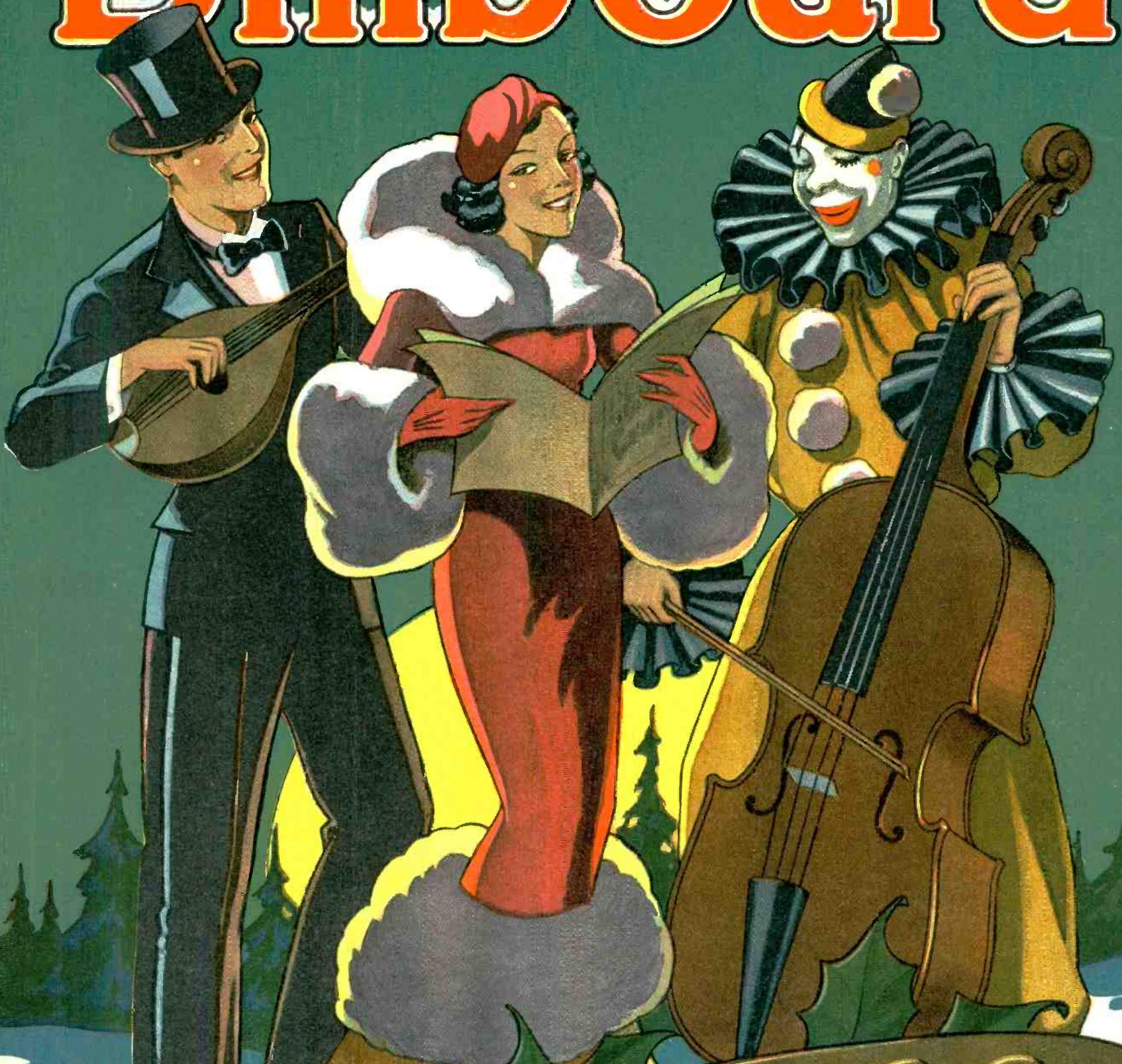


DECEMBER 26 1936

15 CENTS

# The Billboard



GREETINGS



*Season's Greetings*

THE  
STRATOSPHERE  
MAN

# The Billboard

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No. 52

December 26,  
1936

The World's Foremost Amusement Weekly

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## LABOR FRONTS FOR ACTORS

### Miami Awakens; Invites Shows

*Ford and Ripley buildings near completion—Benson and Buck in limelight*

MIAMI, Fla., Dec. 19.—The Henry Ford exhibition building at Biscayne boulevard and First street, N. E., is nearing completion, as is the Ripley structure to house "Believe It or Not" attractions, which is on the opposite side of the street. Both are described as of modernistic architecture and most substantial in every particular. The Ripley show shop is scheduled to open December 28, with the Ford exhibits slated to open soon after. Merchants and business men in the district are of the opinion that with the advent of these enterprises real-estate values and business will profit greatly.

In commenting on the situation, a prominent showman said: "Miami solons seem to be letting down the bars. They are at least getting good sense, because after all Miami is nothing more or less than a big show window, and the greater the variety and the better the class the greater the satisfaction of visitors and tourists. Now that the way has been paved for Ripley's presentations, why not let them invite the internationally known show celebrities John T. Benson, Frank Buck and Clyde Beatty to contribute their attractions to Miami's awakening? There are plenty of hotels and they need many patrons to make them paying institutions."

### New York World Fair Bond Issue Probably Will Be Oversubscribed

NEW YORK, Dec. 19.—Richard Whitney, chairman of the New York World's Fair bond sales committee, expressed confidence this week that the issue would be oversubscribed. Whitney declared that the 61 divisions already organized to solicit subscriptions to the \$27,829,000 of 4 per cent debentures, formally offered last week, have accepted their quotas in excess of \$28,000,000, and several more soliciting divisions are still in the process of organization.

On the heels of Whitney's encouraging remarks, Grover Whalen, president of the fair, announced that the fair corporation has officially decided to let out fair construction work to pre-qualified con-

### It Didn't Pay, So They Called It a Day

CHARLESTON, W. Va., Dec. 19.—Theater Guild's road troupe, "Call It a Day," called it quits with the engagement here Sunday night under the auspices of the Kanawha Players, little theater organization.

Prohibitive costs of sending the troupe around the country cited as reason by New York headquarters of Guild, which authorized donation of scenery to the little theater group, which had guaranteed \$2,000 for a one-night stand.

Troupe featured Gladys Cooper and Philip Merivale, of the London hit, but they "called it a day" before a cold house of 1,900.

Acoustics in the high school auditorium, where show was held, were so bad that half of the fast-spoken lines were lost to the audience.

### Western States Book N. M. Fair

PORTALES, N. M., Dec. 19.—J. A. Schenck, general agent, Western States Shows, signed contracts today for the midway at Eastern New Mexico State Fair, Roswell, for 1937 event. This date is rated as one of the outstanding exhibition events in this section and recorded its banner year in '36. Plans are under way by this fair's management to broaden its scope for the future and anticipates, as a result, bigger attendance than before.

tractors on a competitive basis. Announcement advised contractors that forms for pre-qualification had been prepared and could be obtained at the offices in the Empire State Building or by writing to the corporation at that address. Pre-qualification, it was pointed out, will be based on prior performance and reputation, available plant and financial ability.

According to Whalen's statement, the corporation expects to erect approximately 30 large buildings in addition to (See N. Y. WORLD FAIR on page 136)

### Council of 21 Theatrical Unions Again Raps WPA Cuts

*Committee to appeal to New York WPA chief—project workers being re-examined for relief status—projects thruout country in midst of cuts*

NEW YORK, Dec. 19.—Twenty-one theatrical unions, represented in the Allied Theatrical Crafts Council, sent delegates to a meeting last night in the offices of the American Federation of Actors to work out a program opposing cuts on the WPA theater project. Agitation by these united American Federation of Labor unions, the same group which held a protest mass meeting last week at Manhattan Opera House, marks the first time in many years that so many theatrical organizations have combined for a common purpose. Committee of four was appointed by the crafts council, including Ralph Whitehead, executive secretary of American Federation of Actors; Dorothy Bryant, executive secretary of Chorus Equity; Morris Iushevitz, representing the American Newspaper Guild, and Theodore Mitchell, of the Association of Theatrical Agents and Managers. Group has asked for an appointment with Colonel Brehon B. Somervell and will meet Monday morning to work out a plan of action.

In order to enable the Emergency Relief Bureau to check up on the relief status of Federal Theater workers who have received dismissal notices, those actors tentatively on the spot will be continued on the pay roll until December 29. This step was probably hastened by a protest from the grievance committee of the Federal Theater supervisors council, which had informed Philip A. Barber, local director, that cuts in personnel were having a damaging effect on the work of the theater groups.

Meanwhile, with news emanating from Washington that President Roosevelt contemplates a one-third reduction of the WPA budget, the already-jittery workers are becoming more so. Last week's stormy meeting of theatrical unions at the Manhattan Opera House was followed yesterday by the quarterly (See LABOR FRONTS on page 134)

### N. Y. Prepares for Xmas Coin; Class Spots Ask \$15-Per Tops

NEW YORK, Dec. 19.—Pre-Christmas slump has nominally set in along the stem, but judging by the New Year's Eve rates posted by the night club Shylocks,

### Royal Palm Show Gets Jack Hoxie

*Berney Smuckler announces popular Western star as added feature*

DE LAND, Fla., Dec. 19.—Berney Smuckler, general manager Royal Palm Shows, announced here this week that contracts had been signed with Jack Hoxie, popular Western screen star.

The agreement calls for the appearance of Hoxie, Dixie Starr and Company, including the educated movie horse "Scout," at all the Florida fairs to be played by the Smuckler organization this winter season, scheduled to open at Eustis in January.

For this attraction a special arena and 120-foot front will be built and illuminated with many hundreds of light units, and show craftsmen will do all in their (See ROYAL PALM on page 135)

### Conklin Active on Behalf of Shows

VANCOUVER, B. C., Dec. 19.—J. W. (Patty) Conklin, associate owner Conklin's All-Canadian Shows and the Centennial Amusements, is now on a scouting tour for new ideas and attractions which are to be presented at the Canadian National Exhibition, Toronto, Ont., and the London Exhibition, London, Ont., in 1937.

Conklin's itinerary following the holidays here at home will include Seattle, San Francisco, Los Angeles and Winnipeg. At the latter city he will attend the Western Canada Association of Exhibitions and Western Canada Fairs Association, then to Chicago and New York, arriving in the latter city about February 1.

### In This Issue

	Pages
Magic	66
Minstrelsy	67
Motion Pictures	55-57
Music	45
New Acts-Bands Reviews	50
Night Spots-Gardens	31-46
Notes From the Crossroads	116
Orchestra Notes	40-41
Out in the Open	116
Parks-Pools	86-89
Pipes	111-113
Possibilities	67
Radio	22-30
Repertoire-Stock	65
Rinks-Skaters	85
Routes	47-49 and 132
Sponsored Events	102
Thru Sugar's Domino	54
Vaudeville	12-21
Wholesale Merchandise	108-110

	Pages
Air Briefs	28
Broadway Beat, The	54
Burlesque-Tabloid	58-64
Carnivals	90-101
Chicago Air Notes	30
Chicago Chat	54
Circus and Corral	74-79
Classified Advertisements	103-105
Coin Machines	120-146
Endurance Shows	67
Fairs-Expositions	80-84
Feature News	3-11
Final Curtain	118-119
Forum, The	70
General Indoor	68-69
General Outdoor	114-117
Hartmann's Broadcast	114
Legitimate	51-53
Letter List	71-73
Lists	106-107

### Big Advance Sale For Mills' Circus

LONDON, Dec. 10.—The box office for Bertram W. Mills' Circus, which starts at the Olympia December 22, opened December 7. On that day 80,200 tickets were sold for cash to the public and the London Theater Ticket Agencies. The tickets were sold at the normal advertised price and there was no deal whereby anybody took a large block of seats at a cut price.

This number of seats represents well over \$100,000 in money and goes a good way towards being a record of its kind.

During the following two days the box-office takings for advance bookings were just 20 per cent over those for last year, and last year's figures were recorded ones.

# Local 802 Administration Wins Election by Huge Vote

**Blue ticket sweeps into office—biggest vote in history cast—Rosenberg is president with 4,659—Liese next with 888—Weissman, 774, and Miraglia, 746**

NEW YORK, Dec. 19.—Candidates of the blue ticket (incumbent) were overwhelmingly re-elected to continue their administration of Local 802, American Federation of Musicians, Thursday of this week. For the first time in 15 years the musicians elected their own president, Jacob Rosenberg getting that office with 4,659 votes. Richard McCann was chosen vice-president; William Feinberg, secretary, and Harry Suber re-elected treasurer. The blue ticket's executive board, trial board and AFM convention delegates were also victorious. Largest vote in the local's history was cast, totaling 7,346. Membership tops 16,000. Previous high in voting was in 1934, the first year that the local had autonomy again, when all officers but president were chosen. Vote that year was about 5,500. This campaign was bitterly fought, with three main tickets in the field. These were blue, fusion and yellow tickets. Last week of the campaign saw unprecedented mud slinging, mainly by way of pamphlets.

Selig Liese, standard bearer of the fusion group, was second in the presidential vote, with 888. Louis Weissman, head of the yellow ticket, placed third with 774, and John Miraglia, independent, 746. Rosenberg was the target for most of the criticism, with his vote considered an exceptional showing in view of the opposition.

McCann, who replaces Feinberg as vice-president, while the latter replaces Rosenberg as secretary, drew 4,684 against John McCarroll's 1,052, on the fusion slate. Feinberg's vote was 4,731 against Harold Basch, running second with the fusion ticket. Harry Suber, a popular figure with the membership, took the largest vote, with 5,108 to the fusion candidate's, Albert Cassidy, 1,158.

Executive board elected in the blue landslide has Mario Falcone, Dave Freed, George Koukly, John H. Long (Negro), Robert Sterne, Sam Suber, Sam Tabak, John Manuti and William Laendner. Trial board has Max Arons, re-elected chairman, and George Schector, Emil Balzer, Sidney Feldman, Frank (Jazz) Garisto, Edward Horn, C. J. McGibney, Albert Modiano and Gino Tirelli.

Edward Canavan, appointed to the 802 presidency by Joseph Weber, national president, ran on the yellow and fusion tickets as delegate to the AFM convention, but lost with 2,398. Sterne and Tabak, with 3,969 and 3,564, respectively, won their offices.

Local autonomy was granted 802 by the AFM convention in 1934, with the proviso that all but president be elected that year. Canavan to remain in that job for another two years. Canavan becomes assistant to Weber January 1.

## Theater Building Spree Continues in Chicago

CHICAGO, Dec. 19.—Work was begun this week on a 950-seat theater at the northwest corner of Grand avenue and North 76th avenue, Elmwood Park. Building, which will be ready for a March 1 opening, is being constructed of terra cotta and glass brick and will cost around \$120,000.

New Times Theater, located at Milwaukee avenue and Higgins road, a \$250,000 project in the heart of the Jefferson Park business center, will open Christmas Day under the same management as the Rio Theater in Logan Square. This is a 1,000-seat house.

## Licenses Up for Renewal

HARRISBURG, Pa., Dec. 19.—Pennsylvania State Secretary of Revenue John B. Kelly has reminded all amusement operators that their present license expires December 31. Amusement permit costs \$1 and is issued to theaters, dance halls, skating rinks, gymnasiums, carnivals and other individuals or organizations conducting amusements to which admission is charged.

## Here's a New One

NEW YORK, Dec. 19.—The Wine Cellar, local spot which features the beverage on tap, has introduced a new note in fortune telling. Gypsy Lec, who used to be with the Hudson River Day Line, reads the future via the wine bubbles.

Evidently you gotta be pretty fast to do this. In the case of champagne your future if not snagged immediately will be dissipated in a trice.

Maybe just a gag to get you cockeyed by trying again.

## Al Pearce Starts Dec. 5 for Ford

NEW YORK, Dec. 19.—Ford Motors, looking for two shows to replace Fred Waring, who winds up after three years on the air for that account, this week set Al Pearce and his gang to start on CBS January 5.

Pearce, since coming in from the Coast, has been doing sustainers on Columbia. He is handled by Fanchon & Marco. N. W. Ayer is the auto agency.

While no show is set for Ford's NBC stanza, most likely it will be a popular orchestra affair.

## Troc Casino, Chi, Opening

CHICAGO, Dec. 19.—New Trocadero Casino, Chicago's latest nitery, is scheduled to open December 23 with a show consisting of Francis and Mario, the Four McNally Sisters, Violet Love and Pat Chandler, emcee. Don Fernando and orchestra will play the dinner and show music and Ramon Arias' rumba band will alternate.



## STATE OF NEW YORK EXECUTIVE CHAMBER ALBANY

HERBERT H. LEHMAN  
GOVERNOR

December 3, 1936

It is a pleasure to avail myself of the courtesy of The Billboard and extend greetings and good wishes to the men and women of the theatrical profession, many of whom I have known personally for a number of years.

It has been my good fortune to work with the people of the theater in the raising of funds for charitable purposes. Never have I known a worthy benefit performance to call in vain for those whose livelihood depends upon their ability to amuse and entertain the public. In fact, I am familiar with a few important philanthropic activities whose laudable programs were only made possible thru the co-operation of the people of the stage, screen, radio, concert, grand opera and theatrical professions. The theatrical profession has always done its full share in helping worthy causes.

I should like, therefore, to express in The Billboard my personal and official appreciation to that large group of entertainers who have so generously given of their talents that the lives of those in need and suffering might be made a bit happier.

Governor, State of New York.

## WPA's 10 Shows Xmas

**All 8 N. Y. houses open—2 with different matinees—boom for Xmas week**

NEW YORK, Dec. 19.—Legit producers and theater owners may be afraid of the traditional Christmas week slump, but the Federal Theater Project is going right ahead with production plans. In fact, all of its eight local houses will be running shows and two of them will be running matinee performances of shows for which no full-time house could be found.

The Children's Theater will run *Flight* next week at the Heckscher, with matinees given over to *The Emperor's New Clothes*. The Maxine Elliott will open *Dr. Faustus* Tuesday, the theater also housing for matinee performances the American premiere of *Holy Night*.

