. With this year there has been a great boom in the watches coming back stronger than ever. This return to popularity is attributed to the new low prices which have been set on watches by the larger manufacturers. The信念 lie in the fact that they have adopted new characters and designs.

Wrist watches are now more attractively boxed than ever before, and a new field has opened up for them. It is believed that this can provide the highest value to watches than ever before.

The watches are designed to meet with modern tastes, much better fitted for general premium usage than previously.

Always chosen as the greatest and most desirable premium item is the wrist watch. It is readily followed by the pocket watch since the introduction of a delightfully modern watch. One of the latest designs is the logo of the cool watch, the watch with a cool design. They lend themselves to many types of promotion because of the size, shape, and general popularity as a premium.

Premium watches are generally used in various ways. The most important use is to be strike at home, always better fitted for general usage.

Modern Compacts Are Big Seasonal Sellers

Always one of the best premium items is the compact. Compact boxes are the most attractive and most effective. All buyers of premium merchandise have always demanded washable compacts. Even the most delicate compacts are now being made. Many of these are being made in very attractive boxes.

Design has gone to extreme modernism with bands of tastefully arranged colors and the most attractive. Compacts are the ones which have appeared on the market for the holiday season.

This design can go to extreme modernism with bands of tastefully arranged colors and the most attractive. Compacts are the ones which have appeared on the market for the holiday season.

(See WASTE WATCHES STILL on page 62)

Influential to the merchan-
Automatic Table-Liter Ccatalin Base

Each 50c
In Dozen Lots: Each 45c

Joseph Hagn Co.

223 W. Madison St.
Chicago, III.

New Year Xmas Catalog

Featuring

Paint in Stick Form

Simple Gadget Filters

Three-Inch Camera

GELLMAN BROS.

119 North Fourth St.
MINNEAPOLIS, MINN.

Three-Piece Doll Can Be Taken Apart, Put Together

A new three-piece doll, which can be taken apart and put together by children, is similar to a sensation in the line of toy novelties. The doll consists of a "backbone" on which are mounted three pieces, all brightly colored, which can be placed. The doll "backbone" is supported on a stand, and the three pieces which make up the doll are shaped and painted as the face, the arms, and the legs. The appeal of the doll to the child is increased greatly, according to observers, who claim that the child will not tire so easily of the doll, if she can make it up and "re-build" it herself.

Washable Playing Cards

One of the most remarkable developments in the wholesale merchandise field is the recent introduction to the market of washable playing cards. In addition to being washable in cold water with soap and water, the manufacturers claim that these cards cannot be damaged, bent, broken or marked except by deliberate misuse.

One hundred in one is the claim made in the advertising of these new cards, as compared with ordinary playing cards. They are made by some of the foremost bridge authorities.

Signet Ring With Photo

Photo novelties have always had a very strong appeal, particularly in outlet stores. A Brooklyn concern is introducing a sterling silver initialed signet ring. The name is attached to a hinge, which, when opened, reveals a miniature photograph. The產者 are said to have been selected from the foremost bridge authorities.

When Writing to Advertisers Mention The Billboard.
NEW PERMFAME PACKAGES GORGEOUSLY PUT UP

DOROTHY JAY COSMETICS

Fountain PENS

COY BLADES

MILLSALES CO.

GORGEOUSLY PUT UP

WHOLESALE MERCHANDISE

December 14, 1935

LOWEST RISK

(Continued from page 58)

board of directors in three groups as follows: Group 1, Parks and Blacksmiths; Group 2, Baker, Frank W. Darling, A. B. Curtierrez, Hitchcock, Harry, D. C. Sturges, Harvey Humphrey, Eustis Beach, Clear- water, and University; Group 3, M. E. Ackley, Paul Huesepeld, Be D. Whipple, Seaborn Park, Montreal; Leonard A. Peck, and Fred L. Markey, Dogwood Corporation.

New Electric Heating Unit Controlled by Thermostat

Ash Tray-Cocktail Holder

Pocket-Size Sharpener

Watches Still

(Continued from page 69)

Blacksmith, the speed of the instantaneous shutter is one-thirtieth of a second.

New Envelope Seals

Self Without Moisture

No more licking the glossy flap of an envelope and adding the seal. This new envelope, which is unaffected by moisture and cannot be steamed open, has the gum on the flap itself, to be torn away when opening.

There are two adhesive flaps on the new envelope. A small one, which is already on the other and nothing else. After the envelope is prepared and the gum is applied, it is merely necessary to lift up the lower flap and turn down the top one to bring the gum in contact with the flap. Then they stick immediately and securely.

Electric Clothes Presser

Demonstrators in various department stores in the East are finding the new electric press a big seller. This novel device is a departure from the regular metal and requires no ironing board to rent the clothes, such clothes only to cause, making it an ideal traveling press. Since the electric press will not cause a shine, no matter how much it is used on the same garment, as normal dampen- press can be used on coats, trousers, skirts and dresses, and operates on either AC or DC current.

"Midget" Welder Repairs Tin

A small electric "welder," which is to meet with similar success in the South, operates at low cost on either AC or DC current and is re- leased for repairing auto parts, and is said to be used on tin, copper, brass, and bronze parts in the amount of the unit's speed and efficiency.

New Electric Lighting Fixture

A new lighting fixture, which fits into the mouth of a hot-water bag or similar opening, uses the water itself as the current for the arc, and is said to work with closed. This new heating unit operates only when the water is hot, and is intended as an inexpensive and very practical household device.

Ash Tray-Coctail Holder

The Ash-Coast is a clever combination ash tray and cocktail holder made of a hard, durable composition with smooth, polished finish. It measures eight inches in length and is attractively housed. Here is an item which is an excellent premium gift and fast becoming a busy beaver in particular.

Pocket-Size Sharpener

Another new number being featured by Copper, Brass, and Nickel Co., is a pocket knife sharpener, blade sharpener and glass cutter. This tool is attractively housed and comes in two sizes, four and six inches, and is pitched in particular.

Watches Still

(Continued from page 69)

interesting thing about the watches which are being shown at this time is their electrical features. The watches were falling low as a premium until the new packages were produced, and since then they are still the most wanted present, if not the most prominent as a premium item.

Watch watches.

COMICS BOOST

(Continued from page 69)

sales increases in every venture. The most appropriate are hard to get at the present time due to the holiday rush for these items. A number of these orders which have been placed in advance by interested buyers are now being used to attract greater attention.

COMICS BOOST

(Continued from page 69)

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Watches Still

(Continued from page 69)

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Gordon Novelty Company, wholesalers of cigarette card novelties, and party supplies, tricks and jokes, etc., received a demonstration in business for the 1935 holidays over the past three or four years. Jack Gordon, proprietor and additional salesman, an extra shipping clerk and an additional office helper, has made this a business of our experience, business today has reached a point where it can be compared with that of the 38 prosperity area. My merchandise is in stock for immediate shipment.

The house of Oscar Leitner, Inc., makes a specialty of a complete line of Christmas items which the company has added for the season. Some of the feature HM items include Christmas tree electric outside, all sizes and colors; artificial Christmas trees; Christmas wreaths; Christmas signs; Christmas candies; and walks and all of the trees are in stock for immediate shipment.

Another item is the electric and roasting wreath which is exceptionally popular with the public. The company also puts out a line of rubber toys such as the automatic lighters, attractive colors. Assorted colors are said to be complete to the smallest detail such as watches, watches, door handles and free-rolling wheels.

A novel premium gadget, or advertising novelty, is the combination between a small corkscrew and a pen distributed by Charles Wert. It comes in black or blue on red, blue, green and orange. Advertising copies for the corkscrew, making it an excellent advertising novelty for night clubs, resorts, bars, etc.

There is hardly an event of popular interest, whether public or private, in ancient times, in American history, that has not been recorded on coins. The termmed metalworking is one of the oldest processes used in the creation of ancient coins that surpass the money value of any coin in the world.

Modern medals begin in the period of the Ancient World, and the production of medals, the art of the medal, and the art of the medal maker, is an important part of any country. The medal is an important part of any country, and the Medal Society of America, representing the medal makers of America, will give an exhibition of their works.

SMALL ITEMS--

They have flash and usability and also credit the firm using them in more ways than one.

Small screw-driver combinations, pen, watch and cumber sets, which also contain mobile, screw drivers and other devices, are sold for large and small pieces, and other various items in this category.

Each one of these items presents a striking feature to the merchant for large and small pieces, and with the feature of the item and the advantage of the item, the merchant can be convinced of the advantage of the item.

Small cigarette boxes and cigarette cases, cigar holders and other articles, which are sold for men and women can always be depended upon as a premium. These are attractively packed in cellophane and boxes and sometimes are openly displayed with attractive advertising copy. They are attractive and flashy and have a definite material value which should not be overlooked by the premium user.

The list of small items is truly tremendous and grows larger daily where factories are finding room for small metal dies which can produce effective premiums in quantity lots at low prices.

In the case of a certain type of premiums some of the most expensive premiums on the market, but most important is the fact that they have many uses for the premium industry.

NATIONAL MFRS. DISTRIBUTING CO.

4501 S. Halsted St.
Chicago, Ill.

R. H. Young & Co., Chicago.

SCOTCH TWIN TERIERS

America's Most Popular Puppies

Here is the biggest bargain offered salesmen. Scotch Terriers are the most popular puppy offered to salesmen.

N. SHURE CO.

1200 W. Adams Street
Chicago, Ill.

The BROADWAY WATCH

For the Neediest Christmas Gift of All

Consolidated Watch Co.

40 N. Dearborn, Bldg. C, O. D. Order.

Prices Net. P. 0. O. Chicago.

For 17 Days on C. O. D. Orders.

10.80

Write for Catalog B100

Featuring Hundreds of Profit Makers for Specialty Salesmen.

THE BILLBOARD

Pig-Adelphia: Dec. 7--On Thanksgiving night the management of the Eighth Street Museum tendered a dinner to the performers and employees of the show. D. J. Gorman and E. Hickey, joint managers of the organization, the performers were entertained by Gorman and Hickey by employees and performers. Among those present were E. L. Redding, Freda Jones and wife, Ted, Mr. and Mrs. Soule, Mr. and Mrs. Pat Proulx, Mrs. J. D. Leach, Mrs. J. W. Ashby, Mr. and Mrs. Jack Proulx, Mrs. and Mrs. Pat Proulx, and Mr. and Mrs. Pat Proulx.

EL SECONDO, Jack Howard and George Vaskel.

Dinner to Performers
SALESMANSHIP—(Continued from page 60)

"It would be up to you, if you see merit in the idea, to figure how much you could give away in merchandise, as it is you who are in the awards that the greater the interest. A most important thing in connection with prizes is to have merchandise not easily obtained locally. You can buy from us a whole assortment of special, half-store, one-third or one-fourth of the retail price. If you had 1 point, I think the prizes should be worth at least 10 cents retail, or 15 or 20 cents wholesale. Fifty points, representing 5 cents each, may be awarded, giving away 10 or 50 points, the prices that cannot easily be purchased locally. This is your big advantage.

I hope I have made myself clear in explaining this idea, and if you find any merit in it, I will be happy. That the prizes, if not anywhere, shall not be the least doubt."

LOS ANGELES—(Continued from page 99)

Mrs. Ruth Shreffler had her and Goldie Shreffler of 4212 West Windwood, staying with out-of-town guests.

The condition of Doc Hall shows little improvement today, as he is still in a critical condition. Murphy recuperating at Lurens' Hotel.

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The condition of Doc Hall shows little improvement today, as he is still in a critical condition. Murphy recuperating at Lurens' Hotel.
Milton (Curley) Bartok:

Cards from Tuscaloosa. Only one trouble with Pipes—not enough of them. You can run into quite a number of roadfolks atop the dirt in Tuscaloosa. Wonder if Jim Terdon was wafting around town and did not try the street from the old ono. Maybe he run into Birmingham be bust. As to working around town and did not try the street from the old ono. Maybe he run into Birmingham be bust. Was to working around town and did not try the street from the old ono. Maybe he run into Birmingham be bust.

Harry Turner:

The well-known Huntington, W. Va. novelty firm, drops a few lines to tell us that quite a number of roadfolks stop in at his place from time to time, but he was on the road for some 30 years before he moved to Huntington and may stay out all winter.

Harry Howard:

And others, operating the New Lostin mine, are all working in the potash and tobacco barns in Western Tennessee. They tell me that my cows Al.

Doc Coley:

Veteran muses, is not dead, answering a rumor to that effect. He was in his 60s and very much alive, according to a communication just received from Doc Robert Potter.

O. L. Manlove:

Harry Ravenstall opened the pitcher's mound in Nashville. They would like to see something to change the pace of the game, but a period of thunder.

Just Finished Working

The winter finishes with the old Wyoming Bill open front-pitch store in Hot Springs, with Dowlow's Wild Animal Show, 1911.

Thomas J. Kilpatrick:

From Roxbury, Mass. I broke into show business with the old Wyoming Bill open front-pitch store in Hot Springs, with Dowlow's Wild Animal Show, 1911.
SPANKY COMIC XMAS CARDS

MONEY MITT

BUY DIRECT FROM MANUFACTURERS

3-SHIRT SETS

SNOOK-a IOH

SOAP

SNAPPY COMIC XMAS CARDS

LEATHER 4 INCH HANKIES

LEATHER HANDKERCHEIFS

TINCUP INTERNATIONAL

Pitchmen I Have Met

By SID SIDENBERG

I have met many pitchmen in my career. One of the first I met was Bill...
The various national outdoor amusement functions in Chicago last Saturday and Sunday were attended by the National Association of Amusement Parks, Inc. According to the International Association of Amusement Parks and Attractions, American Recreational Equipment Association, American Amusement Equipment Association and the Chicago Association, together with the elaborate bands, orchestras, and origin of The Amusement League of America — were successful from their standpoint and are now in the last stages of preparation to bring the best entertainment to the stage. They have trained them to see that it is not only a big help.

Everybody seemed to be a happy one. One of the acts was a show of money on the entertainment. Furthermore, there were none of the usual animal gatherings for some time.

This week, Joe Geller is touring Europe and having a lot of fun. He is having a special time.

The festival of December has come to an end. And the entertainment plans have been made.

The Bilibedesi has been a success. And the performers have been well received.

The Bilibedesi is a big hit. And the performers have been well received.
Coint Machines Exhibited At Amusement Parks Show

Eleven firms show machines and supplies—high-grade amusement devices are featured—convention spirit indicates optimism in amusement parks field

CHICAGO, Dec. 7—Coin-operated machines were on exhibit at the Annual Convention of the National Association of Amusement Parks, held at the Electric Hotel December 2 to 6. A new breed of operators, as emphasized among the organizations, was evident among the organizations participating in the convention and business prospects in the various lines of amusement are considered favorable for 1936. Coin-operated amusement devices are reported in quantities that have never before been seen in amusement parks in similar places of amusement and recreation. Eleven firms familiar to the coin-machine industry and either making coin-operated machines or supplying parts are exhibitors at the convention and helped to swell to many the attractive displays of products in the coin-machine field.

CHICAGO, Dec. 7.—The Billboard, a daily newspaper, published a special issue devoted to the coin-operated machine industry. The issue contained articles on the history of the industry, the current status of the business, and the prospects for the future. The editors of the Billboard also interviewed leading figures in the industry, including C. B. Meeker, the president of the National Coin Machine Association. The issue was well-received by the industry and helped to raise awareness of the importance of the coin-operated machine industry.

Brunswick-Balke Earnings Improve

CHICAGO, Dec. 7.—According to the latest reports of the Brunswick-Balke-Collender Company, the earnings of the company for the year ending December 31, 1935, were $1,000,000, as compared with $750,000 for the previous year. The company's sales for the year were $10,000,000, as compared with $8,000,000 for the previous year.

Toronto Trade Is Organized

TORONTO, Dec. 7.—At a meeting of prominent coin machine dealers held November 28-29, the Canadian Coin Machine Association was formed. The following officers were elected: President, C. B. Meeker; Vice-President, R. T. Smith; Secretary-Treasurer, Charles Sina, of the K. & B. Coin Machine Company of New York. William Hurley was elected as Secretary. The meeting was attended by more than 80 operators from all parts of Ontario and western Canada, and was the first meeting of its kind for the coin machine industry in Canada. It was expected that the organization would help to promote the growth of the coin-machine industry in Canada.