Next Wednesday will also see the launching of a four-week run of Gilbert and Sullivan repertory at Daly's Theater. Four shows will alternate. The Living Newspaper Theater is preparing *Power*, to open in about two weeks.

Other local WPA shows are *It Can't Happen Here*, *Bassa Moona* and *Mr. Jiggins*.

## Dr. Moskowitz Funeral Sunday

NEW YORK, Dec. 19.—Dr. Henry Moskowitz, executive adviser to the League of New York Theaters, social and civic worker of national note and, in his theatrical capacity, one of the greatest influences for the welfare of the legitimate stage, died here December 17 after a short illness. No decision has yet been made by League execs, according to Marcus Helman, as to who will fill Moskowitz's post, but the board of directors will meet some time after the interment Sunday to discuss the problem.

Moskowitz, under whose direction the managers and producers' organization gained many concessions both thru legislation and by means of pacts with the Dramatists' Guild and screen companies, came to this country from Romania when he was four. In 1914 he married Mrs. Belle Lindner Israels, who for years was former Governor Alfred E. Smith's political adviser.

Services Sunday at Temple Emanu-El will be followed by burial in Sleepy Hollow Cemetery. Further details in Final Curtain department.

## Wash. Variety Club Elects

WASHINGTON, Dec. 19.—Carter T. Barron, Eastern division manager for Loew's, was named chief Barker of the Variety Club (Tent No. 11) at the annual election last week, succeeding J. Louis Rome, head of Baltimore's Associated Theaters, Inc. Other posts filled were A. Julian Brylawski, chief of Warner's real estate department, first assistant C. B.; A. E. Lichtman, indie chain operator, second assistant C. B.; Samuel A. Galanty, Columbia division manager, wagon man, and Harry Hunter, Paramount branch manager, property man.

## Dewey Organizing Revue

CHICAGO, Dec. 19.—James Dewey, who has been handling Amelia Chaban, Czecho-Slovakian soprano of Chicago, on a concert tour under auspices, is in Chicago organizing a concert revue which will open about January 10. The show, of 11 people, will play theaters and under auspices. Miss Chaban has appeared with the San Carlo and National grand opera companies.

## Mobile Operators Mobilize

MOBILE, Ala., Dec. 19.—An anti-sales tax association, with its purpose to organize retailers and theater ops to refuse "to pay any gross receipts or sales tax levied by the special session of the Legislature," has been organized in the State as the House passed the 1½ per cent tax on gross sales and theater admissions. Bill is yet to be voted upon by the Senate.

## Lederer Set for Benefit

NEW YORK, Dec. 19.—Francis Lederer, now making personal appearances in Boston, has been set by E. F. von Bergner of this city to appear at a special benefit dinner at the Miami-Biltmore, tomorrow. Proceeds of the affair to be turned over to the World Peace Foundation, of which Lederer is president.

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## Suspect Fraud In Coast Benefit

**Screen Actors' Guild and Equity, co-operating with other unions, to form board**

HOLLYWOOD, Dec. 19.—Indications of possible fraud in connection with the financial statement of last July's Actors' Fund benefit, which ended in the red after an expenditure of more than \$48,000, were brought to light this week in a formal statement from Harry Hammond Beall. Beall claims he received only \$1,000 for publicity services rendered. The show's financial statement listed a \$4,000 payment to Beall.

As a result of the red-ink windup steps are to be taken by the Screen Actors' Guild to inaugurate a system for protecting actor interests in all local benefits and for the establishment of an examination board, representing SAG and Actors' Equity, to regulate charity shows using professional players.

It is expected that a system will be worked out, with other theatrical unions co-operating in the proposed benefit-show clearing house.

Understood that the Guild made an informal investigation of the Actors' Fund show several months ago, when the loss was first noticed by officials, but Guild leaders decided to stay out of the situation at the time because they felt the Guild had no proper authority to investigate.

## Philly Variety Club Elects

PHILADELPHIA, Dec. 19.—Election of 1937 officers for the local Variety Club, Tent No. 13, gives the chief barker role to Ben Amsterdam, treasurer of the UMPTO. Lewn Pizor, prez of the UMPTO, gets the call as first assistant chief barker; Sam Schwartz, second assistant chief barker; Milton Rogasner, property man; Charles Segall, dough guy; Earle Sweigert, chairman of the board of managers of the UMPTO, as delegate to the national convention, and Leonard Schlessinger, Warner Brothers' exec, as alternate.

Annual stag banquet was held December 13, with leading figures in amusement business and political circles in attendance.

## Philly Club Bookers Fight WPA Competition

PHILADELPHIA, Dec. 19.—Election of 1937 officers of the Philadelphia Entertainment Contractors' Association has Joseph S. Hughes president; Florence Bernard, vice-president; Macéleine Wood, secretary; James Smith, treasurer. Board of directors includes Clarence Supplee, Edward Sherman, Isadore Senator, Lew Gordon, Roy Cross and Edward Zwicker.

At their last regular meeting contractors locked heads with Lorin J. Howard, State director of the Federal Theater Project, and his local associates. Howard promised to submit all engagements of the WPA units for ECA approval in the event that some of the dates might constitute unfair competition.



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## Hub Theatricals in for A Busy Holiday Season

BOSTON, Dec. 19.—Hub holiday season looks as tho it'll be a whopper as far as local theaters are concerned. The Franz Lehár operetta, *Frederika*, starring Dennis King, Helen Gleason and Ernest Truex, will have its world premiere at Shubert Theater Christmas night.

On the 28th, the much-heralded and awaited Katherine Hepburn will take to the Colonial Theater boards in *Jane Eyre*. *Boy Meets Girl* meets up at the Plymouth Theater again, after giving the house over to a two-week run of *Lady Precious Stream*. *Boy Meets Girl* will remain at the Plymouth until Parker Fennelly's *Fulton of Oak Falls*, starring George M. Cohan and produced by Cohan and Sam Harris, moves in for a world premiere January 4.

RKO Keith Theater will stage the *Hollywood Hotel Revue*, featuring Sybil Bowan and Al Norman, and with Jimmy Savo as added attraction, as the Christmas week show. For New Year's the house will have *Broadway Rhythm Revue of 1937*, starring Ken Murray, Oswald, Chuck and Chuckles, the Dixieland Band and the Yacopi Troupe.

Metropolitan Theater will have Xavier Cugat and the Yacht Club Boys Christmas week. Jane Withers, Marty May, the Radio Rogues, the Duggins and Ben Yost's Singers will be on hand for New Year show.

Night club reservations are swamping the registrars.

At the Repertory Theater the Federal Theater runs out to December 26 with *Life's a Villian*. The *Black and White Revue* is in for New Year's week.

## New Detroit Agency

DETROIT, Dec. 19.—A new booking office is being established here by Joan Ursulescu under the name of the Musical Artists' Bureau. Ursulescu has been connected with numerous bands in this territory. New office will specialize in band jobbing and radio engagements, according to present plans, rather than in general act booking.

## Suit on Martini Song

NEW YORK, Dec. 19.—Nino Martini, Fox Movietone and 20th Century-Fox Film Corporation were named defendants in a \$1,000,000 suit brought by C. A. Bixio, music publisher of Milan, Italy, thru Foreign and Domestic Music Corporation, his local distributor.

It is claimed that the Fox Film and Fox Music Publishing Company lifted

## Only 9.3% Film Exhib Violations

NEW YORK, Dec. 19.—Recently released annual report of the Copyright Protection Bureau, covering period from October 31, 1935, to October 31, 1936, indicates substantial progress in preventing motion picture copyright violations.

Statement, submitted by Jack H. Levin, director, and Gabriel L. Hess, attorney of the bureau, says investigations during the past six years have been carried on in approximately the same number of theaters, located in practically every State. In 1930 and 1931 irregularities were found in 44.6 per cent of the houses checked. By 1935 this figure was reduced to 17.4 per cent, and in 1936 to 9.3 per cent.

## Bank Night Held Illegal in Louisiana

NEW ORLEANS, Dec. 19.—Picture houses in Louisiana conducting Bank Night drawings and giving cash awards accordingly are violating Act No. 69 of the statutes of 1904 known as the lottery law, according to a ruling handed down Monday by the New Orleans Circuit Court of Appeals. In its ruling the court said that it was its first ruling on such a question and that unless appeal is made to Supreme Court decision will become final next Monday.

Ruling grew out of a suit filed some time ago by a Negro patron of a house operated by the Lewis Amusement Company in behalf of his minor son, in which plaintiff sought to recover \$105. He said that his son bought a ticket to the theater on a Bank Night and had attended each succeeding one until told on one occasion that show was no longer open to Negro patronage. Plaintiff further alleged that on that occasion son's number was called, but because he was not present could not collect accumulated award.

In the lower court the judge ruled that defense was in right on contention of "no cause of action on ground that transaction was a violation of a State law," and this contention was this week upheld by the Appellate Court.

portions of Bixio's *Tell Me That You Love Me Tonight* and incorporated them in a song called *Midnight in Paris*, sung by Martini in the picture *Here's to Romance*. Con Conrad and Herb Magidson, composers of the song, are also defendants in this action.

## N. Y.'s 461 AFM Licensed Offices; Chicago Has 112 and Philly 91

NEW YORK, Dec. 19.—Despite the fact that Chicago is becoming increasingly important as a band and theatrical booking center, New York still leads the Windy City, according to a checkup of active agencies and sub-agents licensed by American Federation of Musicians as of November 1. The score is 461 to 112.

Key cities next in line as to number of licensed agents are Philadelphia, 91; Detroit, 31; Kansas City, Mo., 30; Pittsburgh, 28; St. Louis, 26; Hollywood, 25; Cleveland, 24; Boston, 24; San Francisco, 22; Los Angeles, 19, and Cincinnati, 18. Booking organization with the greatest number of sub-agents is Music Corporation of America, whose home office is Chicago, with 29 licensed men. Next largest Chicago outfit is Kennaway, Inc., with eight sub-agents.

Largest New York booking organization, in point of sub-agents is Consolidated Radio Artists, Inc., with 20. Other numerically high local offices are Fanchon & Marco, Inc., 11; William Morris Agency, 11; Curtis & Allen, eight; Rockwell, O'Keefe, six; Radio Orchestra Corporation, six; Marcus Loew Booking Agency, six; Leonard Jay Freeman Associates, six; George A. Hamid, Inc., six; Carlton M. Hub, six; Simon Agency, five, and Mills Artists, five.

Lineup of licensed agents included in the five largest booking organizations in point of number of sub-agents are, for Music Corporation of America, Chicago: Jules C. Stein, William H. Stein, Charles Miller, Karl Kramer, Donald Roth, Russell Facchine, Michael Lippmann, Edward Elkort, Maurie Lipsey, Helen Gold, Taft Schreiber, Arthur Park, Lyle Thayer, Larry Barnett, Reuel Freeman, Norman Steppe, Hogan Hancock,

William R. Goodheart Jr., David A. Werblin, John M. Carney, Emanuel Sacks, Willard Alexander, Harold Hackett, Joseph A. Wider, Viola Nugent, DeArv G. Barton, Merle Jacobs, Roy Howard and Bill Beutel.

For Consolidated Radio Artists, Inc., New York: Charles E. Green, Harry Moss, Frank Whalen, Ed Kirkeby, Harry Hunt, James Post, Don Haynes, Ann Richardson, Stanford Zucker, Morrey Davidson, Sally Evans, Sylvia Stotter, Leo Salkin, Cliff Webster, Milton Roemer, William Wolfe, Phil Jacks, Ray Babcock and Jack Russell.

For Fanchon & Marco, New York: Sam Shayon, John A. Shultz, Harold Kemp, Harry Flamm, Jack Dempsey, Paul Dempsey, George Oberland, Jesse Kaye, Sam Rauch, Jack Partington and Max Bradford.

For William Morris Agency, New York: William Morris Jr., Abe Lastfogel, Johnny Hyde, Nat Kalcheim, Lester Hammel, Nat Lefkowitz, Louis Wolfson, Murray Fell, Sam Weisbord, Martin Wagner and William B. Murray.

For Curtis & Allen, New York: Jack Curtis, Charles H. Allen, Edward Davidow, Irving Sherman, Max Roth, Frank Cooper, Bernard Burke and Nicholas T. Agneta.

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## Music Locals Elect Officers

**Des Moines, Wichita, Little Rock, Bridgeport, Providence, other orgs vote**

WASHINGTON, Dec. 19.—Local 161, Musicians' Protective Union, has held its annual election, but it didn't amount to much. The boys went thru the same formality followed for 29 years past, elected A. C. Hayden to his 30th consecutive term as president.

DES MOINES, Dec. 19.—Walter G. Samuels was recently re-elected president of Des Moines Musicians' Association. Paul Wendel was chosen vice-president. (See MUSIC LOCALS on page 137)

### Detroit Managerial Shifts

DETROIT, Dec. 19.—United Detroit Theaters made a shift of managers this week, following the resignation of Russell Chapman. Latter, who was manager of Varsity Theater, is succeeded by Joe Busic, transferred from Alger Theater. Morgan Creedon, manager of Madison Theater, became manager of Alger, and his place is being taken by Byron Van Euren, former assistant at the Madison. Frank G. Perry, who was on the Madison staff, becomes manager of Norwest Theater in place of Donald Kuhl, who returns downtown as assistant to William Elliott at the State.

### Canada Hotels May Toss Radios

TORONTO, Dec. 19.—Hotels in Canada may throw out radios unless a battle is straightened out between them and Performing Rights Society, the latter asking pay for the privilege of relaying programs to the loudspeakers in individual rooms. The Society thinks the hotels should pay plenty for entertaining customers with copyrighted music. Most of the hotels think they shouldn't pay anything, inasmuch as the stations are paying dues to the Society.

Copyright business has developed to such a stage that the Royal York Hotel, for example, employs a girl on a full-time basis to do nothing but check up on the music numbers played by the various bands, orchestras and soloists of one kind and another. A list of these goes to the Rights Society, and the hotel pays a fee based on this report.

### Park, Woonsocket, Leased

PROVIDENCE, Dec. 19.—Park Theater, Woonsocket, which has been operating only on week-ends, using a combo policy, has been leased by Frederick J. Greene and the Beacon Amusement Company, who have transferred first-run film bookings from the New Bijou to the Park. Bijou was wrecked by fire November 23 and reopening will entail rebuilding of the structure.

### Yanks' King George Show

LONDON, Dec. 19.—The American stage and screen tribute to the King George National Memorial Fund was held last Thursday midnight at the London Coliseum, grossing \$21,000. Lew Leslie directed the show, with Sophie Tucker acting as honorary president of the committee.

### Union Battles in Wilmington and L. A.

WILMINGTON, Del., Dec. 19.—Motion Picture Operators' Union 473 and the Stanley-Warner Company, operating five houses here, have come to an agreement regarding wages and hours. The contract between the union and theater management will be signed as soon as several minor changes are written in.

LOS ANGELES, Dec. 19.—Drive by Projectionists' Local 150, IATSE, to enforce closed-shop conditions, will be directed next week against three Hollywood picture houses, the Oriental, which has a Sunday vaude policy; the Marcal, and Studio.

## Broadway Columnists at Play

Showing how two of Broadway's gossipers prepare for the observance of Christmastide.

Walter Winchell venting his spleen in the December 16 issue of *The New York Daily Mirror*:

**OUR THIS-IS-WORTH-MONEY-DEPARTMENT:** You probably have a secret yen to run a Broadway column—who hasn't? . . . If the job comes along take this free counsel from one who has been at it for a long time, and good luck to you. . . . Never be so presumptuous as some people and publicly claim that Mitzi Green's engagement at the Versailles was extended because you gave her a good notice. . . . Because Mitzi Green's exceptional talent and genius is the only reason her engagements are extended. . . . Make sure that the elopement story of Bert Lown's ex hasn't appeared in your own paper (when the marriage took place) before you run it two days later as news. . . . If you intend to go to war with another in the same craft, don't use his items two weeks later, such as Sarah Churchill going to marry Vic Oliver before they both return to England. It will make you look too third-rate. . . . If the name of a new show is "The Show Is On" don't call it "The Showdown"—because that doesn't permit you to fingerpoint at others who make unimportant errors. . . . By all means, if you intend printing news, don't come out at this late date, after it has been front-paged all over town, and announce that Kermit Roosevelt Jr. and Mary Gaddis have set a date in June. . . . And just one more thing. . . . Before you say a chorus girl prefers a certain person make sure she wasn't married only two weeks ago. Such things cause tragedies.

Ed Sullivan throwing back the mud in the December 17 issue of *The New York Daily News*:

**SO-YOU-WANT-TO-PLAY-DEPARTMENT:** On Saturday he wrote that Katherine Burke, Mrs. Bill Hardy, was employed at Milgrim's as a model. . . . Sunday he apologized to Miss Burke and Milgrim's and Bill Hardy, and explained that he didn't know that Evelyn Groves was married to Bill Hardy. . . . Monday he announced the engagement of Dorothy Mackaill and Lord Brecknock, Lord Brecknock is happily married. . . . His mid-week scoop was that the staff of Liberty would be ousted, but the next day he apologized for the "erroneous report." . . . Then he turned to football and revealed that Marshall Goldberg, of Pittsburgh, was half-Irish. . . . He apologized to Goldberg's parents the next day for the inaccuracy, and explained another writer was to blame. . . . "Doris Dudley and Johnny Maceo are blazing" was his big romance item. . . . The next day she married Jack Jenkins. . . . He was rocking on his feet now, so he turned from Broadway and sport to art, and reported that famous John La Gatta was going blind. . . . He retracted this the next day, with an apology. . . . Hastily swerving, he invaded the field of "Hamlet" and reported that John Gielgud had failed to show up at a party in his honor given by W. Powell at 277 Park avenue. . . . The next day he apologized to Gielgud, Host Powell and 277 Park avenue. . . . His next "inside" story was that the headwaiter at the Rainbow Room managed Milli Mopti, and the regular apology followed the next day, this time to Rockwell-O'Keefe. . . . The next day he "scooped" the town by reporting that Rudy Vallee would charge a \$4 cover in Toronto. . . . He apologized to Vallee next day, and explained that it wasn't Toronto but Montreal. . . . Hey, Stinky, wanna play some more?