Gay Program Is Promised

Miss Pace Now Mrs. Hornisher

CHICAGO, Dec. 7.—In a simple but impressive ceremony attended only by relatives of the couple, Miss Pace married Mr. Hornisher on November 25, 1935. The couple is expected to return to Chicago in the near future.

Coin Machines Get Credit Due

WASHINGTON, Dec. 7.—Treasurer reported on the financial condition of the coin machine industry. He stated that the industry was in a strong position and that the prospects for the future were good. He also announced that a new coin machine would be introduced to the market in January 1936, which would be the first machine to incorporate the latest in coin technology. The treasurer also praised the efforts of the coin machine manufacturers to improve the quality of their products.
AMUSEMENT MACHINES
The Billboard 69

December 14, 1935

CARRIES ALL SAMPLES ON TRIP THRU THREE STATES

NEW YORK, Dec. 7—Eddie Ellis, of the Eastern Automatic Sales Company, Chicago, has a complete traveling display of the firm's machines which he is demonstrating throughout the States of New York, New Jersey and Connecticut.

The offices of the firm, on downtown Broadway, are also displaying the machines, which have attracted a great deal of attention from operators. The firm is considered one of the best counter game units in the East and intends to have important visitors on occasions so that the machines will be maintained in the new Bally Building at all times.

The front of the building will be all glass, to facing the Bally Building, and all officers of the Bally Manufacturing Company, as well as Bally Distributors, will be on hand at the opening of the new building.

N.Y. BALLY BUILDING NEARING COMPLETION

NEW YORK, Dec. 7—Bally Building nearing completion.

The building will be six stories high, including a super- basement which will be entirely devoted to repairs and parts.

Mr. Fitzhugh reports that this will be the first Bally distributing building in the country. He hopes that it will become a headquarters for the coin-machines industry in the East and intend to have important visitors on occasions so that the machines will be maintained in the new Bally Building at all times.

A grand celebration is planned right after the completion of the building, and all officers of the Bally Manufacturing Company, as well as all distributors, will be on hand at the opening of the new building.

Manufacturers in N.Y.

NEW YORK, Dec. 7—Mr. G. C. Levy, of Levy Company of Chicago, has just been here on a week-long tour to see the operations of the firm. Mr. Levy has spent some time surveying the operations of the firm and believes that the market will continue to be one of the most important in the nation, due to its progressive and fast-growing pattern.

J. Frank Meyer, of Exhibit Supply Company, was also a visitor here recently.

ELECTRO-BALL CO. INC.

DALLAS, TEXAS

BUY FOR CASH, AND YOU DON'T EAT HASH CHARGE, YOU DODGE AND RUN AT LARGE

Don't lose opportunities. We place them before your eyes—go to it. It's a good world and what it is depends upon ourselves.

Write, wire, phone for prices on any Used or New Games.

FULL STOCK OF ALL THE LATEST—Trogan, Lucky Star, Tackle, Scrimmage, High Hand, 50-50, Jumbo, Mammoth, Midgets, Golden Harvest, Electric Ball, Goldeneat, Lines, and others. Write for list of Reconditioned and New Games, also tests. 7/9 deposit must accompany order, balance C.O.D.

Electro-Ball Co. Inc.

1200 Camp

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JANETTE TERRILL WANTS

Ferris Wheel and Merry-Go-Round with transportation. Minstrel Show with good band for Midway. Free Act, Salaries. Also will lease, rent or buy Light Plant over 20 KW. Address Dublin, Ga., this week; Sandersville, next; then Douglas.

ATTRACTIONS

FOR JACKSVILLE AND MIAMI, White and Colored Fairs and Acts. Most ver-

table good performance. Loped Cats will be at the Colliston Colored Fairs. Sapo, Second in his class, will be shown. Two shows.

WASHINGTON FARM CIRCUS

CAN FLAG LANCE. Gentlemen Managers. Address.

BAY STREET MUSEUM

325 W. Bay St., Jacksonville, Fla.

GIRL ARTS WANTED

Beautiful White Ladies to join Ship's Art Department.

TRICK PORT ROY

Beautiful White Ladies to join Ship's Art Department.

CONFESSEURS

VOYAGE SUPPLY FOR

FAIR, CARNIVAL, CIRCUS, ENTRANCE TO WIRE.

Catalogue with New Low Prices

THE TELLER, CLEVELAND, OHIO

MOTORIZE

Write for Our FAX Plates. OHIO, SHAPE, G. clay, Ohio.

DALLAS Trade Notes

DALLAS, Dec. 9—Ken C. Willis, manager of the Ken C. Willis Distributing Company, returned to his home office today from a business trip to New York and Philadelphia.

HARRY DOLERINE, of the D. & E. Music Company, Dallas, left early Wednesday for a business trip in and around Beaumount.

Jack Rose, sales representative of the Stewart & McGuire Company, New York,

SECTION OF THE REPAIR DEPARTMENT of the Electric Ball Company, Inc., Dallas, nationally known distributor of ice machines. A complete

repair service is offered.

NOTICE TO THE REPAIRERS: All repairs and repairs of the ice machines will be made at the repair department of the Electric Ball Company, Inc., Dallas. No returns will be accepted for repairs done elsewhere.

AMERICAN SALES CORPORATION

CHICAGO, ILL.

5035 WRIGHTWOOD AVE.

935 WRIGHTWOOD AVE.

WEIGHTS & MEASURES

SOUTHERN OPERATORS

KNOW THAT AUTOMATIC

MAKES FIRST DELIVERY

ALL NEW TOWERS

AMERICAN SALES CORPORATION

CHICAGO, ILL.

423 Linden Avenue.

MEMPHIS, TENN.

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MEMPHIS, TENN.
Southern Automatic Throws Nifty Party

LOUISVILLE, Ky., Dec. 9—More than 50 operators and surrounding staff participated in the two-day “Thrillertime” celebration of the Southern Automatic Company, by new offices, salesroom and warehouse on S. and S. Second streets here Saturday and Sunday. Bedecked with the Grants field by the various manufacturers of coin-operated machines, the new quarters were packed with visitors from the opening gates Saturday until the second day at 4 a.m., hours of this morning.

The firm’s officials, Joe Lee and Sam Wing, and L. S. Schelker, have been made part of the firm’s staff. So far Marla Schulte and O. 0.0, of the sales department, there were more than 100,000 dials under their charge.

George Schwartz, of the National Amusement Company, reports that a load of the Rock-Ola Multi-Selector phonographs is en route. Clarence McClelland, manager of the San Francisco branch of National, was here for a two-day visit recently and reported satisfactory conditions in San Francisco.

M. W. Pierson, prominent operator, has established headquarters here and in Fresno. Faison was looking over phonographs recently. A. J. Fox, up from San Diego recently, is a large operator of 10 machines and is entering the music field in a big way. Art Tanguay, former jobber, is back in the business as an operator in Southern California locations.

Fred J. Beatty, manager of the Western Exhibitor Company (Eric Wedemeyer), is taking a short vacation at Palm Springs.

The future of the dunes depended largely on the amount of favorable publicity that the local branch.

W. E. Roden, Northwestern Cor- poration, Morris, Ill., reported on an exhibition here with Will P. Canaan, who distributes Palace products in Southern California.

Operators noted there a recent visit over the new games: Robinson and Hobbs, Chicago; E. J. Harris, Los Angeles; Paradise, San Francisco; and Happiness, New Orleans. All are reported to be working out details for a new game.

Gerber and Glass Will Sell Photomatic in Ill.

CHICAGO, Dec. 7—Gerber & Glass, big distributing firm, made its first step today in “Selling Illinois with the new Photomatic machines” by installing one of the new machines in the Gerber & Glass Showroom. The machine immediately attracted a crowd and photographic enthusiasts were besieging the store.

The new Photomatic machine was exhibited here at the convention of amusement parks and was shown by the International Automatic Co., Chicago. Gerber & Glass firm made arrangements to distribute the machine in Illinois and other states under the same name. Its speed and aggressive sales strategy was started at the job on site.

RUDY VALET’s—

(Continued from page 1)

and Fred Stone, both well known to radio and television audiences, showed up at the Canadian National Press Club last night and were presented with a plaque for their outstanding contributions to radio and television. The presentation was made by Roy Attenborough, one of Canada’s foremost radio and television personalities.

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HERBERT BELL

The above machine is the first and only Bell Type machine on the market with a coin top showing the last 9 cents of the jackpot.

Built in 3 Models

Bell, Frank Foy and Gold Award

Built for 1-ec-1-25c Play

Mado Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.

CHICAGO, ILL.

Cable address "WATLINGITE" Chicago

1936 MODEL BELL

DIVORCES

(Continued from page 31)

Sloan, actress and singer, recently in Los Angeles, was married to Clifford Warren Smith from Claire Danby, actress, in Minneapolis, Dec. 3.

White Plains, N. Y., Dec. 7—T. M. J. of the Bell Theatre, White Plains, N. Y., has bought three photomatic machines, which are ready to be installed in his theatre. The machines will be installed on the day after Christmas at the Beekman Theatre.

White Plains, N. Y., Dec. 7—T. M. J. of the Bell Theatre, White Plains, N. Y., has bought three photomatic machines, which are ready to be installed in his theatre. The machines will be installed on the day after Christmas at the Beekman Theatre.

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AMUSEMENT MACHINES
December 14, 1935

Record Order Reported
On Penny Pack Devices

NEWARK, N. J., Dec. 7—Dave Stern, owner of Royal Distributors, Inc., recently placed a record order in this territory for the sensational Penny Pack, counter cigarette rest machine, which is in Modern Vending Company reports.

Stern ordered 600 Penny Packs for immediate delivery after testing the game for some time through the state of New Jersey. He is placing his personal guarantee back of Penny Pack. This is the first machine, he claims, that he will back personally in addition to the manufacturer's own guarantee.

Stern has sent out one of the most attractive fliers seen in this territory on this element and users attention to the five superior features of the Penny Pack machine. The main point stressed is the difference in the machine in actual operation. He also tells of tests which he made personally, and of how the machine brought remarkable returns and the fact that there were no mechanical troubles.

Stern is placing all his energies back of this Penn Pack, he claims, and believes that within a few months this machine will be seen in most locations in the state. It is believed he will report, that since the introduction of the Penny Pack there has been a general revival of counter games, but for many weeks operators have been trying to find them in small quantities to test the locations.

New Philadelphia Jobber

PHILADELPHIA, Dec. 7—Chippy Malts, well-known New York comedian, has been installed on the east coast under the name of the Penn Distributing Company, on North Eighth street. He is reported to be installing a complete line of games and has connections for used machines. He has been in this city for many years.

He has also installed a complete repair department and has a good card of attractors to the repair in the latest vapor machines. He is a specialty with Chippy.

He has also installed a complete card department to supply parts for every manufacturer's machine. He has stated that he has patterned his parts department after some of the largest in New York and has already received the cooperation and belief of those operators and men.

Incorporated Music Biz

NEW YORK, Dec. 7.—The Babe Kaufman Music Corporation has been incorporated on the west coast. It was announced this week that the purpose of the new corporation is the operation of automatic music machines.

With the arrival of 60 Wurlitzer phonographs within the last 60 days, Kaufman reports that the Wurlitzer firm has ordered her for additional machines which will be delivered at regular intervals. She is expected to organise the making department to take the leading position in this business. She is expected to go into operation at an early date.

He's Dean of Operators

DETROIT, Dec. 7.—Julius Pearlman, owner of Penny Pack, Inc., here, is known as "Pop" Pearlman to his friends in the business. He is rather new in the field, coming in about a week ago when his son-in-law, Edward Baker, became the operator of the Piano Company, provided the profits in the industry.

Pearlman is now in partnership with Baker and plans to go into the business with a new store at 2244 East River Avenue, taking the name of the Eagle Penny Pack Company.

The business is operating a considerable route of Penny Pack games. The men have been making a strong appeal to the vending man who finds the difference in the machine in actual operation. He also tells of tests which he made personally and of how the machine brought remarkable returns and the fact that there were no mechanical troubles.

Pearlman is also placing his personal guarantee back of Penny Pack. He claims that within a few weeks this machine will be seen in most locations in the state. It is believed he will report, that since the introduction of the Penny Pack there has been a general revival of counter games, but for many weeks operators have been trying to find them in small quantities to test the locations.

Network Song Census

Selections listed below represent the Billboard's accurate check on the various networks in AMUSEMENT MACHINES. Only songs played at least once during certain weeks are included in the listings. It is to recognize consistency rather than quantity. Songs listed during December 7th week are included in this census. Please note that operators may have a different preference for other songs.

Sheet-Music Leaders

(Week Ending December 7)

Bases are on reports from leading jobbers and retail music outlets throughout the country. Each report is a representative sample of music actually moving. The "average" is accurate, with necessary allowances for day-to-day new releases.

Sales of music by the Maurice Rich-ard company for the past week are included, due to the exclusive selling arrangement of their products. Acknowledgment is made to Mayor Music Corporation, Major Records Corporation and Ashley Music Supply Company, Ltd., 201 W. 39th street, New York, for information.

1. Red Sails in the Sunset
2. Treasure Island
3. Power of Love
4. Boots and Saddles
5. Don't Give Up the Ship
6. All Along the Watchtower
7. The Old Settler's Tune
8. I Lost the Teacher a Day
9. Thanks a Million
10. We Other One
11. You Are My Lucky Star

PHONOGRAPH RECORD best sellers will be found on page 73.
Music Ops To Meet Dec. 14

CHICAGO, Dec. 7—Illinois-Illiniana Music Machine Operating Co. will hold a call meeting December 14 at the Resnova Hotel, Chicago, opening at 8:00 p.m. 

Mating and bee been very active in it / neat nuellir.1 an a downtown hotel Meeting at Ins Country Club dotal Igo Itesnarek Hertel. ChMasa easenIngat etri hold a call neating December 14 at Meet Dec. 14 aprenotaueo of the Ilmburg Counts-...sand carload of limburg phon-o-

Music Notes

Music Notes

Seiden Firm To Handle Mills Phonos in State

ALBANY, N. Y., Dec. 7—Henry W. Seiden, president of Henry W. Seiden Company, Dec. 14, announced that his firm will distribute Mills automatic phonographs. The machines will be on display at all four offices of the firm in New York State and will be available for the next 30 days. Mills has announced that the phonographs will be available for the next 30 days. Seiden added the demand for automatic phonographs was steadily increasing.

10 Best Records for the Week Dec. 7

<table>
<thead>
<tr>
<th>RCA-VICTOR</th>
<th>BRUNSWICK</th>
<th>COLUMBIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>25161—“If I’m Painting the Town Red” by Richard Hepler and Orchestra</td>
<td>7562—“I Got Plenty O’Mufflin’” by Lee Dallas and Orchestra</td>
<td>7590—“One Night in Montez City” by Eddy Martin and Orchestra</td>
</tr>
<tr>
<td>25174—“I’m a Gamblor” by Garber and Orchestra</td>
<td>7595—“A Little Bit Independent” by Eddy Martin and Orchestra</td>
<td>7598—“Twenty-Four Hours A Day” by Eddy Martin and Orchestra</td>
</tr>
<tr>
<td>25158—“If You Were Mine” by Paul Whiteman and Orchestra</td>
<td>7595—“If You Were Mine” by Eddy Martin and Orchestra</td>
<td>7599—“Take Me Back To My Roots” by Paul Whiteman and Orchestra</td>
</tr>
<tr>
<td>25153—“Midnight in Paris” by Ernie Madigovus and Orchestra</td>
<td>7603—“Take Me Back To My Roots” by Eddy Martin and Orchestra</td>
<td>7603—“I’m Love To You” by Joe Morris and Orchestra</td>
</tr>
<tr>
<td>25153—“Red Sails in the Sunset” by Paul Whiteman and Orchestra</td>
<td>7615—“Now You’ve Got Me Doing It” by Eddy Martin and Orchestra</td>
<td>7615—“Country” by Mills Blue Rhythm Band</td>
</tr>
<tr>
<td>25153—“Love To You” by Paul Whiteman and Orchestra</td>
<td>7615—“I’m Love To You” by Paul Whiteman and Orchestra</td>
<td>7615—“Check To Check” by Mills Blue Rhythm Band</td>
</tr>
<tr>
<td>25153—“Don’t Love To You” by Paul Whiteman and Orchestra</td>
<td>7615—“I Love To You” by Paul Whiteman and Orchestra</td>
<td>7615—“Check To Check” by Mills Blue Rhythm Band</td>
</tr>
<tr>
<td>25153—“I’m Love To You” by Paul Whiteman and Orchestra</td>
<td>7615—“I Love To You” by Paul Whiteman and Orchestra</td>
<td>7615—“Check To Check” by Mills Blue Rhythm Band</td>
</tr>
<tr>
<td>25153—“A Picture of Me Without You” by Paul Whiteman and Orchestra</td>
<td>7615—“I Love To You” by Paul Whiteman and Orchestra</td>
<td>7615—“Check To Check” by Mills Blue Rhythm Band</td>
</tr>
</tbody>
</table>