### Peace on Earth—Good Will Toward Men

## 32 Equityites Get Shubert Dough

NEW YORK, Dec. 19.—Thirty-two members who had appeared in *Alison's House*, *Thunder in the Air*, *The Constant Sinner* and other plays will receive checks from Actors' Equity, Lee Shubert having made another payment of 20 per cent toward the settling of claims held against the Shubert Theater Corporation. Largest sum was \$600.

Shubert has been reducing the debt during the past year by weekly payments, claimants having received 40 per cent already. Original amount totaled \$20,000.

### Hurley Folds in Louisville

LOUISVILLE, Dec. 19.—Fred Hurley's stock burlesque at the Drury Lane here folded rather unexpectedly after last Sunday night's performance. Members

of the company were paid off in full. Poor business, due largely to the fact that Hurley was unable to use the burlesque label under the terms of his lease, was the cause for the fold. He is scouting around for another stock stand.

### Para in Texas Tieup

HOUSTON, Dec. 19.—Agreement between Karl Hoblitzelle, Texas theater chain op, and Paramount, effecting permanent consolidation in the Interstate Circuit, Inc., and Texas Consolidated Theaters, which jointly run 110 spots in Texas and adjacent States, was announced this week. New agreement, among other things, eliminates repurchase clause in an older contract between same interests.

### Colonial, Indianapolis, Still Open

INDIANAPOLIS, Dec. 19.—Colonial, only burlesque house in the city, is not closed as stated in last week's issue. It is currently presenting *Bare Facts*.

## WPA's First B'way Dance Drama Has Limited Appeal

NEW YORK, Dec. 19.—The WPA dance theater's production of *The Eternal Prodigal*, based on the Biblical story, is a highly stylized Gluck Sandor production, with musical score by Herbert Kingsley and scenery and costumes by Nat Karson.

The story concerns a youth who longed to escape the dreariness of ordinary life and tried to dream his way out. During the dream he attended an opera where he was lured by several dancers. He fell in love with one dancer and sought to run away with her. They were separated several times and, finally, the Prodigal killed himself and, of course, is awakened to find his family rejoicing.

The stage is simply set, with black backdrops and stairs used in most of the scenes. An improvised subway

scene of straphangers is particularly effective.

The tempo is quite uneven. The opening scenes are rather stiff and harsh and monotonous, while later parts are fresher and moved more freely, with the final scenes particularly weak and draggish.

Gluck Sandor, who also directed the production, played the roles of the Evil Genius and Impresario. Felicia Sorel, as the Modern Dancer, did an interesting interpretation. William Bruce, the Prodigal, displayed a deft technique, but his costume of canary yellow tired, rather than held, the eye.

Show, because of its very form and stylized, symbolic nature, is of limited appeal at best and would probably benefit by a speedier tempo and better group work. In its third week, the show has one more to go. Business has been fairly good. BENN HALL.

## IATSE Locals Elect Officers

YOUNGSTOWN, O., Dec. 19.—Local 35 here has elected David J. Jenkins president and business agent; N. J. Lehn, vice-president; William Simon, corresponding secretary; Charles Sager, financial secretary, and John J. Tinney, treasurer. George E. Browne, international president, will attend formal installation January 5.

HARRISBURG, Pa., Dec. 19.—Local 98 held annual election of officers here recently. Elected were William S. McKay Jr., unanimously for the 10th term as president; Fred Cleckner, vice-president; Charles J. Jones, corresponding secretary; Harry B. Wilson, financial secretary-treasurer; W. A. Davis, business agent.

BEAUMONT, Tex., Dec. 19.—IA Local 183 has re-elected all officers with exception of choosing of John E. Bauer to succeed P. P. Finnigan as vice-president. Those renamed were John D. Southwell, president; J. H. Fehl, secretary-treasurer; Steve J. Basil, business agent; W. N. Scarborough, recording secretary; H. O'Quinn, sergeant at arms, and M. P. Smith, Finnigan and Pete Navarro, trustees.

## Warner \$2,000,000 Melon Is Uncut

WILMINGTON, Del., Dec. 19.—A net profit of more than \$2,000,000 for the quarter ending November 28, 1936, is shown by Warner Brothers Pictures, Inc., and its subsidiaries, Ivan Culbertson, Wilmington attorney, told stockholders at the annual meeting of the company in the offices of the Corporation Trust Company here last Monday. Culbertson presided over the meeting in the absence of President Harry M. Warner, who is in California.

The net figure compares with a profit of \$1,031,315.96 for the corresponding period last year. Federal income tax and other expenses have been deducted but not the new undistributed profit tax.

Mr. Culbertson declared that in view of negotiations for refinancing and because the net covered the three-month period there would be no dividend at this time. A profit of \$3,177,312.73 for the year ending August 29 was announced by the company several weeks ago.

### Holiday Layoff for Chicago WPA Play

CHICAGO, Dec. 19.—Federal Theater's production of *It Can't Happen Here*, now playing the Blackstone Theater, will lay off the first four days of next week, reopening on Christmas night.

Martin Flavin's *In the Good Old Summer Time* is being mentioned as the next play at this house.

### Clear Durante of Benefit Charge

NEW YORK, Dec. 19.—Council of Actors' Equity, at its meeting Tuesday, exonerated Jimmy Durante from charge that he had appeared in an unauthorized benefit November 1 at the Hotel St. George, Brooklyn. According to Frank Gillmore, Equity president, the charge against Durante was weak, possessing no real ground for punishment.

### Graham's New Dances

NEW YORK, Dec. 19.—*Chronicle*, a suite of dances for soloist and group, will be given its first performance when Martha Graham and her dancers appear at the Guild Theater tomorrow. Piece is divided into three parts, *Dances Before Catastrophe*, *Dances After Catastrophe* and *Prelude to Action*. Program will be repeated in a Christmas matinee, December 27.

### Louisiana Dance Meet Set

NEW ORLEANS, Dec. 19.—With J. Allen MacKenzie and Aaron Tomaroff selected as instructors for the three-day normal school, officers of the Louisiana Association of Dancing Masters have set December 28, 29 and 30 as dates for their sixth annual convention. Dates were fixed at regular monthly meeting of the group presided over by Hazel Vergez, president. The convention will be held in the Jung Hotel.

# Equity Members Urge Militancy

NEW YORK, Dec. 19.—Last quarterly meeting of Actors' Equity at the Astor Hotel yesterday was attended by 518 members. Main discussion centered around the relation of the actors' organization to the WPA Theater, various members urging a firm stand against cuts and discontinuance of the project. Kenneth McKenna, actor-manager, answering a statement by Michael Cisney, chairman of Equity's WPA committee on the Federal Theater, to the effect that the project must continue, said, "But must it?" and advised paying more attention to the commercial theater. According to Cisney, between 150 and 200 project actors have been dismissed.

Motion by Edward Blunkall, former Equity WPA contact, that all committees be abolished, was voted down. Whether Blunkall meant the WPA committee in particular or was just referring to general committees was not definitely ascertained. Other topics discussed were the Equity contract and a report on the social security laws as affecting actors by Paul N. Turner, Equity counsel.

# Start Casting Lew Brown Florida Show

NEW YORK, Dec. 19.—Buster Shaver and Midgets, Sylvia Manon, Nitzza Vernille, Barbara McDonald and Tom Barry are among the acts set so far by the William Morris office for Lew Brown's show at the Palm Island Casino in Miami, opening January 10. Other out-of-town night-club bookings arranged by the Morris office include Milton Douglas, opening at the Detroit Athletic Club January 1, and Jerry Lester and Bob Ripa into the Chez Paree, Chicago, Christmas Day.

Agency also has set in town Manya and Drigo into the Versailles December 31. Red Dust into the St. Regis Hotel January 18 and contracts for Henny Youngman and Frances Faye have been extended at the Yacht Club.

# Restrictions Are Lifted From Mosque, Richmond

RICHMOND, Va., Dec. 19.—Under an agreement just entered into between the city of Richmond and the management of the Mosque motion picture theater interests here are no longer protected from opposition of the 5,000-capacity house erected some years ago by the Masonic Lodge organizations. The Mosque is now unrestricted in the booking of any sort of attraction it desires to present. Local theater interests made a strong protest before city council against lifting the ban.

Under its former contract Richmond paid \$25,000 for the use of the Mosque 50 days in the year, with a clause which restricted the house from booking legitimate attractions, pictures or vaudeville. Under the contract just closed the city will pay \$15,000 for 30 dates in 1937.

With the Mosque now wide open, Frank W. Corley, managing director, announces that he plans to form a chain of independent houses, linking Atlanta, New Orleans, Birmingham and Memphis, which, it is hoped, will result in a revival of the legitimate theater in the South.

The first attraction under the new regime will be Fortune Gallo's San Carlo Opera Company, which will appear at the Mosque January 14, 15 and 16.

# Cuts, Sketches Mixed—Our Apologies

The cuts and sketches in the article "United We Stand—Hot," on page 42 of this issue, unfortunately got mixed up in the rush of things, and we offer our apologies. Cut in the first column shows Fletcher Henderson; second column, Ferde Grofe; third column, Cab Calloway; fourth column, Don Redman.

# Cast of 96 for New Casino Show

NEW YORK, Dec. 19.—The second anniversary of the French Casino will be marked by the opening on Christmas Eve of the new *French Casino Folies*, Clifford C. Fischer's newest importation with the largest cast ever to appear in a revue of this type. Will total 96, and there will be 26 scenes with 48 drops.

Among the principals will be Betty Bruce, Adalet, the Seven Maravillas, the Rekkofs, Florence Chumbecons, the Rhonrad Troupe, Rolfholbein, Feral Benga, Sokolska, the Three Swifts, Florence Spencer, Betty Brite, Iris Wayne, Elfonte and Xavier Lemercier.

Louis Lemarchand staged the production and Mme. Kamarova directed the (See CAST OF 96 on page 133)

# Chi Musicians' Union Puts Ban on Cannings

CHICAGO, Dec. 21.—Chicago Federation of Musicians announces that effective February 1 no union musicians in this jurisdiction will be permitted to make any kind of recording "except under such restrictions and upon such condition as executive board of union decides."

President James C. Petrillo says step was taken because "canned music" or recordings are the greatest menace musicians have yet encountered and have seriously affected employment of live musicians.

# Pittsburgh Stanley's Bill

PITTSBURGH, Dec. 19.—Stanley Theater is returning to a temporary vaude policy Christmas week after playing units and orchestras since switching to a combo policy. Bill will be emceed by Johnny Perkins and will include Herbert Mundin, screen's Cockney comedian; James Melton, Balabanow Five and Madelyn Killen.

# Drive on Fake Clubs

PITTSBURGH, Dec. 19.—Local night spot operators see the current drive against illegal one-man clubs in this territory as a boon to the night club industry. The city defines one-man clubs as former speakeasies set up with vague, flexible membership lists to conform with the State Liquor law. Such clubs are selling drinks at all times, including Sundays, when legitimate night clubs are not permitted to operate. The drive is conducted by Judge Michael Musmanno, who effected 11 arrests during the first raid day.

# Music News From Philly

PHILADELPHIA, Dec. 19.—Johnny Farro, local songwriter, has placed his *Formal Night in Harlem* with Melo-Art Music Company.

George Dalin takes over the local office of the Robbins Music Company January 4, replacing Ed McCauley, who left to become general manager for Feist.

# Cleveland Casino Resumes Xmas Day

CLEVELAND, Dec. 19.—When the Mayfair Casino reopens December 25 Durries (Duke) Crane, former manager of the swanky Union Club and the (See CLEVELAND CASINO page 135)

# Of Special Interest To Recording Artists

We call attention to two informative articles on the recording situation in the current issue. A. Walter Socolow's article explains the legal angles involved in the fight of recording artists to establish performing rights on the radio, while Arthur W. Levy's article handles the same problem from the ethical viewpoint.

# Mogul Set for Toronto

BOSTON, Dec. 19.—With more than 10,000 readings to his credit during his eight-week stay at the Keith Memorial Theater here, Mogul, the "boy with the X-ray mind," concludes his engagement Christmas eve and opens January 8 at the Uptown Theater, Toronto, for a four-week period with options, booked thru Milton Berger, of the Charles Yates office, New York.

# Max Hayes Coast Agenting

HOLLYWOOD, Dec. 19.—Max E. Hayes, former vaude producer and agent in the East and also on shorts for Paramount, is now in the agency field here. He is associated with the Zanft-Evans Agency.

# Sherman Adds Allentown

ALLENTOWN, Pa., Dec. 19.—Midway Theater here goes into a Saturday vaude policy today, using six acts booked by Eddie Sherman. Town's second vaude spot, the other being the Lyric, booked by Harry Biben.

# Velez-Weissmuller Personals

NEW YORK, Dec. 21.—Lupe Velez and Johnny Weissmuller are planning to make personal appearances, the Morris Agency submitting them for opening about the middle of next month. Loew and Warner are interested.



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## License Jam Still in Air

**Nugold offers settlement to AFA—N. Y. license dept. threatens to shut agency**

NEW YORK, Dec. 19.—Latest developments in the salary claim against the Nugold Productions, of 147 West 46th street, brought by the St. Clair Trio, thru the American Federation of Actors, point to postponement of the granting of a license to the agency.

The week's grace which Commissioner Paul Moss of the License Department had given Nugold to straighten out its difficulties with the AFA and the act, and upon which the granting of the suspended license hinged, drew to a close last night.

At this writing Commissioner Moss says that Nugold had not been heard from and that if no move was made by this evening the department would regard the agency as closed, the agency being liable to arrest if it continued to do business.

Sam Gold, of Nugold Productions, conferred with Ralph Whitehead, executive secretary of the AFA, for the first time this afternoon. He reached a settlement basis involving full payment of the act's claim in four installments, the first of which is to be in cash and the other three in notes. Whitehead says he intends to recommend to Commissioner Moss that the Nugold license be held up until the payments are completed.

## WPA "Mr. Jiggins" Is a Mild Comedy

NEW YORK, Dec. 19.—WPA Manhattan and Bronx unit's production of Lady Longford's *Mr. Jiggins of Jigginstown*, presented at the Labor Stage with the Irish Theater Players, proved a mild tho not unpleasant opus. Theme is somewhat moth-eaten—that of a benevolent, aged and wealthy Irish village philosopher ready to crash the pearly gates and his efforts to find someone among his relations to whom he might, with good

conscience, leave his money and lands. Jiggins is eccentric, reads the Koran to his retainers by way of a morning religious service and lends a listening ear to the mouthings of the manor's two amiable half-wits. But nevertheless he is more than a match for the materialists who angle for position in his last will and testament. Chief among the birds of prey are two cousins, Mrs. Georgiana Jiggins and Richard Wilson, and an oily Irish parson. The dough, however, goes to a worthy charity and the servants of the house. The last act, taken up with the reading of the will, is rather well done.

The two sets, good ones, were done by Sam Leve. Direction by J. Augustus Keogh is fair. Irish music by the WPA orchestra is one of the best things in the show. P. A.

## Hub Network Ousts Legal Advice Show

BOSTON, Dec. 19.—Boston reproussions from Gotham's lawyer dictum barring Standard Brand's *Good Will Court* has caused John Shepard III to indefinitely shelve Yankee Network's legal advice show, *Court of Common Troubles*, scheduled tonight 7:30. Hub lawyers cracking down to end free legal service and wholesale public law education. Quick Shepard decision wise move to avoid court complications. Program was six weeks old.

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## Kolb Asks 10 Gs In Des Moines Suit

DES MOINES, Dec. 19.—Operators of the President, local burlesque theater, are defendants in a \$10,000 breach of contract suit filed by Matt Kolb, executive of the Independent Burlesque Association.

Defendants in the action filed in district court are Harry D. Hirsch Enterprises, Harry D. Hirsch, George Van Allen and Charles Hough, all of Minneapolis, and A. Frankle Theaters Company and A. Frankle, of Des Moines.

Kolb claims he and I. Hirst, representing the Independent Burlesque Association of New York, entered into contract with Bronson relative to the operation of the President. Under the contract Bronson was to furnish the theater and equipment and the Independent Burlesque Association was to provide the shows. Independent Burlesque Association was to receive 65 per cent of the receipts, according to the contract.

Kolb's action charges Hirsch sold his interest to Harry D. Hirsch Enterprises and other Minneapolis defendants, who in turn "padded statements and expense accounts with fraudulent intent of defrauding plaintiff of his fair share of profits."

On December 10, the petition claims, Hal Bronson sold his interest to Frankle. Both Frankle and the Minneapolis defendants, Kolb alleges, refused to recognize Kolb's rights or to divide the profits with him. Kolb asks an accounting and a judgment for his share. He asks \$10,000 damages for breach of contract and a restraining order to prevent distribution of future profits until an accounting is made.

The President has been closed by Frankle for redecorating, but it has been announced it will reopen with burlesque before Christmas.

## Bondholders' Group Quiz Theater Guild

NEW YORK, Dec. 19.—The financial status of the Theater Guild was subjected to an inquiry yesterday, with a group of bondholders, headed by Jascha Helfetz, violinist; Aaron Rabinowitz and Bernard J. Reis, leading the fight. This dissatisfied body, which claimed that their \$1,000 bonds had dwindled down to \$150, wanted all salaries, bonuses and finances for theatrical productions for the past five years made public to them.

The plight of the Guild, according to its spokesman, Warren Munsell, could not be alleviated as long as the organization was run according to the provisions of a lease unchanged since the Guild's founding, and relief could only be had by a modification of the lease and the mortgage demands.

## Music Clubs Hope For Big Meeting

NEW YORK, Dec. 19.—Biennial convention of the National Federation of Music Clubs, slated for Louisville, April 23 to 29, is expected to draw an attendance of about 8,000, according to Mrs. John Alexander Jardine, national president. Previous biennials have been primarily singing conventions, but the April affair will stress orchestral and chamber music as well. Number of applications and their geographical distribution indicates an increasing interest in music in many parts of the country.