Babe Kaufman Finds Biz Good in Winter Resorts

LAKESIDE, N. J., Dec. 7—Babe Kaufman, who is operating Wurlitzer phonographs in winter-resort cities throughout this territory, opened a new office about a week ago at the Hotel Arthur here and at the time has received 15 calls for phonos from leading winter-resort hotels in this territory.

Babe reports that she will have Wurlitzers placed in all leading hotels. Such contracts will mean large earnings to Laber and many others in the business. The phonos for their bars and dance floors.

New Orleans Branch Has Good Trade on Phonos

NEW ORLEANS, Dec. 7—New branch of the Electro Ball Company, opened here several days ago, reports that business has started out good, being especially active in phonographs. The second carload of phonographs has been received and soon sold out.

According to Mr. W. J. Strang, factory representative of the Seeburg Corporation, the initial car shipped to Electro Ball was the third carload of company operated phonographs to be shipped into N. Enid.

J. Fred Garber, formerly of Dallas, is the manager of the New Orleans office and has been with the Electro Ball organization since its beginning. The local representation of the phonograph is handled by Philip Deardorff, formerly with the Zonophone Company, who has made his home in New Orleans.

Music sellers

The local office is connected with wholesale selling only, no operating being done from this office. Other branches of the firm are located in Oklahoma City, Waco, San Antonio and Victoria Falls, Tex. Home office is in Dallas.

Babe Kaufman finds the business good in winter resorts. She has been operating Wurlitzer phonographs in winter-resort cities throughout the country, and has opened a new office about a week ago at the Hotel Arthur in Lakewoods. She has received 15 calls for phonos from leading winter-resort hotels in this territory.

Babe reports that she will have Wurlitzers placed in all leading hotels. Such contracts will mean large earnings to Laber and many others in the business. The phonos for their bars and dance floors.

The Electro Ball Company has been in business in the National Hotel, Lakewoods, and has been with the Great Lakes Ball before.

Mr. Kress has stated that the new

Music sellers

The local office is connected with wholesale selling only, no operating being done from this office. Other branches of the firm are located in Oklahoma City, Waco, San Antonio and Victoria Falls, Tex. Home office is in Dallas.
Concerning the correct penmanship. A recent article on merchandising machines by the vending machines manufacturer, Mr. Greens, included an example of the service which the firm gives its operators.

**New Cigarette Vender To Be Announced at Show**

NEW YORK, Dec. 7 — Seiden National Sales Company, distributor of Seiden vending machines, announced that a new cigarette vending machine will be exhibited at the National Vending Machine Association convention in Chicago January 15 to 16. Details of the machine will probably be withheld until after the show.

Officials of the Seiden firm states that they have made arrangements for the show and have shared in the remarkable increases in cigarette machine sales in recent years. They predict that cigarette sales would show a 20 per cent increase in 1936. It is the feeling of the vending machine manufacturers that Seiden will be present at the National Vending Machine Association convention in Chicago.

**Payment Plan Offered To Vending Operators**

DETOIT, Dec. 7 — Business in the vending machine field and candy machines in some locations has continued to call for the use of a variety of payment plans. The firm of T. N. Marshall, Inc., announced this week that they are offering a plan which is a service that the companies pay on commission when they sell for 6 cents per pound. The plan was set up after a period of 27 cents per pound commission for the machine. There is a balance of about 30 cents per pound which will be paid on commission. Approximately 33 cents per pound, leaving 47 cents per pound paid on commission. A plan for 33 cents per pound is included.

**Pecans are another important nut, also shipped in3 good quality.**

The small-size pecan averages 750 nuts to the pound and by giving between six and eight cts. for the pecan, the larger size can be purchased. The average for large pecans is about $1.00 per pound. The smaller size can be purchased for about 50 cts. per pound.

**Rice Offering Insurance Policy on Merchandisers**

NEW YORK, Dec. 7 — Robert Z. Greens, chief of the Merchandising Machine Company, reports that a policy has been placed into effect for the first time in merchandising machine history. The policy will cover each of the machines and make sure that each imperial cigarette machine purchased.

The policy has been placed into effect at one of the services offered to operators. The policy gives insurance on the cigarette machine of the firm. The new policy is intended to protect the owners of the largest cigarette machines in the country. On machines purchased on a time payment plan, the policy will pay for the period of one year. The policy is said to be the first of its kind by merchandising machine manufacturers. Mr. Greens has stated that the policy gives the operator another example of the service which the firm gives its operators.

**VAUDEVILLE REVIEWS**

This page has been placed into effect and is a part of the policy which is in force. This policy has been placed into effect in all the machines and makes sure that each Imperial cigarette machine purchased.

For the benefit of those who do not have the method of figuring prices in this thing like this: Using Spanish peanuts for the purpose of figuring prices, each Imperial cigarette machine purchased.

Then by dividing out a few cents, one arrives at the average of the machines purchased. If you are selling at $1.00 per pound, the cost of your machine is 33 cents per pound and the machine will be worth 48 cents or 50 cts. per pound. Then, dividing the average of the machines purchased, you will arrive at the average of the machines purchased.

Rowe Offering Insurance Policy on Merchandisers

FREE! MARBLE GAME FREE! GIVES AWAY TO OPERATORS to a select few.

The model is a "Golden Age" model of the brand.

The price is $12.75 today.

B. D. LAZAR CO.
1340 FORGE ST., Pittsburgh, Pa.
119 Penn Street, Reading, Pa.
126 Franklin Ave., Scranton, Pa.

FREE! MARBLE GAME FREE! GIVES AWAY TO OPERATORS to a select few.

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1340 FORGE ST., Pittsburgh, Pa.
119 Penn Street, Reading, Pa.
126 Franklin Ave., Scranton, Pa.

COUNTER MACHINES BARGAINS TO KING O. JR. DICE GAMES, INC., SELLER OF STAR PRODUCTS, BARGAINS IN DICE GAMES, IN 10 CENTS PLAYS. A LARGE NUMBER OF THESE MACHINES ARE FOR SALE. FOR $5.75.

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WHY MAKE PROFITS AT ALL?

CHICAGO LOCK CO.

New Orleans Area

A new partnership for operation of coin-controlled machines was announced last week at Lake Charles, La. Firm of Davis & Gamage is composed of A. D. Davis and son. J. O. Gamage, who operate a distributing firm at San Angelo, Tex., and E. O. Gamage. According to the elder Mr. Davis, the entire slate will be covered in distribution of marble tables and coin-controlled phonographs.

New Orleans Coin Venders' Association is making great strides under the leadership of President Julius Pick. Some of the oldest distributors and operators in this section of the country when Julius went into office a year ago the organization with nearly every member.

Several New York Firms Planning Anniversaries

New York Dec. 7 - Some of the best known distributing organizations in the trade are planning anniversary celebrations here in the near future. All of them are recalling the "days way back when" and some big parties will be scheduled.

The International Sunshine Direct Shoe Co., Inc., will celebrate its 45th anniversary in the business this year. Dave Robbins, of D. Robbins & Company, celebrates his 30th anniversary on the first day of January. This will be the first one in the trade in the past year.

At 10 years of age, and now 95 years of age, and his 50 years of progress are well known in the coin machine field.

Then the "Little Napoleon" of the coin-machine business, Willie Blake, and the Inter-State Vending Company, will celebrate a 10th anniversary at all offices of the company. This will be the 10th anniversary of the company, one of the best known and best liked men in the coin business who is still in the field and is preparing an elaborate affair.

Is Your Subscription to The Billboard About To Expire?
500 LOCATIONS
PROCLAIM IT A SENSATIONAL FAVORITE WITH PLAYERS

IT'S EXHIBIT'S
"STANDARD"
 TICKET TABLE
with a NEW
5 BALL
PLAY FEATURE

Five balls for 5 cents. That's the new attraction that makes it a fast—popular game. When the 5th ball is played, a ticket with the exact score is automatically issued—or if desired—you can have the "STANDARD" with Exhibit's new improved Automatic Coin or Check Payout Unit. Top is interchangeable to all EXHIBIT TICKET TABLES.

SEE YOUR JOBBER

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST.
CHICAGO

BIG PROFIT FOR YOU WITH THESE FAST SELLERS

ELECTRIC XMAS WREATHS

No. 806—Made of red roses, 24 in. diameter, 3 feet long, choice blossoms, wrapped in colored cellophane, marked #2.50. Special Offer: $2.50 for (5) 2.50.

No. 902—Red roses, 3 feet long, choice blossoms, wrapped in colored cellophane, marked #3.00. Special Offer: $3.00 for 2.50.

SPECIAL OFFER WITH THIS AD—SAMPLES FREE FOR 50c EACH

Waxed Flowers
Make Big Money
In Winter Months

GEORGINES — Large Box, No. 125, $2.50 per 1,000. Small Box, No. 129, $1.25 per 1,000. Offered at录音 in the retail trade. Is a new and popular item. Will make a fine display. 50c per Dozen.

CALIFORNIA DAHLIAS — $2.75 per 1,000. Large Box, No. 120, $1.50 per 1,000. Special Offer: 50c per Dozen.

LAUREL — Fresh stock always on hand. 50c for a 50c BORE FOR CATALOG AND ILLUSTRATED XMAS LISTS WITH NEW YEAR'S NOVELTIES.

Instant Shipping. 50c each. Celebrated on C. O. D. Orders. 1/3 Deposit.

OSCAR LEISTNER, INC., 323 W. RANDOLPH ST., CHICAGO, ILL. Importers and Manufacturers for 25 Years.

Seiden Firm Opens New Branch in Rochester, N. Y.

ROCHESTER, N. Y. Dec. 7—Branch office of Seiden & Seiden Company Inc., was recently opened here by Henry W. Seiden, president and present, to give his headquarters to Rochester. The new office is located at 104 W. Main St. and specializes in merchandising machines.

Mr. Seiden said that his organization was expanding along a very definite line to have a branch in every market center in the state. Plans are also being made for a big revival in Canadian trade should the tariff on games be reduced.

Mr. Seiden said that the "sign of integrity," registered trademark of the organization, was now appearing on thousands of machines and that the reputation of the firm was being carefully guarded. Men to manage the branch offices are carefully trained and are considered an important part of the organization.

Hoosier Novelty Company Opens Indianapolis Branch

INDIANAPOLIS, Dec. 7—Hoosier Novelty Company, formerly known as the Wabash Novelty Company, has just opened a new branch at 1431 W. Washington street here. The firm, which has its headquarters at Terre Haute, Ind., also operates branches in Paris, Ill.; Bloomington, Ind.; and Indianapolis, Ind. It was one of the first companies to operate pin games in this State.

At the new office and salesroom here the Hoosier Novelty Company will handle the many popular games and coin-operated devices representing the leading manufacturers. The branch will also carry a large stock of used games, parts and supplies for all coin-operated games. Local Hoosier salesmen will also handle automatic phonographs, specializing in the Wurlitzer and Mills Line.

OUT-OF-TOWN

(Continued from page 18)

plays. The big block papers are delivered in excellent fashion by Grace Harris, Edward and Harold Willard, Honolulu.

"Libel!"

(Philadelphia)


OUT-OF-TOWN

"Ladies by Request"


OUT-OF-TOWN

"Murders"

(Philadelphia)


OUT-OF-TOWN

"The Smallest Man in the World"

(Philadelphia)


OUT-OF-TOWN

"The Smallest Man in the World"

(Philadelphia)

The Sportlands
Amusement Center Gift Shops

Dedicated to the Interests of Sportlands

By MURRAY GOLDSTEIN, Secretary and Manager, 1607 Broadway, N. Y. C.

At the meeting of the board of directors of the AMA, held at its headquar
ters, it was announced that the executive committee policy were resolu
tely considered for the next fiscal year. The officers have been
more rapid and scrupulous application of
funds to the needs of the organiza
tion.

Within the next 10 days the enter
tainment committee headed by Murray Goldstein and who has an interest in
the theater and other amusements, have been
at work to be held on one of the lead
groups in New York. The affair will take place February 28.

Attorneys for the organization report
that by the end of this week sportland park will know whether cases will be
allowed to operate in sportlands in connection with pin games.

Rocha & Silberstein, who operate a
chain of sportlands in New York, re
cently advertised an amusement center on Broadway in

Mr. Dan Cristofano, who operates a chain of
sportlands and who has an interest in
other amusement parks, announced that he was
managing it with Mr. Cristofano for a number of years.

A prominent delegation of sportland
owners will be present at the national convention to be held in Chicago in
January.

A new sportland will be opened by
Tony Gold at West Brighton, Staten Is

Response on 50-50 Is
Gratifying to Makers

CHICAGO, Dec. 7.—The O-M Laborato
ries are exceptionally gratified with the
enthusiastic response to their new game 50-50. Besides the substantial
orders for the game, the large jobbers and distributors have been receiving
letters telling them what they felt about the game.

All jobbers and distributors say that
operators are more pleased when they find that 50-50 with the voucher
counter, with the automatic shuffle board, Don-Lock and the large important feature
costs so very little.

Another reason why 50-50 is reported to be
having enthusiastic support is the game's appeal to the eleventh automatic shuffle board the
clown, by careful shuffling his deals, they have been trying to get the best
moves. Because the player can develop superhuman skill in the shuffle by
an exceptionally large repeat play where

A. G. Barrett, of the O-M Laboratories, reports that 50-50 is on display at prac
tically every jobber and distributor in
the entire country. Shipments to the British market have been made by the Weston
Company of London.

Offers Salesboard Line

PITTSBURGH, Dec. 7—Cohn-o-Matic
Salesboards are available from the appointed distributors for Superior Products
of Chicago, manufacturers of salesboards.

Murray Gisser, manager of the firm,
completed the sale of a complete line of salesboards in the

IA-COMPANY

(Continued from page 4)

BOOTH MERGER

(Continued from page 4)

WE FOUND OUT WHAT THE OPERATORS WANTED
and GAVE IT TO THEM in
WING-LITE

SO GOOD YOU'LL SAY IT'S ONE OF THE BEST GAMES WE'VE EVER MADE!

Yeewh! A game won is a game! Big profits for you—real fun and thrills for the players. WING-LITE is the new sensation—see it!

PROFIT FOR YOU FEATURES:
- LIGHTS ON THE FIELD
- DU LUXE MADE CABINET
- SLIDEOUT BATTERIES
- 100% BUCKLESS

SUPREME BUCKLESS
WESTON NOVELTY
New York City. Distributors.

CHICAGO COIN CORPORATION
1725 W. DIVERSEY PARKWAY
CHICAGO

FLASH! FLASHI FLASH!
FIVE BALLY'S RANGER
$50.00 EACH
One-Third Deposit With Order.
GUARANTEED READY TO PLACE ON LOCATION.

BIRMINGHAM VENDING COMPANY
2117-3 AVENUE NORTH, BIRMINGHAM, ALABAMA; PHONE: S-2227

3 GAMES THAT ARE MONEY-MAKERS EVERYWHERE

JIMMY VALENTINE
$39.98
Complete with Light Set. New Ball Game.

TACO
$44.98
Flash to the Line. Full Game. Ideal Light Set.

COIN-O-MATIC SALES ORG., PITTSBURGH, PA.