FARGO, N. D., Dec. 19.—Officers and members of the National Federation of Music Clubs will gather at the Palmer House, Chicago, December 29, to attend a national luncheon forum called by President Mrs. John Alexander Jardine.

## Rimacs in Concert Tour

NEW YORK, Dec. 19.—Ciro Rimac's Rumbaland Muchachos are now on a concert tour to the Canadian Northwest together with the Russian Royal Ballet. Recently played the Lyric Theater, Indianapolis, and the Auditorium, Winnipeg. Tour of these joint attractions, sponsored by Famous Players Circuit of Canada, is the first time a Cuban band is being coupled with a ballet unit. Rimacs have added two new girls, Gloria Belmonte, dancer, and Juanita Flor, singer and dancer. Both will be taken to London in January, together with Rimac's unit.

# THE FRIARS CLUB

WISH YOU

a happy new year

# JAY C. FLIPPEN

A B B O T



season's greetings

# MARIO BRAGGIOTTI

and His Orchestra

Featured  
CORINTHIAN ROOM, PIERRE HOTEL, NEW YORK  
Mgt.—CONSOLIDATED RADIO ARTISTS, INC.

## Gov't Enjoins Film Contracts

DALLAS, Dec. 19.—Interstate Circuit, Inc., and 14 other exhibitors and distributors were enjoined Wednesday from consummating contracts alleged to be in violation of anti-trust laws. Application filed by the federal government in Federal District Court, protested contract provisions by defendants to the effect that no second-run films be shown for less than 25-cent admissions in certain cities. Also protested were contract clauses nixing exhibition of one feature picture for one admission.

List of defendants in addition to Interstate includes Consolidated Theaters, Inc.; Karl Hoblitzelle, R. J. O'Connell, Paramount Pictures Distributing Company, RKO Distributing Corporation, Columbia Pictures Corporation; Vitagraph, Inc.; United Artists Corporation; Universal Film Exchanges, Inc.; MGM Distributing Corporation of Texas, 20th Century-Fox Film Corporation and Texas branch of last-named company.

season's greetings

# DIANE DENISE

direction  
LOUIS SCHURR

Greetings From

# PETE

The Newsboy  
—HARMONICA WIZARD—  
Mgt.—BILLY DIAMOND.  
Woods Theater Bldg., Chicago

**BOOTH**

Beginning Monday Evening, December 14, 1936  
**YOU CAN'T TAKE IT WITH YOU**

A farcical comedy by Moss Hart and George S. Kaufman. Staged by George S. Kaufman. Setting designed by Donald Oenslager, built by T. B. McDonald Construction Company, and painted by Triangle Studios. Presented by Sam H. Harris.

Penelope Sycamore ..... Josephine Hull  
Essie ..... Paula Trueman  
Rheba ..... Ruth Attaway  
Paul Sycamore ..... Frank Wilcox  
Mr. De Pinna ..... Frank Conlan  
Ed ..... George Heller  
Donald ..... Oscar Polk  
Martin Vanderhof ..... Henry Travers  
Alice ..... Margot Stevenson  
Henderson ..... Hugh Rennie  
Tony Kirby ..... Jess Barker  
Boris Kolonkhov ..... George Tobias  
Gay Wellington ..... Mitzi Hajos  
Mr. Kirby ..... William J. Kelly  
Mrs. Kirby ..... Virginia Hammond  
Three Men:

George Leach, Ralph Holmes, Franklin Heller  
Olga ..... Anna Lubowe  
The Scene Is the Home of Martin Vanderhof, New York.

ACT I—A Wednesday Evening. ACT II—A Week Later. ACT III—The Next Day.

A perniciously sensible play appeared Monday night at the Booth Theater, to confound the Doers and the Getters of the world with the appallingly rational philosophy of happiness and relaxation. It is called *You Can't Take It With You*, and is the work of Moss Hart and George S. Kaufman. Mr. Sam Harris attended to the production. I defy any rational human being to see the play and still to continue to do those things that are expected of him simply because they are expected.

Yet it is upon this romantic urge—the urge of each man to do what is expected—that the economics of our world are based, as James Branch Cabell says. It is quite possible that *You Can't Take It With You* will, like a laughing Sampson, topple the columns of the temple of the sentimentalist-romantic earth—and so, I suppose, it ought to be suppressed. Yet it comes as a boon and a light to those of us who cannot see the intrinsic nobility of doing what is expected simply because it is expected—and the chances are, after all, that the play won't affect any large number of people. For insight into its message presupposes rationality in the auditor, and the Doers and Getters have never been particularly notable for that quality. And, even if a few of them should be rational, it is possible that they will miss the point because they will be so busy laughing at the play's hilarious humors.

Thirty-five years before the start of the action Grandfather Vanderhof went down to the office one day—and went right back home again. Suddenly he realized the futility of doing things simply because they were expected; and for 35 years he remained at home, going to zoos and commencements and having a fine time. His family follows his philosophy. Penelope, his married daughter, painted until one day a typewriter was delivered by mistake; so she started to write plays. Her husband experiments with fireworks in the cellar. One of her daughters takes ballet lessons in the parlor and makes candy that is delivered to customers by her young husband, who plays the xylophone and runs a printing press—also in the parlor. On the press he gives shape to nihilistic messages that he puts in the candy boxes, not because he believes in them particularly, but simply because he likes to run the press. Penelope's other daughter is disappointingly normal, but at least she loves the members of her family and understands them. She also loves the son of her boss.

Also included in the menage are a couple of colored servants and the iceman. The latter came in one day eight years before and has stayed ever since.

What plot there is, in the accepted sense, concerns the tribulations of the "sensible" daughter as her prospective in-laws investigate the vagaries of her family. The high point is reached when everyone, including her fiancé's father and mother, is carted off to jail because G men discover nihilistic propaganda. That, for a while, queers the marriage; but grandpapa tells the financier of his philosophy—why spend your little time here on earth busily doing things you don't want to do, simply because they are expected of you, denying your own gifts and your own desires for a shallow conformity that can't conceivably matter? The financier remembers that he wanted to be an acrobat once when he was young—and he stays to dinner.

The lines and the situations are hilarious; *You Can't Take It With You* is

# New Plays on Broadway

Reviewed by Eugene Burr

one of the funniest shows that this reporter can remember. And the suspicion remains that the general hilarity is a smoke-screen, to hide from the blind eyes of the Doers the important and essential message of the play. That message has to be hidden from them, for it is far more subversive, from their standpoint, than any nihilistic propaganda could possibly be.

Mr. Harris has assembled a splendid cast, and Mr. Kaufman has directed it to a fare-thee-well. The result is the grandest ensemble playing in seasons, with even the bit players rating enthusiastic mentions. The only flaw in the very smooth ointment, as a matter of fact, is the performance of Margot Stevenson, who plays the "sensible" daughter stiffly and preciously. Those rating far greater plaudits than they can be given here include Henry Travers, Josephine Hull, George Tobias, Paula Trueman, George Heller, Frank Wilcox, Oscar Polk, Jess Barker, Frank Conlan, Ruth Attaway, Mitzi Hajos, William J. Kelly, Virginia Hammond and Anna Lubowe.

It is possible that the Doers and Getters will be laughing so hard that they won't get the message; it is possible that they will disregard it—for who ever heard of a funny play delivering a message? But *You Can't Take It With You*, whether they see its point or not, stands as the most hilarious—and the most important—farce comedy in seasons.

**BILTMORE**

Beginning Wednesday Evening, Dec. 16, 1936

**BROTHER RAT**

A comedy by John Monks Jr. and Fred F. Finklehoffe. Directed by George Abbott. Settings by Cirkor & Robbins. Presented by George Abbott.

Mrs. Brooks ..... Curtis Burnley Railing  
Joyce Winfree ..... Wyn Cahoon  
Jenny ..... Anna Franklin  
Claire Ramm ..... Mary Mason  
Harley Harrington ..... Richard Clark  
Bing Edwards ..... Eddie Albert  
Billy Randolph ..... Frank Albertson  
Kate Rice ..... Kathleen Fitz  
Dan Crawford ..... Jose Ferrer  
A. Furman Townsend Jr. .... Robert Foulk  
"Newsreel" Scott ..... Gerard Lewis  
"Tripod" Andrews ..... Robert Griffith  
Grant Bottome ..... Ezra Stone  
Slim ..... David Hoffman  
Lieutenant (Lace Drawers) Rogers ..... Vincent York

Colonel Ram ..... Carroll Ashburn  
Member of the Guard ..... James Monks  
Member of the Guard ..... Walter Wagner  
Member of the Guard ..... Robert O'Donovan  
The action takes place at Virginia Military Institute in Lexington, Va.

ACT I—Scene 1: Porch of Mrs. Brooks' Home Adjoining the Parade Grounds. A Friday Afternoon in April. Scene 2: Barracks Room. That Night. ACT II—Scene 1: The Porch About One Hour Later. The Same Night. Scene 2: Barracks Room. The Following Afternoon. ACT III—Scene 1: in Front of Barracks Two Months Later. Two Nights Before Commencement, 10:30 P.M. Scene 2: Barracks Room About Two Hours Later. Scene 3: Barracks Room. The Following Night.

Military schools, which have come in for some pretty heavy dramatic lambasting this season, are not combinations of Inquisition dungeons and robot factories after all—that is, if we can believe Messrs. John Monks Jr. and Fred F. Finklehoffe, who went to Virginia Military Institute and lived to write a play about it. That play (*Brother Rat* it's rather inauspiciously called) was presented by George Abbott at the Biltmore Theater Wednesday night, and provided an evening of hearty laughter.

The iron of military discipline failed to eat into the souls of Messrs. Monks and Finklehoffe. VMI, of course, is a college rather than a preparatory school, and that may have something to do with it. But in any case, the cadets in *Brother Rat* seem to spend far more time in avoiding military rules than in being browbeaten by them. Certainly militarism is as horrible a thing for the youth of the land as was suggested by the authors of the previous *So Proudly We Hail* and *Bright Honor*—but at least *Brother Rat* doesn't include a single sensitive soul whose artistic life is crushed out of him by the rigors of military training. Its lads are all normal and healthy youngsters to whom rules are not warping mental bandages but simply things to be ducked as fre-

quently and as energetically as possible. That is something of a relief.

*Brother Rat* is really just Joe College in uniform. It's all about Bing Edwards, athletic hero of the school, who has got himself married in violation of the rules and whose wife is to have a baby. A likeable mug, he is involved in even deeper difficulties by his harum-scarum Yankee roommate, Billy Randolph, who bets Bing's money on the outcome of a baseball game with the University of Virginia, who inadvertently gets the star catcher confined to barracks, and who thereafter tries to recoup by betting a similar amount on the Cavaliers. He obtains the money for the second bet by hocking a sabre belonging to Uncle Sam.

All three lads—Bing, Billy and the catcher—are involved and are put on guard duty, a tiring pastime that precludes the studying so necessary to Bing if he hopes to graduate. So the daughter of the commandant, on the evening before the chem exams, climbs into Bing's room and feeds him the answers to the questions she knows will be given. There she is discovered by the nasty lad who is the officer of the day—but he prevents him from citing Bing and so preventing the latter's graduation. "Papa," she says, "wouldn't like it."

There is, of course, more to it than that—but the plot in the accepted sense really matters very little. It is a feather-weight affair that serves only as a framework for some hilarious lines and for the grand comedy playing of the cast that Mr. Abbott has assembled and directed. Outstanding in a lineup of outstanding performances is that of Eddie Albert, who plays Bing. Frank Albertson, late of the movies, does a grand job as Billy, and Jose Ferrer, who won a name for himself in *Spring Dance*, repeats his success as the catcher. Young Mary Mason gives a hilarious reading as the daughter of the commandant, and others who rate more than the passing mention here given them include Ezra Stone, Wyn Cahoon, Anna Franklin, Robert Foulk and Richard Clark.

Mr. Abbotts directing is fast and breezy, pointing up the lines and keeping the piece going at so fast a clip that the customers never have time to realize that it really isn't getting anywhere.

Military training for the youth of America, as the authors of the previous military school plays insist, is undoubtedly very wrong—but *Brother Rat* proves that it can also be very funny. Military schools at last get a break in the comedy—and so do the customers.

**VANDERBILT**

Beginning Tuesday Evening, Dec. 15, 1936

**DAYS TO COME**

A play by Lillian Hellman. Staged by Herman Shumlin. Settings designed by Aline Bernstein, built by Vail Construction Company, and painted by Robert W. Bergman Studios. Presented by Herman Shumlin.

Hannah ..... Clare Woodbury  
Lucy ..... Muriel Gallick  
Cora Rodman ..... Frieda Altman  
Henry Ellicott ..... Ned Wever  
Andrew Rodman ..... William Harrigan  
Julie Rodman ..... Florence Eldridge  
Tom Firth ..... Joseph Sweeney  
Leo Whalen ..... Ben Smith  
Sam Wilkie ..... Charles Dingle  
Mossie Dowel ..... Jack Carr  
Joe Easter ..... Thomas Fisher

TIME: The Present.  
PLACE: A Small Town in the Middle West.  
ACT I—The Living Room of the Rodman House. October. ACT II—Scene 1: The Same. A November Evening. Scene 2: The Strike Office. The Same Night. Scene 3: The Rodman Living Room. Later the Same Night. ACT III—The Rodman Living Room. The Following Morning.

When Lillian Hellman wrote her phenomenally successful *The Children's Hour* several years ago William Roughead, the eminent Scotch criminologist, had already marshaled the facts of the same case into one of his absorbing essays on crime. Miss Hellman made no bones about the fact that she had taken *The Children's Hour* from an ancient trial; it was surefire stage material.

But Mr. Roughead has not summarized the facts of the case that Miss Hellman has chosen for her second

play, *Days To Come*, which Herman Shumlin presented at the Vanderbilt Theater Tuesday night. As a matter of fact, the case is probably imaginary in this instance; but whether it is imaginary or real, Miss Hellman comes a cropper with it.

Despite the irresistible dramatic sweep of *The Children's Hour* there were certain glaring faults in the play; Miss Hellman, dramatically, became entangled in two plays: the melodrama of the terrible brat and the tragedy of the Lesbian-tainted schoolmistress. In *Days To Come* this predilection toward omnibus drama—two plays in one—is even more marked. Miss Hellman sets out to show, vigorously and indignantly, the methods used by professional strike-breakers. She also shows the domestic tragedy of a weak and idealistic husband who idealizes his loveless, dissatisfied, vaguely seeking wife. The result is a sort of dramatic ping-pong game, with the plot batted first to one court and then to the other.

There is a strike in a small Midwestern town wherein employer and employees have always been friendly—a sort of paternal baronial system transplanted to America. The head of the factory is forced by a nagging sister and by his best friend (who has lent him large sums of money and who has had an affair with his wife), to call in professional strikebreakers, tho he fails to realize the methods that they will employ. In every possible way the strikebreakers seek to force open warfare with the strikers (this will immediately label the strikers un-American), but the workmen, led by an astute young labor organizer, refuse to fight.

The manufacturers' wife, meanwhile, has conceived a dramatically unimportant yen for the labor organizer. She goes to see him at his headquarters just as the strikebreakers frame him with the dead body of a man killed in a card game. She, able to alibi him, remains silent, and he is taken to jail. And while he is in jail the strikebreakers manage to force a fight with the workers and succeed in murdering a little girl. That takes the starch out of the strikers, and they capitulate.

The next morning the manufacturer sees himself as a murderer—and, at that opportune moment, his sister decides to shriek out his wife's infidelities. So they sit around and talk out both their problems and the customers. The manufacturer is left an unhappy man; the wife is left an unhappy woman; the sister is left an unhappy spinster; the strikers are left unhappy and underpaid workmen; the theater is left by the customers, and Mr. Shumlin is left with a flop.

Mr. Shumlin himself is not altogether guiltless of the boredom suffered endlessly by his audiences. His direction, which was heavily and tremendously effective in *The Children's Hour*, seems to have become soggy and self-conscious.

**BROADWAY RUNS**

Performances to December 19, inclusive.

Dramatic	Opened	Perf.
Black Lighthouse (Mansfield)	Nov.	9... 48
Roy Meets Girl (Cort)	Nov.	27... 450
Brother Rat (Biltmore)	Dec.	16... 6
Country Wife, The (Miller)	Dec.	1... 23
Days To Come (Vanderbilt)	Dec.	15... 7
Dead End (Belasco)	Oct.	28... 482
Hamlet (Gielgud) (Empire)	Oct.	8... 84
Holmes of Baker Street, The (Majestic)	Dec.	9... 14
Adios Delight (2d engage.) (Shubert)	Aug.	31... 128
In the Bag (Belmont)	Dec.	17... 4
Johnny Johnson (44th St.)	Nov.	19... 36
Matrimony, Pfd. (Playhouse)	Nov.	12... 44
Prelude to Exile (Guild)	Nov.	30... 24
Reflected Glory (Morosco)	Sept.	21... 104
Stage Door (Music Box)	Oct.	22... 68
Swing Your Lady! (46th St.)	Oct.	18... 72
Three Men on a Horse (Fulton)	Jan.	30... 792
Tobacco Road (Forrest)	Dec.	4... 1306
Tonight at 8:30 (National)	Nov.	24... 31
Toriarich (Plymouth)	Oct.	15... 76
200 Were Chosen (48th St.)	Nov.	20... 35
You Can't Take It With You (Booth)	Dec.	14... 8
Victoria Regina (2d engage.) (Broadhurst)	Aug.	31... 128
Musical Comedy		
Black Rhythm (Comedy)	Dec.	19... 1
D'Oyly Carte Opera Co. (Boak)	Aug.	20... 140
Iolanthe	Sept.	21... 16
Mikado, The	Aug.	20... 24
Pirates of Penzance and Trial by Jury	Aug.	31... 16
Gonoliers, The	Sept.	7... 16
Pinafore and Cox and Box	Sept.	28... 16
Princess Ida	Oct.	12... 12
Yeomen of the Guard	Sept.	14... 20
Patience	Oct.	5... 12
Ruddigore	Oct.	22... 8
On Your Toes (Majestic)	Apr.	11... 289
Red, Hot and Blue (Aunt)	Oct.	29... 60
White Horse Inn (Center)	Oct.	1... 92
Ziegfeld Follies (2d engage.—revised) (Winter Garden)	Sept.	14... 112

Action speeds along with all the fury of a snail; long pauses seek for effects that they succeed only in satirizing: characters behave almost as tho they were in church—and weren't too happy about it. If anyone had walked or talked at normal speed, it would have seemed like sacrilege.

Naturally, the performers are at a disadvantage. William Harrigan, as the manufacturer, is snowed under for two acts by the play and the direction, tho in his long last-act speeches he comes thru splendidly. Florence Eldridge, returning from pleasant days in Hollywood, must find days not quite so pleasant as she is forced to interpret the surface involvements of the wife. Ben Smith seems a bit too college-boyish as the organizer; Frieda Altman burlesques the sister, and good minor performances are turned in by Joseph Sweeney and Charles Dingle.

Without the aid of a case history, Miss Hellman has written a play that is involved, incoherent, shallow and ineffective—tho it takes itself almost as seriously as it was taken by its director. It emerges as a sort of bullfrog going around fancying itself the size of an ox. The customers, however, do the croaking.

**BELMONT**

Beginning Thursday Evening, Dec. 17, 1936  
**IN THE BAG**

A farce comedy by Don Carlo Gillette, staged by Frank McCormack. Setting by P. Dodd Ackerman and constructed by Vail Scenic Construction Company. Presented by Mack Hilliard.

Sam Budwesky ..... Philip Van Zandt  
Suzie ..... Ruth Lee  
Bud Graham ..... Morgan Conway  
Cus ..... Don Anthony  
Allan Van Dyck ..... Reed McClelland  
Jamaica Jones ..... Dudley Clements  
Sybil ..... Tonia Lawton  
Ned Crane ..... Teddy Jones  
Tony ..... Charles LaTorre  
Dolly Martin ..... Joan Churchill  
Detective Harrigan ..... Frank McCormack  
Mr. Burton ..... Henry Antrim

TIME: The Present. THE PLACE: A Broadway Producer's Office.

ACT I—A Morning in Late August. ACT II—Scene 1: A Few Weeks Later. Scene 2: Late the Next Day. ACT III—After the Opening Night of "The Lipstick Murder Mystery."

Don Carlo Gillette, who used to be a newspaper man himself, has turned playwright and his first effort is *In the Bag*, a satire on shoestring legit producers.

*In the Bag* is a bad show and will undoubtedly be making a quick exit from the Broadway scene. It is one of those farces that takes too long explaining itself and that is continuously building up situations that never quite come off with the proper bang. The gags are often amusing and the situations are sometimes funny, but the terrible direction and the generally uninspired acting makes even a passably entertaining show impossible.

The actors talk their parts instead of acting them. There is no shrewd pacing and timing for laughs, such as we get in a successful farce like *Three Men on a Horse*. As a result the play is painfully boring.

Now for the story. A shoestringer is at the end of his shoestring. And who should walk in but a high-pressure salesman who rushes out and promptly promotes \$5,000 for the shoestring. The leading lady becomes involved in a melodramatic lipstick "murder" and the show opens in a blaze of publicity. But the opening performance turns out badly and just when everything is black the producers discover that the critics have raved over the play and that a lipstick company wants to buy it in order to close it.

As for the performances, Dudley Clements tries awfully hard to be breezy; Frank McCormack plays a stock detective; Joan Churchill is attractive but not convincing, and Charles LaTorre and Don Anthony play stock "wop" roles. They and the rest of the cast do their best, undoubtedly, but the odds are greatly against them. PAUL DENIS.

**OUT-OF-TOWN OPENINGS**

**"Life's a Villain"**

(Boston)

By Frederic Hughes. Directed by John Hunter Booth. Staged by Gerald Cornell. Scenic designer, Paul Cadorette. Presented by the WPA Federal Theater at the Repertory Theater for an indefinite run, beginning December 9.

The cast includes Patricia McMackin, Frank Thomas, Elizabeth Hendrick, John Granfield, Jack Ryder, Evelyn Dorn and Joseph Wilson.

*Life's a Villain*, the latest local Federal

Theater venture on view at the Repertory, proved a rather pleasant rehash of the old saw that money is the root of all evil. The audience listened amiably, nodded understandingly and walked unconcernedly into the material world at the conclusion of the performance.

Plot presents the Holt family, whose breadwinner, T. Roger Holt, juggles his income tax reports and keeps out of jail thru the aid of a public relations counsel, and Ted Holt, Roger's son, who falls in love with Madge Graham, a poor girl, who falls off the dock in front of the Rogers domicile and is rescued by the young scion. Public relations counsel seizes upon the incident as a means to prove father Holt's benevolence and has the girl hired as Mrs. Holt's secretary. Graham family, however, evince great peevishness over the resultant publicity and institute a libel suit against a newspaper. While Papa Holt is enmeshed in these unsavory circumstances, various others are suffering from frustration of the libido. (Sounds off color, but it's only sex).

Vivian Taylor, for instance, makes a great play for Ted, but satisfies herself with sneaking into the Holt family thru a marriage with Ray. And Ann, daughter of father Holt, is fuzzed down with the idea of becoming a great concert pianist, but gives it up and marries Vivian's brother.

Cast drew a nice hand for their portrayals, particularly Elizabeth Hendrick, as Vivian, and Patricia McMackin, as Madge. Sid Paine.

**"Jonah and the Whale"**

(Boston)

By James Bridie. Staged by Carlton Miles. Sets by John Van Horne. Music supervised by Walter H. Piston Jr. Presented by the Harvard Dramatic Club at the Peabody Playhouse for a three-day engagement, beginning December 10.

The cast numbers 44, including Paul Killiam and Desiree Baer Rogers and John Weld.

In selecting this light comedy the Harvard Dramatic Club follows its usual policy, that of giving an American premiere to a foreign play of proved appeal. Bridie's treatment of the Biblical theme is humorous, wholesome and modern, never becomes dull and contains no sarcasm or bigotry. Jonah, an amusing "voice of Jehovah," is presented as a human of ordinary talents overwhelmed by his huge task of keeper of the town's morals. He is tricked into prophesying the destruction of wicked Nineveh, boards the Tarshish galley and winds up in the belly of the whale.

Failure of the forecast leads to the conclusion that prophets generally lack common sense and are carried away by their sincerity and semi-fanaticism.

Production supplies consistent laughs, is capably handled and possesses definite Broadway possibilities. Sid Paine.

**"The Show Is On"**

(Pittsburgh)

By Vincent Minelli. Staged and designed by Vincent Minelli. Dances by Robert Alton. Music and lyrics mostly by Vernon Duke and Ted Fetter. Sketches mostly by David Freedman and Moss Hart. Presented by the Shuberts at the Nixon Theater for one week, beginning December 14.

Principal players are Beatrice Lillie, Bert Lahr, Reginald Gardiner, Mitzl Mayfair, Paul Haakon, Gracie Barrie, Charles Walters, Vera Allen, John McCauley, Evelyn Thawel, Ralph Riggs, Marie Carroll and Roy Campbell's Continentals. *The Show Is On* is a colorful, talent-laden revue ranking with the best of the Shubert productions. Bearing all the earmarks of a smash hit, it impressed here is a generous concoction of melody and mirth, with both Miss Lillie and Bert Lahr supplied with hilarious skits which they bring to life in expert fashion.

Main idea of the show is to present a sample of all the forms of musical revue known during the past century. This is accomplished with fine pace and staging. Scenically, production is eye-filling, sets and costumes bearing proof of Minelli's talents.

Local press, notably *The Sun-Telegraph*, *Press* and *Post-Gazette*, sent the piece off with rave reviews. Honigberg.

**"Mary Tudor"**

(Pittsburgh)

Presented by the Carnegie Tech Players in the Fine Arts Theater for a week, starting December 11. Adapted by Alexander Dean from Victor Hugo's play of



**Personal Direction**  
**JACK LAVIN**  
17 East 45th St.,  
New York City

the same name. Directed by Chester Wallace. Scenic director, Lloyd Winger. Technical director, George Kimberly.

The cast: Jane Mitchell, George Lloyd, Milton Goldbloom, Margaret Herd, Mary Jane Papworth, Stig Egede, William Herz, Maxwell Lick, Edward Rosenthal, Gino Conte, William Hemphill, Norbert Kelly, Margot Dee, Simon Gerson, Coe Norton and Thomas Beckett.

This is a free and fresh adaptation of the story centering around the turbulent days of Mary Tudor. The important events have been vividly recreated, and with the injection of more speed in the first act *Mary Tudor* will have splendid commercial possibilities. Some of the fictitious passages in the Hugo play give way to actual historical occurrences because, as a program footnote explains, "When history is more interesting than fiction, fiction has little dramatic sanction. The tendency of this version has been away from the fiction of Hugo's play toward the facts of English history."

The last two acts are expertly constructed, building in interest and suspense. Jane Mitchell acquitted herself nobly in the titular role, as did Milton Goldbloom, as the ambitious Simon Renard, the Spanish Ambassador. George Lloyd, as Edward Courtney; Margaret Herd, as Princess Elizabeth, and Norbert Kelly, as Thomas Perry, also do well. Honigberg.

**"Good Old Summer Time"**

(Ann Arbor)

By Martin Flavin. Directed by Valentine B. Windt. Art director, Oren Parker. Presented by the University Players at the Lydia Mendelssohn Theater for three days, beginning December 9.

Cast includes James Doll, Margaret Grabel, Frederic O. Crandall, Hattie Bell Ross, Ralph Bell, Sarah Pierce, Karl Nelson, William Rice, Truman Smith, William Iverson and Raymond Carroll.

Martin Flavin's *Good Old Summer Time*, scheduled for Broadway soon, is the first play sponsored by American Play Service to be produced. As given by the University Players at Ann Arbor, the piece impressed as a heavily written yarn emphasizing the disintegration of personalities and families caused by the depression. There is scant comic relief.

Scene thruout is a living room in the home of Fred Perkins, a small-town

holiday greetings

**HARRISON SISTERS**

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HOLLYWOOD RESTAURANT  
New York

**BUDDY RICH**

Now featured in the Musical Revue,  
OH, SAY, CAN YOU SING  
Great Northern Theater, Chicago

Greetings From  
**BETH AND BETTY  
DODGE**

Mgt.—DANNY GRAHAM,  
State-Lake Bldg., Chicago

middle-class hardware dealer. A host of relatives live in the house, notably Ephraim Clark, Fred's father-in-law, and Sheriff Amos, Fred's brother. Depression has ruined Perkins' business and has caused young Joe Perkins, an unemployed mechanic, to foster a lot of half-baked communistic ideas. Others involved are Joe's sister, Sally, a steady girl who has returned from Chicago where her husband, Dave, lost his job, and the latter, whose arrival brings conditions to an explosive pitch.

Break comes in the second act when Joe, after a series of small burglaries, is about to be caught by Uncle Amos and persuades Dave to join him in a final holdup. Latter loses his nerve in the denouement, an old debtor gives the Perkins family a new start by paying a bill, Amos forgets his oath of office and does not prosecute the criminals, and the play ends on a note of hope.

H. F. Reeves.

# RKO INTO UNIT PRODUCING

## Shortage of Outside Units Compels Circuit To Act

**Koerner and Howard conceive unit-building plan with Boston as base—Barri and Megley to produce—hold an audition—unit shortage due to percentage deals**

NEW YORK, Dec. 19.—Keenly interested in units and finding its supply jeopardized by prevailing conditions, RKO is taking steps to do its own producing of these shows, using its theater in Boston as a base. Plan is being worked out by Charles Koerner, RKO's division manager in New England, and Bill Howard, head of the booking floor, with Danny Friendly assisting them. The Boston house is setting up a production staff, planning four consecutive shows starting New Year's Eve, and merit of Boston showing will determine routing of show. Seeking talent, RKO held an audition this week and viewed 43 specialty people. Chief among the reasons for unit shortage is the losses units have been taking on percentage dates, particularly Montreal and Toronto.

Bebe Barri and Macklin Megley have been contracted by RKO to produce at the Boston theater, starting New Year's Eve under a four-week contract. RKO produced a unit early this season and it played successfully in the circuit's houses. Unit was *Folies Comiques*. Show going into Boston New Year's Eve is headed by Ken Murray with the Original Dixieland Band under the leadership of Nick La Rocca. This unit may be too expensive to send as a unit, but RKO does not expect to get a show for tour every week.

RKO's audition was held Wednesday at Nola Studios in Steinway Hall, with Koerner, Howard and Friendly sitting it out from 11:30 in the morning until 6:30 at night. Of the 43 specialty acts viewed, about eight will be booked. All the acts are represented by RKO agents. Four pianists alternated in playing the audition and there were quite a few acts that brought their own. Another audition will be held soon at the same studio.

Acts auditioning were Freddie Carter, Annette Brown, Alan K. Foster Girls, Four Ink Spots, Francis and Carroll, Edith Mann, Paul Howard, Sonny and Shirley Dahl, Jean McCauley, Joan Alexander, Sybil Roth, Molly and Elsa, Elaine Wynne, Irving Karo, Kavanagh Sisters, Lawrence Gershenson, Ann Claire, Wilkins and James, Billie Sherburn, Marcia Wayne, Baby Rosamond, Jimmy Shields, Roy Tracey, Helen Francis, Loretta Lane, Renee LaMarr Trio, Ginger Drake, Eva Lorraine, La Fons, Francis La Carto, Sylvia Harris, Miller and Massey, Buddy Raye and Tramps, Karen Jardine, Ann Morgan, Beyl and Martinez, Buddy and Claire Green, Sylvia and Sinclair, Katherine Harris, Norman and Gregory, Inga Bord, Dorita Imperis and Margie James.

The percentage deals in Montreal and Toronto for units have been bringing many squawks and disaster to units. Several playing there recently took awful lickings at the box office, with the result that unit production activities are slowing up. Agents and producers are talking about getting up a committee to protest the Montreal and Toronto situations, refusing to do any booking unless better deals are made.

## F&M Putting Out Small Units Also

HOLLYWOOD, Dec. 19.—Fanchon & Marco is enlarging its unit production activity to embrace small units as well as the large units of the Leon Errol and Olsen and Johnson variety. Smaller shows will embody the principles of the F. & M. "Ideas" of 1929 and 1930. About one a month will be produced.

First one under this plan is *Swing It, Hollywood*, which opens next Saturday at the Lyric, Vancouver. Cast includes Ernie Stanton, Joe Bennett, Jack Dale, Pat Mortan, Beth Clifford, Don Eddy, Lillian Tours, Chiquita and 12 Hollywood Swingettes.

Max Bradford, of the F. & M. office, is lining up time for the show.

## Hershey Back on Fisher Books

HERSHEY, Pa., Dec. 21.—Community Theater here will return to a combo policy December 31 with Harry Krivitz's *Paris Royale Revue* as the stage attraction. Arthur Fisher will again book the house.

## Indianapolis House Goes Pix But Stage Shows May Follow

INDIANAPOLIS, Dec. 19.—A week before the date set, A. W. Baker, manager of the Circle, announces that he will reopen the Indiana Theater with double features Christmas Day. Baker also stated that the Indiana might present high caliber stage attractions in the near future if they can be booked.

Baker has not denied the report that the Indiana will remain under his management for a short time only and then will be taken over by Tom Devine. Later, manager of the Indiana Roof Ballroom, had no statement to make concerning the report, but said he is still dicker with local stagehands and musicians, possibly with an eye to presenting unit shows should he take over the Indiana.

## Para Books 'Pageant of Youth'

NEW YORK, Dec. 21.—Paramount has booked *Pageant of Youth*, 18 youngsters of the Tastyest air program, for the Michigan, Detroit, January 8. Office has also set Little Jack Little's Ork for Detroit January 15, with Elinore Sherry on the bill, and Fred Waring and ork are being featured on for a string of Midwestern dates.

## Seidner "Swing Show" Set For Pittsburgh Territory

PITTSBURGH, Dec. 19.—Charles Seidner's *Swing Show*, which came out of Chicago last month, is invading this territory New Year's Day to fill several weeks for Sid Marke, of the National Theatrical Exchange. Show will fill dates in Akron, Youngstown and Dayton, O., before coming here.

Lineup includes a 11-girl band, a line of 12 girls, Stevens Brothers and Big Boy, bear act; Maxine and Bobby, dog act; Fred Stritt, emcee and comedian, and Eric Philmore, juggler.

THE DUFFINS, currently playing the Chicago Theater, Chicago, and who play the Metropolitan, Boston, the week of January 1, have been signed for the Palladium Coronation Show. They sail for London early in April.

OLSEN AND JOHNSON will return to Hollywood for another film at the Republic Studios at the conclusion of their present road tour in February. . . . Bert Walton joined the Norman Carroll *Mardi Gras* unit at the Palace Theater, Chicago, December 18 for five weeks of RKO time. . . . Jerry Hausner, formerly with the Frank Gaby act, is emceeing for Lum 'n' Abner on their personal appearances. . . . Jackie Green heads the cast of Will Harris' *Yacht Club Revue*.

HARRY RUSSELL, operating the Supreme Entertainment Offices, Detroit, is expanding his office and planning a move into another building. He is switching over to production activity. . . . Mae Halliday and Herbert Clark, who recently flew to New York, after a four-week engagement at the Chatter-

## Now, Sally!

EL PASO, Tex., Dec. 19.—Sally Rand mounted to the projection booth this week to give a piece of her mind to an operator at the Plaza Theater who threw a white spot for her closing instead of the customary blue.

Balcony customers heard her vent her feelings.

Operator explained it was a "mistake."

## Act Brings RKO to License Department

NEW YORK, Dec. 19.—RKO's booking office was called before License Commissioner Paul Moss Wednesday on a complaint from Raymond Wilbert, performer. Latter had three weeks from the office, but only played one and was seeking quicker action on the other two.