BALLY'S LATEST SUCCESS IN STOCK

DERBY
HOLDEN HARVEST
PRIZE CUFF
$418.00
PROSPECTOR
JUGBOY
$70.00
TURBO
HI BALL
$47.00
HIGH SHOOTER
$46.00

MARKOFF CO.
3902-4 E. CARRIEAE, CLEVELAND, O.
1410-11 CENTRAL MANUFACTURING COMPANY

NOW READY FOR MAILING—NEW 30 PAGE FREE PREMIUM CATALOG
Basically printed so that operators can show it to their locations. All prices are List Only.
To get Confidential Price Discount Sheet—state type machines you operate.

J. FRED BARKER, manager of new Electro Ball Company branch in New Orleans.

HAPPY HOLIDAYS --- thanks to PENNY SMOKE

PENNY SMOKE OPERATORS

If you are not operating Penny Smokes, you are missing out on a thousand dollar again. Penny Smoke Operators are all smiles. New Cars and Radios are being bought—thousand and one desirable Luxuries are now possible—thanks to the high profits from the new Penny Smoke machines.

PENNY SMOKE VENDORS

We are now ready for mailing—a 30 page Salesman's Catalog showing how to increase your profits by installing Penny Smoke machines to your territory. Write today for this free catalog.

GROETCHEIN TOOL COMPANY
111 N. UNION STREET
CHICAGO, ILLINOIS

New Wing-Lite Clicks;
Distrib. Use 5 Carloads

CHICAGO, Dec. 7.—According to officials of the Chicago Coin Corporation, Wing-Lite is one of the fastest selling games the firm has introduced. In fact, Sam Wolberg claims that orders are being received from territories where they have not heard from anyone for months or more.

The Weston Novelty Company, London, and the Supreme Vending Company of Brooklyn have taken over five carloads of Wing-Lite games between them. Both of these firms report that Wing-Lite will be exceptionally popular in their respective territories.

In producing Wing-Lite the Chicago Coin Corporation took the basic time-proven idea of lights on the playing field and developed an interesting new game. They feature the playing simplicity of the game by claiming that the player steps up to the game and immediately understands the playing idea. All one has to do is light the Key-Lite and any three lights of the same color or the Key-Lite and a row of lights going from top to bottom.

Many operators have complimented the Chicago Coin Corporation for the smartness of the cabinet of Wing-Lite. The natural finished woods are vividly contrasted with a bright red striping. The legs are red with a natural wood striping effect. All hardware has been chrome-plated for brightness and longer wear.

Install P. A. System

CHICAGO, Dec. 7.—The Chicago Coin Corporation recently added to the facilities of its plant by installing public address system. The girl at the information desk in the front office merely presses the button, talks into a microphone and can address anybody in the factory.

The installation of this device has added greatly to the efficiency of the staff of the firm. With a minimum loss of time, the office staff can immediately locate any worker or official.

FAIR PLAY—FOUR WAY

JACKPOT TIPS
Biggest Sales Strike Ever Made.

11 JACK POT SEALS Combining 3 Accumula-
ting Pots to Build up the Play and 1 Tricycle Pot to Give Dealer an Extra Profi-
t and Give Player an Extra Play. Also Tip and Conversions.

ANOTHER GAM ORIGINAL IDEA—Look for Registered Trade Mark.

$2.00 Per Dozen
$20.00 Per Gross

Sample Book 25c.

This deal made in 120-136-133 Combinations.

Descriptive Circular upon Request.

GAM SALES COMPANY
1233 S. Adams St., Peoria, Ill.

BIG PROFITS for
Salesboard Operators

Handling Our New
CANDY BOARDS
Complete Deal of 21
Boxes Cost Only
$5.75

Brings the Dealer $15.00

Here's a Wonderful Opportunity for Salesboard Operators to Gain in on the Newest, Hottest, High-Margin Item That Has Ever Been Offered for Wholesale. It's a New Idea in Candy, a New Idea in Display, with the Results of the Salesboard and the Business. Deal consists of the following:

12 Half-Pound Boxes Bally's Chocolates.
6 Half-Pound Boxes Bally's Mints.
3 Three-Pound Boxes Mrs. McConnell's Fancy Sugar Candy.

Your Cost.... $7.80.
Deposit of $8.80. If Required in C. O. D. Area.

Send for complete list of Bally's Candy and Salesboard Operators' Price List. Orders subject to approval.

LUEV NERI
Terre Haute, Indiana

PREMIUM JOBBERS

Write for our Special Sales Catalog and Special Arrangements for Operators in Both East and West

DORROS MFG. CO.,
2003 M., CLEVELAND, OHIO

R. H. Powers, President.
W. F. Hedges, Secretary.

IT HELPS YOU, THE PAPER AND ADVERTISERS TO USE THE BILLBOARD.
“CENT-A-PACK” GUM WITH TENDER

Hundreds of locations waiting for this new, profitable 2c strip gum machine. CENT-A-PACK location tested and guaranteed for life of machine against mechanical defects. Average payout 48%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for later use. Register show types of play through special window. Operator retains key for upper door. No one can tamper with register.

SICKING MFG. CO., Inc.
1922 Freeman Ave.,
Cincinnati, O.

“BARGAIN BUYS ON USED MACHINES FROM
KENTUCKY’S OLDEST DISTRIBUTOR
CHICAGO, ILLINOIS
314-318-320 South 2nd Blvd.
P. O. Box 396.
LOUISVILLE, KY.

“CENT-A-PACK” GUM WITH TENDER

Hundreds of locations waiting for this new, profitable 2c strip gum machine. CENT-A-PACK location tested and guaranteed for life of machine against mechanical defects. Average payout 48%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for later use. Register show types of play through special window. Operator retains key for upper door. No one can tamper with register.

SICKING MFG. CO., Inc.
1922 Freeman Ave.,
Cincinnati, O.

“CENT-A-PACK” GUM WITH TENDER

Hundreds of locations waiting for this new, profitable 2c strip gum machine. CENT-A-PACK location tested and guaranteed for life of machine against mechanical defects. Average payout 48%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for later use. Register show types of play through special window. Operator retains key for upper door. No one can tamper with register.

SICKING MFG. CO., Inc.
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Modern Official Offers G. of C. Plan for Trade

NEW YORK, Dec. 7—Meyer C. Parkoff, president of the Modern Vending Company, proposes that there be formed in a coin-machine industry a "chamber of commerce". The proposal is believed to meet the approval of many in the coin-machine business.

Mr. Parkoff is a graduate of New York University and holds the degree. His coming to the Modern Vending Company two years ago was quite an event. He has shared with that he has a profound knowledge of coin-machine affairs and this proposal is believed to be a step forward in the welfare of the industry.

Nat Cohn and Irving C. Sommer, of the firm and well known to the industry, report they will place their energies back on Mr. Parkoff to effect a chamber of commerce for the industry.

Mr. Parkoff stated: "I advocate the formation of a coin-machine chamber of commerce to bring home to the public the salient features of coin-operated devices. It is hoped thereby to help stabilize the industry. The thousands of people concerned with this industry should have some definite security for the millions invested in it."

The statistics which such a chamber of commerce could gather and issue to the attention of the public and business in general as well as to public officials would demonstrate the importance of the coin-machine industry in relation to general community conditions, as well as the welfare of nearly thousands of persons employed by this industry directly and indirectly."

Mr. Parkoff also suggested that this body be manned by volunteers in every respect. He feels that the expense would be small and would be picked up by subscriptions from the manufacturers. Statistics would be gathered from the various manufacturers in the industry as well as from distributors, jobbers and operators. He believes that all connected with the industry would be happy to furnish them or that they would be made public.

He suggests that the country be divided into sections and that a branch be called into each important center to contact newspapers, business periodicals and general media. He feels that in this manner much antagonism would be overcome between the members of this chamber of commerce and would be in a position to answer questions which are of importance to their sections of the country.

He says that one example would be the establishment of an important branch in New York. He proposes that headquarters be in Chicago. The New York branch would immediately be able to receive much revenue at various times by generally reporting facts to the public through their advertising or through the use of direct publicity to the public and to public officials, as well as to newspapers and other periodicals.

Nat Cohn and Irving C. Sommer indicated that movement and plans are going ahead at a rapid pace at the Modern Vending Company offices. Membership requirements for the coin-machine chamber of commerce would be like those of similar organizations in the business world.