Wilbert was booked thru Simon Agency for *Manhattan Scandals* for three weeks, comprising November 6, Palace, Chicago; November 13, Palace, Cleveland, and November 27, Shubert, Cincinnati. While playing Chicago Wilbert was told his act conflicted with others and that two other weeks would be substituted for the ones he held. Wilbert claimed he canceled three weeks of hotel work to join the unit and even paid Sligh & Tyrrell commissions for the dates to get his release.

Before Moss, Danny Freundlich, of RKO, and John Dugan, of Simon Agency, were witnesses, while I. Robert Broder represented Wilbert and Harry M. Pimstein was attorney for RKO. Moss said that nothing could be done about the contracts, as RKO has been using them for 18 years, and suggested that RKO give Wilbert the other weeks. This the office agreed to do, claiming this was its original intention.

## "Paging New Stars" Unit

NEW YORK, Dec. 21.—*Paging New Stars* is a new unit produced by Artists Syndicate of America (Matty Rosen-Bill Miller-Lester Lee) and opening Friday on a split week between Troy and Schenectady for RKO. Unit comprises Don Cummings, Harry Savoy, Five Jansleys, June Lorraine, Durrelle Alexander, Barbara McDonald, Five Rosebuds and a line of girls.

## "Crazy Revue" Opens Christmas

CHICAGO, Dec. 19.—Murray Browne is rehearsing a new unit to be called *Crazy Revue*, opening at the Granada Theater, South Bend, Ind., Christmas Day. Cast includes Charles Alhearn and his Millionaire Friends, Kiki Roberts, Dick Bennett, Seror Brothers and Melita, and a line of 12 girls. Sam Ward is handling advance for the opening dates and Ez Keough is lining up playing dates.

# Vaudeville Notes

box, William Penn Hotel, Pittsburgh, to make a Dave Apollon short for Warners, open Christmas Day at the Stanley Theater, Pittsburgh. Harry Kilby is handling the act.

CLAIRE CUPPS, formerly with George Choos units, returned to her home town, Pittsburgh, and joined the Pittsburgh Playhouse. . . . *Rudy Vallee's Varieties* closed at the Stanley, Pittsburgh, last week. Ruby Cowan reports that the unit will reopen New Year's week. . . . Charles E. Seidner, owner of the *Swing Show Revue*, spent last week in Pittsburgh routing the show.

AL BORDE left New York Saturday for Chicago after a couple of days in town making talent deals. He's co-manager with Dick Bergen of the Theater Booking Office in Chicago. . . . Buddy Raye, brother of Martha, and Kay Mayfield were on Fred Allen's air program last week, placed by Tom Kennedy, of Simon Agency. Latter also spotted Cappy Barra Harmonica Ensemble on the program this week. . . . Ben Mar-

## Philly Battle Still Deadlock

**N. Y. huddle gets nowhere—settlement now or probably no more this season**

NEW YORK, Dec. 19.—After practically an all-day conference here yesterday at the national offices of the musicians' union, the Philadelphia battle between Warner Brothers and the musicians is still in a deadlock. Both sides were unwilling to release any information about yesterday's meeting, except to say they were still at a standoff, but reports are that unless an agreement is reached Monday that there will be little hope of an early settlement.

After months of battling, resulting in Warner running straight pictures in all their Philadelphia houses, the matter was referred to the national headquarters of musicians. Thomas F. Gamble and George B. Henderson were the musician heads sitting in judgment, while Warner was represented by three of its local executives. Negotiating committee from Philadelphia also attended the meeting as did a representative of the stagehands' union.

Warner has been expecting the matter to be settled for several weeks now, and went so far as to arrange with several big units to hold weeks open. If nothing can be done by Monday, which would permit Warner to cash in on the Christmas and New Year's weeks, it is likely that Warner will stay in a straight-picture policy the balance of the season.

Battle has been concentrated mostly on the neighborhood houses, the musicians wanting Warner to use two days of vaude instead of one as last season. Music budget in Philadelphia formerly ran about \$17,000 and Warner is willing to tilt to \$21,000, but musicians are seeking \$30,000. It is likely that a compromise might be reached at a \$25,000 figure.

## Boost Stagehand Pay in 2 Towns

WASHINGTON, D. C., Dec. 19.—Battle between local stagehands and theaters has been ended with the signing this week of new contracts entailing sizeable pay boosts for the stagehands. Earle and Capitol will pay \$68 a stagehand per week instead of the former \$63.75. Beginning September 1, 1939, the stagehands will get \$72 for each 48-hour stint, agreement lasting until August 31, 1941.

As a concession union agreed to change signs gratis up until midnight, with hourly rate thereafter. Latter figure has been upped to \$1.80, which goes to \$1.90 in the next period.

PITTSBURGH, Dec. 19.—Pittsburgh Theater Managers' Association signed a new two-year contract with local stagehands' union this week granting a 5 per cent increase in wages. Two-year clause is a departure from previous contracts which have been renewed yearly.

Individuals signing the contract were Harry Kalmine, Warner zone manager; M. J. Cullen, Loew's; Harry Brown, Nixon Theater; John H. Harris, Harris Amusement Company, and John Goring, Fulton Theater.

Business Agent Phil Doyle and President James McGrath Jr. represented the union.

den's Riviera unit, current for RKO in Boston, has been routed. Into Minneapolis New Year's Eve and follows consecutively with Chicago, Cincinnati, Detroit (Fox) and Cleveland. . . . Paul Sydel and Spotty have been booked for *The Broadway Melody* pix by the Morris Agency, going to the Coast after the Chez Paree, Chicago, engagement, which starts Christmas Day. . . . Mike Todd. (See VAUDEVILLE NOTES on page 18)

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### Bondholders To Get Roxy Reorg Plan

NEW YORK, Dec. 19.—Proposed plan for reorganization of the Roxy Theater came up before Judge Caffey in Federal District Court yesterday, the Pounds committee of bondholders, in the majority, asking leave to mail to all bondholders the proposed plan. Attorney representing the note holders, the second lien holders on the property, approved this. However, Si Fabian asked that it not be done until he had opportunity to submit a more favorable plan. Court disapproved Fabian's suggestion.

Another objector was Charles Seligson, who said he represented \$200,000 worth of bonds on deposit with the Pounds committee. He felt that conditions had so improved in theaters during the last four months that better offers might be obtained. Court told him that any inequities could be taken care of before plan was finally submitted for approval.

The judge granted permission to send out the proposed plan to bondholders and set the matter down for further hearing on January 15.

### Detroit Office Starts Unit Tour With 2 Canadian Spots

DETROIT, Dec. 19.—A unit route is being lined up by United Booking Association, managed by Henry Lueders, starting with the Granada theaters in Hamilton and St. Thomas, Ontario. Houses will be split-week, with shows playing both halves. Lueders claims that about four weeks will be added the middle of next month, taking in Ohio and Indiana.

Units will carry five acts and will be built here. Each show will have its own musical leader, which will take care of complaints in this territory that unrehearsed pianists ruin acts.

### Aussie & Czech Temporary Split

LONDON, Dec. 12.—Aussie and Czech have temporarily split. Aussie (William Lawlor) rejoins his old act, Australian Woodchoppers, for a five-week run with Bertram Mills' Olympia Circus here. Following this date the team will resume their bookings as a two-act.

### Lease Memphis House For a Combo Policy

MEMPHIS, Tenn., Dec. 19.—W. H. Johnson, of Shreveport, La., leased the Orpheum Theater here this week for a Christmas Day opening with a combination policy. Closed for a year with the exception of a brief Thanksgiving opening under M. A. Lightman, Orpheum is believed to be the start of a new theater chain in the South.

Johnson was represented by Virgil Posey, while the local bondholders were represented by James Ross. Posey left for Chicago with Chalmers Cullins to close booking deals. It is expected that Lou Hellbern, of Denver, former RKO manager, will be appointed manager of the theater.

### Wahl Just Makes It

LONDON, Dec. 12.—Owing to the late arrival of the Queen Mary Monday afternoon Walter Dare Wahl, American comedian, one of the principal attractions in Kurt Robitschek's *Laughter Over London* at Victoria Palace, made the show with less than five minutes to spare. He changed his clothes in the train from Southampton to here, grabbed a cab and got to the stage door five minutes before his scheduled entrance. Going on without a rehearsal, Wahl made an outstanding hit and stopped the show cold.

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RKO New England Division Manager

RKO Keith Memorial Theatre,  
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season's  
greetings

# FANCHON and MARCO



## Loew's State, New York

(Reviewed Friday Afternoon, Dec. 18)  
(First Show)

State will do handily this week with the combo of Irene Dunne on the screen in *Theodora Goes Wild* and Buddy Rogers and ork heading a stage-band show. Rogers' popularity with the popular-pricers has been increased in view of his engagement to Mary Pickford, which should mean extra shekels to the b. o. He'd pull anyway and besides he is a capable skipper for a show of this type. Balanced very well and a smooth-runner in the 52-minute stage stay.

Rogers and his 14 men are on stage all the time, the pit band being on the job also. Rogers is a showmanly leader, a charming emcee, and his men offer good music and amusing novelties. Acts spotted into the show comprise Edna Sedgwick, Charles Carrer, Diane Denise and Professor Lambertl.

Miss Sedgwick and Miss Denise are the only femmes on the bill, but they're a lot on talent and looks. The Sedgwick lassie is very cute and an expert dancer who has added to her work by including taps in her ballet efforts. Her first number is a tap and spin affair of merit and her second is toe ballet to waltz and syncopation tempos. She went very well. Miss Denise got prolonged applause for her charming singing. She's class and entertainment, her lovely French accent fitting beautifully into pop tunes. Socks in doubling with Rogers on a very clever medley of pop numbers. Latter is one of show's top bits.

Charles Carrer juggles expertly, not the routine variety but tricks imbued with much novelty. He splits oranges in half on throwups to a knife and catches an orange on a 20-foot or so pole. Juggles eight ivory balls, catches them behind him, and does other tricks that catch on.

Professor Lambertl, a familiar here, came in for a show-stop with his hoke turn. In sloppy clothes, red flannels and high shoes he clowns around most amusingly in antics at the xylophone. Much gab, sideplay and very little serious playing of the wooden keyboard.

Rogers is a versatile chap, aside from his nice leading and effective emceeing. He's a talented musician, working at many instruments as seen in the closing number. His California Cavaliers are good musicians and at novelty get laughs across in handling such numbers as *Please, Lady, Buy a Subscription*. One of the boys doubles to the mike to do a neat singing job of *Chapel in the Moonlight*, while Jack Douglas is a big comedy factor in his antics down front. He's a clever fellow and the audience liked him a lot. SIDNEY HARRIS.

## Palace, Chicago

(Reviewed Friday Afternoon, Dec. 18)

Norman Carroll's *Mardi Gras* revue finds itself in a tough spot here this week. Not only has it the week before Christmas to contend with, but the show is suffering in comparison to the fast-moving and funny Olsen and Johnson unit of last week. The show drags considerably and needs some sock acts. Bert Walton was added here by the RKO office, but it is too much to expect one comedian to carry a whole show. The show runs an hour, during which Walton is on twice for a total of 21 minutes.

The revue opens with a fast-moving and colorful *Mardi Gras* scene with the entire company on for a tambourine number. The opening promises things, but nothing much happens after that. Bert Walton made his first appearance next with a couple of stories, and then Sue Chrysler sang *That's the Heebie Jeebie Man*, with the chorus of 16 girls and 8 men doing a routine. Eleanor Etheridge did a neat tap routine on top of a high pedestal and drew nice applause.

Nellie Arnaut's Brothers did acrobatics while playing violins and then the three of them did their well-known bird flirtation routine.

Mack Brothers and Rita offered tap dancing, cartwheels by Rita and knock-about stuff and fared okeh. Talbert Haslett sang *Afterglow* as the chorus did a modernistic routine with a nude adagio by Judith and Igor as the highlight of the production number.

Bert Walton did his regular vaudeville act in the next niche and took plenty of laughs with his comedy talk with Michael Spryn, a stage newcomer, who does very well in his first appearances. Spryn has a good pair of pipes and is an excellent foil for Walton's expert

talking routine, which sent him off to healthy applause.

The finale had the usual singing and dancing, with all on for the curtain. F. LANGDON MORGAN.

## Roxy, New York

(Reviewed Friday Evening, December 18)

Stage show at this viewing was considerably curtailed owing to the non-appearance of Pallenberg's Royal Dobermann Pinschers. Ferry Corvey replaces latter turn beginning Saturday. Bill, nevertheless, was fair, comprising sufficient dancing and singing talent together with the incomparable Gae Foster girls. Latter appear in three production numbers, clicking particularly when dressed as candy shop girls and in their bicycle routine. Last piece an amazing bit, business carried out with faultless precision.

Bobby Lane, acro dancer, replacing Jean Goodner, comes on for a brief interval of fast acro hoofing. Work is expert, composed mainly of tricky forward and backward somersaults, some of them done from a head-stand position, sans hands. Intersperses his more flashy stunts with neat soft-shoe stepping.

Joaquin Garay, Spanish vocalist with a peppy personality, offers *When Did You Leave Heaven?*, *He Wooded Her* and *Wooded Her, I'll Sing You a Thousand Love Songs* and a Mexican love ditty. Clicked best in the latter, injecting into it quite a touch of comedy. Voice is pleasing and does not do too many tricks with the melody.

Stuart-Morgan Dancers, adagio act, comprising three men and a girl, offer an outstanding turn, one of the most graceful and picturesque of its kind. Girl, a good-looking blonde, is expertly handled, some of the tosses impressing as very daring. Quartet should sock anywhere.

Picture, *Stowaway* (Twentieth Century-Fox), and house well filled for third show. PAUL ACKERMAN.

## RKO Keith, Boston

(Reviewed Thursday Afternoon, Dec. 17)

Ben Marden's *Riviera Follies*, 60-minute unit, makes its second stop here this season and it's again a nifty.

Opening has the line (12) running thru *Doing the Riviera*, followed by 12 show gals parading to *A Pretty Girl Is Like a Melody*, warbled by Baritone Donald Green.

Red Skelton is the emcee, his slap-stick stuff clicking with the locals. Injects a lot of realistic falls into his routine.

Sue Ryan, singing comedienne, does her vocaling with gestures in grand fashion. Tunes were *Speak to Me of Love*, *Out in the Cold Again* and a riotous *Wake Up*, which ended in a volume of applause and a dozen curtain calls. Gal not only is a brunet looker, but a shaper as well, and her pipes have plenty to offer.

The *Veil of Lace* production offering

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is vocally introduced by Green as the line comes out in intricately and beautifully twin-hooped lace attire to do splendidly with the difficult routine. Another set of show gals parade in all the finery of lace creations. A swell effect for the windup is the X-ray blackout of the various lace costumes.

Ted Adair follows with a brief but appreciative round of legwork. Alyce Cerf, acrobatic dancer, clicks nicely with a routine including finished reverse somers, revolving head-floor kicks and a lot of other bits.

Art Frank, grandpaw character actor, works with Vivien Peterson in a sock session in which Frank kibitzes with Miss Peterson anent the history of love, into which the gal clicks out a tap terp. When Frank takes a hankering to do some hoofing his development into some expert strutting rates the tops. The boy can certainly put it over in A-1 style. Rates the encores he got. Skelton comes back into the limelight with his hilarious takeoff of a gal arising in the a. m. It must have struck home, such was the giggling and applause. Another bit he does is his impersonation of Toscanini directing the ork in *Poet and Peasant*.

Finale is a colorful satiny *Military Hearts* production, the line doing a nifty soldier routine as the show gals parade in satin gowns and hats of hearts. Frank, in Civil War uniform, again clicks with his military number.

Scenery thruout is tops. Opening had Eddie Rosenwald and the RKO house ork on stage behind the scrim as a gal and lad trot out to see the sights. *Sins of Children* (Grand National) is the screen fare. Big good. SID PAINE.

#### Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Dec. 17)

Music Hall is giving the usual pre-Christmas week bugaboo a battle, supporting the b. o. full blast with a strong layout on stage and screen. Pix is a family trade pushover, starring Bobby Breen in *Rainbow On the River*, while the stage show is a Christmas spectacle in which the kid star of screen and radio makes a personal appearance. Business this last show opening night was good, but it'll undoubtedly get very heavy starting with the week-end.

Stage show is split up into two parts,

separated by a very clever Walt Disney cartoon in Technicolor. Ahead of the first portion of the stage presentation are Dick Leibert's efforts at the console and the newsreel.

*Peace On Earth* depicts "The Nativity" and beautifully and stirringly so. In it Bobby Breen wins the audience, for his voice alone as cuteness is lost in this large house, with his singing of Adolphe Adams' *Cantique de Noel*. As the young shepherd he handles the number masterfully, his youthful voice being of adult quality as is his delivery. Choral ensemble and symphony orchestra are the supporting cast, handling their assignments very well. Sides of the house are decorated with Christmas trees and the Sergel Soudeikine settings on stage are clever.

*Christmas Greetings* is rest of show, produced by Leon Leonidoff, who has returned after a Coast absence. A colorful show and what's more a punchy one, made so by the specialties of Jack Powell and Gloria Gilbert. Opener is *With Trumpet and Drum*, in which six trumpeters herald the approach of the ballet corps, the girls doing a cleverly conceived routine a la military. *The Goose Hangs High*, music by Maurice Baron and lyrics by Albert Stillman, first has the glee club as chefs in a nice bit of singing, with Jan Peerce tenor soloing brilliantly. Jack Powell follows with his familiar and ever-entertaining novelty, his rhythmic drumming and delivery catching on strongly.

*Old Man Winter* is the closer, the set being very flashy. Gloria Gilbert is the standout with her dancing as tho she were a human top, her lightning spins involving amazing control and balance. She, too, went over very well. The Rockettes do the finale honors with a cute routine in which they are garbed as snow figures. Of course, their precision is flawless and finds a responsive audience as ever. SIDNEY HARRIS.

#### State-Lake, Chicago

(Reviewed Saturday Afternoon, Dec. 19)

Only four acts on the bill this week, with the entire stage-band revue entertainment being taken care of by the State-Lake Sweethearts, who come into their own with a bang, and Verne Buck. De May, Moore and Martin opened the show with a variety of dancing.

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Started off with taps, then into a comedy adagio, after which Howard Ross did a solo tap with acrobatics. Nicke Conde, accordion player, did a medley and accompanied Frances Lewis as she did an acrobatic routine. The trio returned for a comedy adagio, attired in costumes of the Gay '90s, leaving to a good hand.

Walter Nilsson held the deuce spot with comedy cycling. Using four different one-wheel contraptions, which he rode with expertness, and keeping up a line of chatter, he had no trouble in chalking up a hit.

Edison and Louise have a mixture of piano playing, some tricks with a dog, a bit of singing and comedy business with a bassoon, banjo and accordion playing and a very good toe tap by Louise, shaping up as a novelty act that took a very good hand.

Jackie Green opened with the singing of *There's Love in Your Eyes*, told a few stories and presented a line of impressions that clicked. Jackie did George Arliss, Joe Penner, George Givot, Al Jolson and Eddie Cantor and could have stayed on much longer. He has

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developed into a clever entertainer and was rewarded with heavy applause. A hit.  
 The Stage Band Revue started off with Verne Buck playing the trumpet, sax, trombone and violin and then the Sweethearts did their stuff. The Kennelly Twins did a novelty routine. Ronnie Haigh sang and did high kicks. Dorothy Jayne and Charlotte Schuch did a tap routine. Jeanette Kennelly sang and Jackie Glad, Pat Alexander and DeeDee Jennings comprised an acrobatic trio. All of the kids did very well for themselves.  
**F. LANGDON MORGAN.**

**Bronx, Bronx, N. Y.**

(Reviewed Friday Evening, December 18)  
 Current flesh fare at this break-in house has four acts of mediocre caliber running for 36 minutes.  
 Opener was Mickey and Barbara, mixed tap duo. Some of the boy's work was very good, while the girl offers fair work with looks and pretty costumes thrown in. Combined efforts did okeh.  
 Nee Wong, Chinese, mixed singing, playing on a saw and uke strumming into a so-so melange. Ability as a comic was nothing to speak of.  
 Rasch and Warren clicked with well-delivered comedy singing and burlesque. Their material is good and they sell it with experienced delivery, thus qualifying themselves for most any house. Their burlesque of *Mr. Paganini* was swell.  
 The *National Revue* proved to be a trio consisting of a novelty tapper and a dance team. The hooper does fairly good trick taps while rope jumping and worked to mild applause. The ballroom duo executed two numbers, both of which lacked precision and verve. The girl seemed scared and the man consequently overcautious.  
 Several shorts and two pix, *Three Married Men* and *The Final Hour*, complete the show.  
**GEORGE COLSON.**

**Ritz, New Kensington, Pa.**

(Reviewed Tuesday Evening, Dec. 15)  
 Harry Krivit's *Palais Royale Revue* turned up at Warner's Ritz to give New Kensington its first stage show in many weeks. It has a number of good acts and a splendid 10-girl line. Transferred to a larger stage and amid more modern surroundings the unit would look much better.  
 A cafe scene opens the revue, with most of the lineup on hand to join in the festivity. The Carr Sisters, lively and talented tap-dancing trio, get things off to a flying start with a speedy rendition of *Bugle Call Rag*. The girls have loads of personality and are hard workers. Netted a big hand.  
 Fran and Suzanne, latter an unusually lanky blonde, do a wooden dance strut, closing to the tune of *Turkey in the Straw*.  
 Frankie Little, singing guitarist, follows with *When Did You Leave Heaven?* He has a good delivery but is too stingy on smiles. Later in the show he warbles *Shoe Shine Boy* and *Is It True What They Say About Dixie?* and had the house accompanying him. Dinky Ozment's beautiful line closes the opening spec with a sizzling cocktail shaker routine, most of the girls stepping out for individual specialties.  
 Carr Sisters return in fetching sailor suits to score with some intricate tapping to the music of *Don't Give Up the Ship*, giving way to three blackouts in which Krivit, Dave Kramer, Frankie Little Ann Stuart, Marion Thebe and Emly Frenz earn a few laughs.  
 Coughill and Sis follow, their routine taking the customers back to vaude's good old days. Billie Coughill, the girl, is a valuable decoration and also a neat entertainer. Both impress with a number played on a saw and violin. Billie next fiddles a hillbilly tune, tap dancing at the same time. Coughill's one-leg dance joined by his sister's brief tap session close the act. Good hand.  
 Fran and Suzanne return as two country maidens to spoil their *Buggy Ride* song with exaggerations and follow with a fair dance routine. The line comes on for the usual garden scene, after which George Downey, tramp comedian, is permitted to garner plenty of laughs with his old routine. His combustible

bicycle business is still plenty funny.  
 Another blackout and then the girls come on for a *Blue Danube* number which is neatly staged. Frankie Little's spot is next and he is followed by the Tom Lomas Troupe, who score with marvelous acrobatics, trick-horse business and a stilt-walking parade novelty. High spot is Tom's takeoff of a crawling crocodile. Big hand.  
 Henry Kramer comes on in blackface for some comedy with Krivit and Frankie Little returns to sing *Some of These Days*. A gayly costumed minstrel scene closes the bill.  
 Screen had Olsen and Johnson in *The Country Gentlemen* (Republic), and house was good.  
**SAM HONIGBERG.**

**Folly, Brooklyn, N. Y.**

(Reviewed Wednesday Evening, Dec. 16)  
 Another sock show at this combo spot, management maintaining a high record for consistency. Bill runs about 60 minutes, is knit together by Emsee Tom Barry, and possesses plenty of good hoofing, comedy, singing and novelty. Bobby Sanford's 10 showboat girls supply the background, appearing in three production numbers. Line is good-looking, can step nicely and is well-costumed. Clicked okeh here.  
 Capps Brothers and Dolly open. Two men, a boy presumably about nine years old, and a girl make up this foursome. Offer hoofing routines, a bit of singing by the girl and instrumental work by the two men. All scored nicely in both tap and acro turns, the young lad particularly in a solo tap. Other three also come thru with a version of ice-skater's waltz. Act speedy thruout.  
 Tuffy, Hollywood lion, is put thru his paces in the deuce spot by Trainer Bob Mathews. Animal, according to Bob, is young, vigorous and not doped up. Seemed to be in a vicious mood, too, for this show, but finally proved tractable. Mathews sat astride Tuffy, opened his mouth, jumped him thru a hoop, made him mount a table and walk a rolling barrel and parallel tight wires. Acc stunt, tho, is a leap by the lion who lands atop Mathews, who lies prone on a table. Heavy hand.  
 Dixie Four, colored boys in top hats and tails, harmonize *Dixie, My Home Town, I Got Shoes* and a yodelling tune. Also do hoke hoofing and spontaneous comedy. Act is fast, funny, has talent and received a terrific hand.  
 Tom Barry, emcee, in the next spot vocalizing *Did I Remember, Stardust* and *When Irish Eyes Are Smiling*. Pleasing voice and personality and well-liked here.  
 Phil Seed and Company closes. Seed, comic, aided by a male straight and a girl who, in addition to participating in the comedy chatter, does a hoofing turn—but good. Act in general is fast hoke and socks. Seed indulging in some rough slapping with his partner. Latter also offers a nice rendition of *When Did You Leave Heaven*. Turn closes with a burlesque ballroom between Seed and the girl, giving the act lots of variety.  
 Picture, *Sea Spoilers*. Business fair at this viewing.  
**PAUL ACKERMAN.**

**Nixon-Grand, Philadelphia**

(Reviewed Wednesday Afternoon, Dec. 16)  
 Plenty of melodic and hi-de-ho music on the bill at this house, but not much variety or versatility. A colored combo palace, Harlem heat is the order of things, but an experimental booking of Tom Dorsey proved that a shot of white jazz does the b. o. plenty good. A Major Bowes band and Ted Lewis followed and current layout has Don Bestor augmenting the septia portion of the fare.  
 Bestor is Rainbow-Roomish. Fronting a dozen tooters, it's forthright rhythmpation with rifting refined. Forte on the shmalzty stuff, ensemble is rich in tonal qualities. They do, however, sneak in a couple of licks associated with "swing" cult. Offer a snatch of Will Osborne's slide, with three lunge-irons doing a bit of a glist; and a sample of Shep Field's ripples with the violist running his finger down the gut.  
 Bestor gets in his peripatetic vibra-pianologic moments: Trumpeter Charlie Young has a couple of comic songs to sell; Guitarist Russell Morehouse has a solo spot with *Sweet Sue*, getting in some nice single string and harmonic chord effects; Walter Paine riffs it on the sax and clary, and Croaker Neil Buckley adds a medley of pash pops. Pace is tempered by Edna Sedgewick terping on her tootsies and sweet on the spins, and Carter and Holmes, males, who attempt to prove that you don't need three Ritz freres for self-annihilation. Boys get over nicely.  
 Colored portion precedes Bestor. Nicely staged by Charlie Davis, but not as fast

and furious as one would expect of a Harlemaesque tradition. Hardy Brothers' band on the dais and a chorus of 12 enhance the embellishments. The one production flash, a stars number, rates a bow; warbling of Al Vogel and Madeline Belt giving it story body. Specialties include the tap terps of Roland Holder, a foursome of lads billed as the Four Brown Specs, and Bee Morton piping a couple of dittles dug out of the old Clarence Williams folio. Eddie Green Crackshot and Monte Hally, comics, give the tooters a rest long enough to get their end-men drawl in for a couple of unfunny blackouts.  
 Each unit consumes half an hour. Pix is *Luckiest Girl in the World* (Universal). Biz fair.  
**ORO.**

**Berlin Bills**  
 (Month of December)

Following a six-week triumphant season of Eduard Duisberg's *Das Traum Karrussell* vaude-revue show, the Scala reverts to straight vaude this month. Headline attraction is that of Bernard Ette and his orchestra, best of all German stage and radio bands. Aggregation compares favorably with American and other "name" orks. Fischer's Elephants, "Jenny and Piccolo," noted animal act, and Mimi Thoma, singer, are other well-known acts on the bill. America supplies two contributors in Tommy Bradley Martin, deft and versatile young conjurer with a miscellany of clever tricks that register, and Mignone, acrobatic and control dancer, who rates high with her dandy routine. Twelve Bratanos have a spectacular strong-man gymnastic act. Turn is good altho it moves slowly. Trixie, young German girl juggler, is smart and a fast worker. Does plenty of good tricks. Three Bonos, musical and acrobatic clowns, and the Karpi Family, acrobatic number, complete. Business up to usual standard.

Wintergarten has an 11-act lineup with fine numbers from Concha and Concha, smart equilibrists and contortionists; Johnny and Company, miniature animal circus; Edith Schwoller, local favorite; Maxmillan Truzzi, ball and stick juggler; Tagoni Troupe, acrobats; Baracetts, musical clowns; Five Clevers, young Australian gymnasts; Billy Rex, comedian; Cervantes Troupe, acrobats; Delya and Dargo, versatile novelty dancers, and Marino.  
 Ronacher, Vienna, has a fine bill. Outstanding hit is that of the Biltmorettes, three blonde bombshells, a trio of young American girls who are phenomenal tumblers and acrobats. Kids have a corking routine that hits solidly and they clean up on this bill. Three other good numbers are Hamilton Conrad and His Pigeons, an English novelty act that is highly appealing; Great Faludys, sensational teeterboard experts, and Roberts and His Danish Beauties, smart girl dance flash.

**VAUDEVILLE NOTES**  
 (Continued from page 12)

Chicago producer, has opened an office in the Sardi Building, New York, for the production of his play to open on Broadway soon.  
**BOBBY VERNON**, formerly of Stone and Vernon and recently singing in *The Great Waltz* on the road, left New York last week by auto for the Coast, where he's scheduled to make a film test for Universal. . . . Sid Gold also left New York last week on an auto trip to the Coast. . . . Pablo has been booked by Dick Henry for European engagements starting in March.

**JIMMY SAVO** will open January 18 at the Cafe de Paris, London, on a four-week engagement. . . . Ramona and King's Men have been agented into vaude dates by Artists Syndicate of America, scheduled for RKO, Boston, January 7, and Palace, Chicago, January 15. . . . Harry Gourfain's *King's Scandals* unit is being agented by the Morris Agency. . . . Ray Noble and ork will play Montreal and Toronto in February. . . . Helen and Nolan Leary, formerly of vaude, have been in Hollywood the last year. Nolan appeared at El Capital in *Three Men on a Horse*, besides working in Universal pictures. Also wrote stage version of novel, *Years Are So Long*. They are now coming east with a new play, adapted from one of Alice Colver's novels. . . . Winners of Hotel Commodore, New York, intercollegiate dance contest have been booked into the New York Paramount, opening Wednesday (December 23). They are Conklin and Coleman.



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# RUSSELL PATTERSON



# "Twenty-Six Weeks in Vaudeville -- Learning Things I Have Never Forgotten"

By Alfred Lunt

**I**N MOURNING the death, or at least the virtual disappearance of vaudeville, as I am about to do, I do not speak as one of the immediate family but rather as an admiring friend. It is true that for 26 weeks—probably the most exciting weeks of my life—I was a vaudeville actor. But I was an adopted child, whisked away from Greek tragedy for my fling and returned, when it was over, to Tarkington comedy and all that has followed since.

But I must say that I enjoyed my Orpheum Time when I had it. I was a vaudeville fan before I became a vaudevillian and my experience as such did nothing to disillusion me. On the contrary, I have been a more ardent fan ever since. During my brief career in vaudeville I saw and met some of the finest artists that have ever graced the American stage. That is a completely sincere statement. That this particular field or artistry has declined is a major tragedy.

When I say artists, I do not mean it as it is used by an agent seeking his 10 per cent. I use it in the true sense of the word. And I mean not only men and women, but animals, for they were included in vaudeville. I remember one week in Winnipeg when Lady DeBathe (that would be Mrs. Langtry, the Jersey Lily, for it was she who gave me the opportunity to see and know and work with these amazing people of vaudeville by engaging me as "leading man" for her vaudeville sketch) shared honors with Fink's Mules.

Mrs. Langtry thought the combination entirely irreconcilable. She told the booking office so in notes that probably should have been written on asbestos rather than hotel stationery. I never could understand why. The mules, it seemed to me, were unusually talented. They behaved admirably about the whole business. They made no objection at all to her sharing their billing.

I spent my entire 26 weeks in vaudeville learning things I have never forgotten. I was fascinated from the beginning by the sincerity of these performers and have never ceased to be fascinated. I would rush to the theater on Monday—when we joined a new bill—hurry into my makeup and stand in the wings watching the other acts. In fact, I was seldom out of the wings except for the 15 minutes when I had to be on the stage myself.

Those 15 minutes were not always easy. Our sketch was called *Ashes*. I played the role of the man with whom Mrs. Langtry was in love. Inasmuch as Mrs. Langtry, at that time, was 63 and I was 21, audiences were inclined to be somewhat bewildered. Usually they began by thinking that I was her son, so it must have seemed a little odd to them when I suddenly began to make violent love to her. But they were really very nice about it all.

Even after my own career in vaudeville ended, my interest in it did not. I was, for years, a regular Monday matinee patron at the Palace. And no matter where I happened to be on tour, I never failed to find the vaudeville house and see a matinee. Even today I never miss a bill at Loew's State—albeit it seems rather sad to me that such acts as Al Trahan and Lady Yukona Cameron must share headline honors with a mere motion picture. It isn't right.

So when I say that vaudeville actors were intrinsically the finest artists I have ever known, I speak as one who has not only worked with them but watched them from out front. Vaudeville was a real show business. I have never seen any phase of the theater in which everything counted so much. Vaudeville actors never let down for a minute. They fought to score each individual point and, if they failed to do it, they took the act apart to find out what was wrong and worked until it was right.

If a team of dancers found that their routine wasn't going well, you would find them at the theater early the next morning, rehearsing. Sometimes it was just that they had gone stale. Sometimes it was that they had taken too much for granted.

I've always tried to remember that

lesson. Miss Fontanne and I feel that any audience which pays to see a play in which we are appearing is entitled to the best we know how to give them. So when we feel that the edge of any play in which we are appearing has begun to dull, we call rehearsals, too, and at least try to sharpen it as the vaudeville actors used to do.

We only play performance a day, except for regular matinees, but vaudeville actors, playing two performances a day, which is a task in itself, managed to be good consistently. I know of no group in the theater in my time who have given, day after day and night after night, better performances.

Many of these actors have been lost to the theater thru the fading of vaudeville, which is unfortunate. Some have remained in other branches—the legitimate theater, night clubs, radio, motion pictures—and, with rare exception, their vaudeville training shines thru.

There were so many of them that I hesitate to mention even a few for fear of leaving out, inadvertently, some equally as good. I am sure that as soon



ALFRED LUNT as he looks in his portrayal of the part of Harry Van, the world-traveling vaudevillian in the Theater Guild's production of "Idiot's Delight."

as I finish my list and find it in cold type, too late to amend, I shall remember many more names that should be on it.

Perhaps the first names that come to my mind are those of Sophie Tucker and Nora Bayes. Altho each had her individual style, they could do more with a song than any one I have ever known. Another act comes to mind immediately. I will never forget the afternoon I sat at a vaudeville theater laughing immoderately, to say the least, at an act known—but not then very well known—as Burns and Allen. I'm very proud of them now—even tho I don't know them. For I have a feeling that I discovered them. Of course I didn't, but at least I recognized them long before the world at large did, and that gives me a great personal pleasure.

I've followed Jim Barton from theater to theater when he was doing his mad-dog routine. I think it was one of the finest things I've ever seen on the stage. And it didn't surprise me a bit when Mr. Barton stepped into the legitimate theater and made a place and a name for himself. I was sure he would.

I remember, with shivers still ascending and descending along my spine, the mind-reading act of Harry and Emma Sharrock—the only word for which is great. They were so good that when I was on the same bill with them I was actually afraid to think, so sure I was that they could read my mind right thru the dressing-room walls.