National Council Meets

CHICAGO, Dec. 7—Board of directors of the National Council of Coin-Machine Operators Associations met in Chicago this week to formulate plans for the future activities of the organization. National council of operators' organizations was formed at a meeting in St. Louis last August and is representative of the state and local organizations of the country. Ralph T. Young, chairman, presented the management and reported his observations in contacting various cities and county organizations. Officers of a number of state organizations were present.

Koren Keeps on the Go

CHICAGO, Dec. 7—Lou Koren, of the Chicago Coin Corporation, made a flying trip to New York and made a large deal involving the purchase of several carbodies of Chicago Coin games. Since the national sale of the Chicago Coin Corporation, Koren, as well as Ben Wolfberg and Sam Cohn, has been constantly on the go.

Koren said that the East is highly enthusiastic about Chicago Coin's new Whiz-Lite game. The Supreme Vending Company is his firm's New York distributor.

BARGAINS! BARGAINS! BARGAINS!

EVERY MACHINE GUARANTEED TO BE MECHANICALLY O.K. PRICES THE LOWEST

WRITE FOR COMPLETE LIST OF NEW AND USED SLOTS OR GAMES. WE GUARANTEE TO MAKE YOU MONEY.

MILLIONS AT LOWEST PRICES

UNITED AUTOMATIC SALES CO.

CLOSE-OUT SPECIAL SALE

MILLS

SILLY SKEWERS $6.00

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CHICAGO Immediate Delivery

MILLS EASTERN DISTRIBUTORS

HOLIDAY BOARDS

CARDS AND HEADINGS

Special Decorative Gummed Labels for the Holidays

Make up your own Decks and give the best Christmas advertisement ever heard of! Sells every day in average store.

CHAS. A. BREWER & SONS.

ROYAL DISTRIBUTORS, INC.

1125 BROAD STREET

THE WORLD'S GREATEST AND BIGGEST MONEY-MAKER "THE SENSATIONAL PACES RACES"

READY FOR INSTANT DELIVERY! ALL NEW IN ORIGINAL CASING! 5c or 25c PLAY. WRITE FOR COMPLETE DETAILS AND PRICES TODAY OR CALL PERSONALLY.

ROYAL DISTRIBUTORS, INC.

NEWARK, N. J.

LITTLE COWBOY RACE GAME

RECONDITIONED MACHINES

EASTERN DISTRIBUTORS

J. H. KEENEY'S MAMMOTH NEW YORK STATE DISTRIBUTOR

PACE'S RACES

WORLD'S GREATEST RACES

RECONCILED MACHINES

UNITED AUTOMATIC SALES CO.,

NEWARK, N. J.

AMERICAN ADVERTISING COMPANY

W-455 West 42nd St., New York, N. Y.

Kaufman MFG. CO.

455 West 42nd St., New York, N. Y.

Quick Turnover

What everybody wants today!

Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six playing-size Two-Blade Pearly Knives. Sells for 60c location for $6.00. Special price, sample $3.50, ten or more $3.00 each.

H. G. PAYNE CO.

312-14 Broadway

Nashville, Tenn.
DAILY DOUBLE
DOUBLE ACTION-ONE BALL PAY TABLE

DAILY DOUBLE was conceived and dedicated to the international popularity of the
slot-machine industry. A NEW ERA in One Ball Pay Tables, combining grazing double
action with a new, remote control, pari-mutual play, that sets the winning odds. Top
purse: $5.00. With-OUT PLACE odds at no extra cost. A lining ball slips out from a hidden pocket in the compartments of the top of the play-
ning board to set the winning odds. DAILY DOUBLE is YOUR game—built FOR YOU—
so that YOU may EARN THE BIGGEST PROFITS IN YOUR CAREER—RUSH YOUR
ORDER TO YOUR NEAREST JOBBER TODAY!

STANDARD 20" x 40" only $77.50
DE LUXE 24" x 48" only $89.50
Both Models are Fired TEIN Field—O. & B. Chicago.
Check Separators $5.00 Extra.

TERTY CARDS
Non-breakable center fold. Fits
coat pocket. Produced in full
colors. Exclusive trouble-proof
name registry.

HAMILTON MFG. CO.
MINNEAPOLIS—MINN.
On all orders for Turkey
cards, full payment must be
sent with or-
der. State
take-in that
you desire.
Add 10% govt.
tax to all
prices.

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1502 FREEMAN AVE., CINCINNATI, O.

THE GREATEST SUCCESS
IS ASSURED ONLY WITH THE RIGHT MACHINES. WE ENDORSE NO OTHERS.
Jackpot Balls—Vendors—Counter Slot Machines—Amusement Table Games—All Sizes.
ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.

READ WHAT ONE OPERATOR WROTE TO US:
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Pack. It's helping put me back on my feet again.
Ship me 10 more immediately."

PENNY PACK
is the ONLY SILENT reel machine
with a 2-YEAR GUARANTEE that
sells at so low a price.
That's why PENNY PACK is growing in
demand EVERY DAY! It's the greatest BUY
for the money in the world.

With ten sets:
4 BOXES BARGAIN for $12.50
5 BOXES BARGAIN for $14.50
6 BOXES BARGAIN for $17.00

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1502 FREEMAN AVE., CINCINNATI, O.
BALLY DERBY
GIANT I-SHOT PAYOUT GAME
CHANGING ODDS

WHAT a money-getter! ODDS CHANCE automatically on
ALL winning holes EVERY TIME a coin is deposited, and
show on LIGHT-UP BACKBOARD! Winners from a dime to
$1.50... and a hole worth trying for, because the EASIEST
HOLE ON THE BOARD PAYS $1.50 just as often as the hardest!
TWO SEPARATE MYSTERY HOLES pay from 50 cents to $1.50!
Big, tricky, “sure-looks-easy” board with ONLY TWO OUT-
HOLES! No wonder players are going wild over this amazing
new idea and literally pouring money into BALLY DERBY
on location!

And now you can get this marvelous hit in a BALLY
TROUBLE-PROOF MACHINE, engineered and built by the
same organization that made Jumbo the world's most perfect
machine! You've never earned really big money till you've col-
lected from BALLY DERBY... so wire your sample order
today, direct or to your jobber!

GOLDEN HARVEST
GREATEST 10-BALL PAYOUT GAME SINCE ROCKET!

HERE’S the game you’ve dreamed about... a game that will bring
back the balmy days of Rocket! With GOLDEN HARVEST, you'll
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NEW APPEALING SCORE SYSTEM
Scattered on GOLDEN HARVEST'S field of sunny gold are fat yellow
pumpkins, golden ears of corn and other familiar treasures of the harvest.
... and awards are based on player's ability to shoot balls in 2 or more
holes marked with the same symbol. Skill Hole, which must be made to
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.. AND SEVERAL SUCCESSIVE PAYOUTS CAN BE OBTAINED IN THE
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Location tests have proven GOLDEN HARVEST'S tremendous earning power.
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PAYOUT $115.00
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Here's the GREATEST of ALL WINNING MACHINES—

**PAMCO PARLAY**

with NEW OPERATING FEATURES
Never Before Built into any Game!!!

Just in all Test Locations—this Marvelous Game, "PAMCO PARLAY" Senior, has produced EARNINGS far beyond our fondest expectations. "PAMCO PARLAY" Senior is so NEW ... so REVOLUTIONARY ... that people stop in their tracks to play—Play—PLAY, "PAMCO PARLAY" in both models is the World's Wonder 1-Shot Game ... just waiting for YOU to CASH-IN on it! Has so MANY New Operating Features, you'll be amazed ... delighted ... anxious to be FIRST with "PAMCO PARLAY" in your territory.

SMART ODDS CHANGING PRINCIPLE
OUT-PLAYS ALL PREVIOUS IDEAS!!!

Shake in the chute—and immediately all Payout Pockets take on a New Value. Maybe 2 to one—or as high as 30 to one. And there they are in FULL VIEW on "PAMCO PARLAY'S" Beautifully Decorated Lite-Up Board. They pay out automatically. They FORCE the play continuously. There's a DAILY DOUBLE and PARLAY PURSE good for 50c to $1.50 and MORE!

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**MISSOURI**
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Your mouth keeps fresh as April

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