Harry Lauder stands out in my mind

ALFRED LUNT was born in Milwaukee. He went to Carroll College, where he joined the Glee Club to give imitations of Harry Lauder. He was sent to Harvard, but instead of looking for the campus looked up the Castle Square Theater and got a job at \$5 a week. He toured with Margaret Anglin in Greek tragedy. Lily Langtry engaged him as leading man for a sketch in vaudeville in which he played 26 weeks. Played in "A Country Cousin." Then Booth Tarkington wrote a part for him in "Clarence," in which he scored his first big hit. He met Lynn Fontanne while playing stock in Washington. He married her and in 1924 they appeared as an acting team in the Theater Guild's "The Guardsmen." Since then they have seldom been separated and have played many successes together, mostly for the Guild. They are now appearing in "Idiot's Delight"—the Pulitzer Prize Play—for the Guild.

as perhaps the greatest vaudevillian, because his comedy had a touching quality that was irresistible. I remember Nazimova when she played vaudeville in an act called *War Brides* and gave a performance which was magnificent under extremely trying conditions. In a play, Nazimova had time to establish and build a character. But in a vaudeville sketch, she had to establish that character at once, for her entire sketch ran only 12 minutes. And yet she did it.

Stan Kavanaugh is perhaps the last of the jugglers with charm. There was once a school of them in vaudeville. I can name two of them whose charm has carried them thru to even greater triumphs since, altho they've dropped their juggling long ago—W. C. Fields and Jimmy Savo. And, if you remember, Fred Allen started out as a juggler, too.

There are so many of them that defy classification—they were great for different reasons. The best I can do is list a few of them, in the hope that I will not offend anyone by an unintended omission:

There was Rae Samuels, the "Blue Streak of Vaudeville," and Willard, "The Man Who Grows," and Long Tack Sam, and Lew Hearn and Bonita, and Montgomery and Moore, and Stan Stanley and his bouncing act, and Van and Schenck, and Frank Van Hoven, "The Dippy Mad Magician," and Pauline, the hypnotist, and Bert Fitzibbon, who was, perhaps, the first of the "nut" comedians.

There was Julius Tannen and Doyle and Dixon, a great dancing team, and Avon Comedy Four and the Three Sailors, and Shaw and Lee, and the Dancing Kennedys, and Victor Moore and Emma Littlefield in *Change Your Act*, and the enchanting clown Toto, and Edna Aug, and Brice and King, and Ted Healy and his stooges, and Mr. and Mrs. Jimmy Barry, Eddie Leonard, McIntyre and Heath, and the Ponselle Sisters—that would be Rosa and Carmela Ponselle.

There was Emma Carus, and Vernon and Irene Castle, who started the country dancing, and Joe Jackson, the bicycle rider, and the incomparable Eva Tanguay, and the drawling Moran and Mack, and the completely mad Mr. Duffy and Mr. Sweeney, Al and Fanny Steadman, Mason and Keeler, Elsie Janis, Gertrude Hoffman, Dainty Marie, Barry and Whitlege, Walter C. Kelley, Marie Lloyd, Chic Sale and the brilliant Grock.

An all-inclusive list would require a special edition of *The Billboard*. I only

hope that I have not left out too many of those who never failed to give me great pleasure in the theater.

Where is vaudeville now? The only place you can get a real vaudeville bill today is on the radio—and even then, you must keep twirling a dial for an entire evening, picking up a bit of this program and a bit of that one and piecing them together to form a vaudeville bill, which, in the old days, you could get perfectly balanced in any one of a thousand theaters in the United States.

Will it come back? That is a question the answer of which is unpredictable. My guess would be in the negative, for the world has changed in the few years since vaudeville has slipped. Perhaps it may come back in some small form with television, when you can actually see the things which now you only hear on the radio. For all comedy is not meant for the ear—nor is all music, for that matter. It would not have been enough, for instance, to hear Nora Bayes. She had to be seen to be fully appreciated.

Whether or not it ever returns, vaudeville was great entertainment. And many of the people who provided it were great artists. Even those who were not so truly great had a greatness of spirit and a sincerity that made them a real part of the theater.

Of this type was "Harry Van," the



ALFRED LUNT as himself—one of the most successful actors of America's legitimate stage and husband of the equally successful Lynn Fontanne, his co-star in outstanding Guild productions.

character I have the privilege of playing in *Idiot's Delight*. Harry was the sort of performer who never quite made the grade, who never got east of the Alleghenies. He never worried about his own billing but resented bitterly the fact that an act, which he thought was really good, was forced to take second billing. He was full of the appreciation of talent, altho he didn't possess it in any marked degree himself. And he didn't worry about the fact that he didn't possess it himself. It just didn't occur to him to worry about that, or even to think of it.

He would have fought for rooms for the girls in his act and then slept on the hotel pool table because there wasn't a room for him. There was a great many like him in vaudeville—people who never quite came thru. But they had their place and they filled it. They kept theaters open.

Those pan-timers, those interstate-timers, those four-a-dayers, those six-a-dayers, those Harry Vans—they were an integral part of that endearing merry-go-round called vaudeville.

Their sincerity was greater than their artistry—their eagerness to please was beyond their capacity to please—but they gave their hearts and their lives and it was not their fault that that was not enough. God bless them, every one.

# SIMON AGENCY, Inc.

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PHIL BLOOM

JOHNNY DUGAN

PHIL OFFIN

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*season's greetings*



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# GINÉ

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BASIL

# LEWIS

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with

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Making Personal Appearances  
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SEASON'S GREETINGS

Boston Branch

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A MERRY CHRISTMAS  
AND A HAPPY NEW YEAR

# HIPPODROME

THEATRE

BALTIMORE,

MARYLAND



Season's Greetings

# ROYAL SWEDISH BELL-RINGERS

EAST: NAT KALCHEIM

WEST: SAM BRAMSON

MERRY CHRISTMAS  
FROM

# BERT WALTON

THE RKO SPARK PLUG

WITH  
CARROLL'S "MARDI GRAS"

NOW PLAYING  
PALACE, CHICAGO



# THREE WEBS \$59,644,014

## Major Networks To Get More Than Half Industry's Total

**November business surprises as near record October—NBC ahead of 1935 by 10 per cent, CBS by 32 per cent—Mutual's \$1,999,000—estimates for year**

NEW YORK, Dec. 19.—Three national chains, Columbia, National and Mutual, will gross an estimated \$59,644,014 for 1936. Increases all along the line are shown for each chain. With November business surprising in keeping close on the heels of October of this year, record month for NBC and CBS. Insofar as NBC is concerned, November would have topped October if there were 31 days in last month as there are in October and if that poem is still right. NBC Red snared \$2,408,286 for November, 0.4 per cent off from October. NBC Blue gathered no moss with \$1,030,330, a total off by 19.4 per cent against October.

Columbia Broadcasting System continues to bowl along at sock rates, collecting \$2,483,657 for November, off from October's wow \$2,754,808. For November, 1936, was 44.2 per cent ahead of 1935 at CBS. NBC is 29.5 per cent ahead of 1935 for the month of November alone.

NBC estimates it will do on its two chains for December, \$3,420,776, bringing the total income for this year to \$34,456,014. CBS figures to do a total of \$23,289,000 this year with \$20,788,535 already in. NBC's 1936 total is given as 10.3 per cent head of 1935's total income. CBS shows an estimated 32 per cent hop over last year.

Rounding out the networks' take of just less than \$60,000,000 is the Mutual Broadcasting System, which expects to do \$1,999,000 for the full year. Mutual scored \$1,794,076 so far for the first 11 months of 1936.

National Association of Broadcasters estimates the industry's 1936 take on all fronts will be about \$103,500,000, giving three networks more than 50 per cent of the trade's total.

## Hearst's Coast Dailies Open Up Wide for Radio

SAN FRANCISCO, Dec. 19.—Another move by Hearst publications regarding radio copy in Hearst dailies appears to have been effected, with several Coast papers opened wide to radio publicity. Hearst recently closed a deal with the McClatchy stations for the organization by the two publishing groups of a regional network for the Coast.

Bernie Milligan, radio editor of *The Los Angeles Examiner*, is now using five columns of radio matter daily, including art. *The San Francisco Call Bulletin* is using a four-column art layout every day. *Frisco Examiner* has increased noticeably its Sunday radio space, using six single-column pix. Daily space is expected to follow suit.

## KFEL's Christmas Auction Gets Play From Dailies

DENVER, Dec. 19.—One of the biggest radio stunts in this town is the yearly auction of KFEL, proceeds of which go to buy Christmas baskets of food for the poor. Known as the Good Fellows' Club Radio Auction, it has been going on for 13 consecutive years, with this year's auction a bigger success than ever.

Radio station time, merchandise from Denver firms and all services except the telephone are donated. A special battery of incoming telephone lines was installed in the KFEL studios and a corps of operators took all bids telephoned in by listeners as articles were placed on the "auction block."

For a month the stunt has made the front page of *The Rocky Mountain News*. Whole-hearted co-operation is always given by Denver merchants and residents.

## Mutual Gets Another Station

SAN FRANCISCO, Dec. 19.—Don Lee network, thru Owen Dresden, has signed another station, KXO, El Centro, Calif. Station will be on Mutual when Don Lee joins that chain December 29. Meanwhile Mutual officials in New York state that neither Buffalo nor Indianapolis is on its affiliate list.

### Oh, Well—Musicians!

PHILADELPHIA, Dec. 19.—Practical jokers in the WFIL studio band put one over on their wand waver, Howard Lanin. When the program department told everybody but Lanin that their broadcast was canceled to make way for a British broadcast tooters assembled in the studio, but still didn't tell Lanin. Thinking that everything was normal, Lanin gave the down beat for the theme song and then passed out as the musikers did the double-cross and gave out on "Tiger Rag" jamming.

## Benton & Bowles Audition Plenty

NEW YORK, Dec. 19.—Benton & Bowles, to fill a new Thursday night spot for Colgate-Palmolive-Peet on CBS, have auditioned a raft of shows. Floyd Gibbons, with a dramatic staff, was on one of them, re-enacting thrills happening to individuals. Gertrude Berg's *The Goldbergs* and *House of Glass* were two more candidates. *Myrt and Marge* were previously given a hearing for the same account.

*Renfrew of the Mounted* will be produced by B. & B. after January 1, shifting with the Continental Banking account. B., E., D. & O. handled this show previously.

contract with WMCA, signed about three weeks ago, and will most likely use a spelling-bee program on this station and its chain starting December 26, shifting from the Wednesday night spot.

A. L. Alexander, who conducted *Good Will Court*, has a year's contract on the show, this contract said to be with the advertising agency and not the sponsor. A settlement deal is expected. Alexander used on the day the ruling came thru a doctor, Louis Bisch, on the program instead of the originally scheduled judges. On the NBC Sunday stanza coffee firm substituted *So You Want To Be an Actor?*

Program comes from the West Coast, where it was started by Haven MacQuarrie, former vaude actor. Program was sold by Transamerican, Warner Bros.' radio affiliate.

## Good Will Court May Come Back

NEW YORK, Dec. 19.—*Good Will Court*, forced off the air at NBC and WMCA and the Intercity Network, may come back on the latter system with another advertiser bank-rolling the program. Standard Brands, which had used the series on both chains to plug Chase & Sanborn Coffee, withdrew the show after a meeting Thursday, at which the advertiser, J. Walter Thompson, ad agency, and A. L. Alexander had representatives. On the day before (Wednesday), when the show was on WMCA, the Appellate Division of the New York courts had ruled that for two of the legal departments of the State no member of the bar could appear on the program. Ruling did not mention the program, but by providing that no barrister could give advice thru "a publicity medium" accomplished the same thing. While lawyers from the other two legal departments of the State or from New Jersey could appear, it was figured moral pressure would stop them from so doing and the program went off.

At WMCA it was said yesterday that the program would most likely be sold under a new setup. What this new arrangement would be wasn't given. Meanwhile Standard Brands has a time

## Spot Biz at \$44,000,000

**Estimate made by NAB gives third quarter 30% of year's total**

NEW YORK, Dec. 19.—Spot broadcasting income for the year 1936 should top \$44,000,000, estimates have it. Authorities in Washington give this figure on the basis of figures already recorded and a study of this month's business to date. The last quarter of the year is expected to account for 30 per cent of the aggregate.

Spot announcements of themselves are to provide stations with a total of about \$12,000,000, according to James Baldwin of the National Association of Broadcasters. Last quarter should bring in 31 per cent of the full year's take, Baldwin figures.

NAB has quoted \$103,500,000 as radio's total 1936 income, first time the industry will have been over the \$100,000,000 mark.

## Censor Thing Is Here Again

NEW YORK, Dec. 19.—*Radio Is Censored*, pamphlet released by American Civil Liberties Union, accuses the radio industry and Federal Communications Commission of censorship, both direct and implied. There were 70 alleged instances of radio censorship since 1930 reported and 25 "typical cases" are analyzed.

Union charges that radicals, liberals, Republicans, humorists, medical lecturers and others have been barred from the air, or cut off during speeches. Instances of alleged censorship include barring of Upton Sinclair, EPIC leader, from all California stations except KNX, during 1934 campaign, and WENR and WCFL, both NBC, Chicago, refusing in January, 1935, to broadcast a public luncheon of the American Birth Control League.

Censorship is exercised, according to the Union, by refusing to sell time or fulfill contracts to broadcast; demanding copies of speeches and cutting them in advance; cutting off speakers in the middle of a program; relegating speakers to early morning hours.

Four bills introduced in 1936 Congress by Representative Byron Scott of California are being plugged by the Union. Bills would require that each station, as a condition of its license, set aside a regular period at desirable times for uncensored discussion on a non-profit basis of public, social, political and economic problems for educational purposes; make it mandatory for every station presenting a controversial issue to give a hearing to at least one opposing view; free stations, but not speakers, from legal liability for remarks on such programs, and compel stations to keep accurate and public records of all applications for time, indicating which are granted and which are refused.

Pamphlet reports that last year "has shown a distinct improvement in policy by two large networks." NBC's *Town Meeting on the Air* and CBS's discussion on control of radio programs were commended.

## Mex. Station Sells Oil Stock

NUEVO LAREDO, Mexico, Dec. 19.—XENT here was used to sell a \$15,000 stock issue, with three evening broadcasts, by Baker Oil Company, with results coming in to double the amount of pledges needed. Company has a 1,000-acre property lease. Station is located in Mexico 11 miles from the Texas border. Bulk of the subscribers said to be Americans.

## Leading Network Advertisers--1936

NEW YORK, Dec. 19.—Figures shown below with NBC's top customers this year are for eleven months only. For CBS the total given is for 12 months, with the last month, December, added to the advertisers' 11-month expenditures as an estimate by CBS statisticians. Interesting factor on the NBC customers is that these 15 accounts spent 51.78 per cent of the NBC total for the first 11 months. Procter & Gamble are shown as far ahead of all other network advertisers, with Standard Brands, NBC's number two customer, ahead of the CBS' first customer, Colgate-Palmolive-Peet.

### NBC Accounts

Procter & Gamble Co.	\$2,904,397
Standard Brands, Inc.	2,076,179
Sterling Products, Inc.	1,443,379
General Foods Corp.	1,280,169
Pepsodent Co.	1,246,356
Miles Laboratories.	1,174,460
General Motors Corp.	911,685
American Tobacco Co.	889,513
National Dairy Products.	694,420
Bristol Myers Co.	665,720
Lady Esther Co.	609,528
American Home Products.	586,835
Ford Motor Co.	519,462
Shell Eastern Petroleum.	507,875
Kellogg Co.	507,268

### CBS Accounts

Colgate-Palmolive-Peet	\$1,536,220
Ford Motor Co.	1,528,026
Campbell Soup Co.	1,314,209
Lever Brothers.	1,239,812
Liggett & Myers.	1,094,460
Wm. Wrigley Jr. Co.	1,021,486
R. J. Reynolds Tobacco Co.	950,749
General Mills	854,046
Philco Radio & Television Corp.	717,770
American Home Products.	710,172
Continental Baking Co.	641,182
American Tobacco Co.	571,895
Great A. & P. Tea Co.	566,060
Chrysler Sales Co.	493,972
U. S. Tobacco Co.	374,610

# Rosenblum Leaves NBC

Resigns as vice-president and treasurer—one of several changes in personnel

NEW YORK, Dec. 19.—Another major personnel resignation was effected this week at NBC when David Rosenblum resigned as vice-president and treasurer. Mark A. Woods, who held the post of treasurer before Rosenblum went with NBC, was returned as head of the exchequer. Rosenblum's name is added to the list of executives leaving NBC this year, which already includes M. H. Aylesworth, Edgar Kobak, William Hedges and others.

Rosenblum went with NBC in September, 1934, coming to the network from Tradeways, Inc., business efficiency firm, which conducted a survey of NBC for the network and its parent company, RCA. A reorganization followed in the wake of the Tradeways examination of the chain. Reported but unconfirmed rumors have Rosenblum at odds with other NBC officials over financial policies as far as employees are concerned.

Also leaving NBC at the end of this year is William (Bill) Thomas, who has been in the press department since July, 1929. During this time Thomas, who is well liked in the newspaper field, had supervised both the day and night desk for NBC. Thomas goes with Young & Rubicam Advertising Agency to work with Fred Wile on publicity.

## Hedges Disclaims Arguments With Lohr

NEW YORK, Dec. 19.—"I am happy to say that there is no rancor or ill feeling between me and any of my associates at NBC. They have been most cordial." This statement, part of a letter addressed to *The Billboard* by William S. Hedges, who resigned as head of the managed and operated station department of the National Broadcasting Company, is in denial of report published that differences between Hedges and Lenox R. Lohr, NBC president, constituted a factor in Hedges' resignation. Differences were supposed to have been over the question of remuneration to men under Hedges.

Hedges' letter says: "Such a report is entirely incorrect. There have been no differences with Mr. Lohr respecting remuneration; in fact, he has been sympathetic to the whole problem and without exception has given his approval to recommendations for increases in salary for employees coming under my jurisdiction."

Alfred (Doc) Morton is Hedges' successor, Hedges joining WLW.

## WBNX Issues Coverage Map

NEW YORK, Dec. 19.—WBNX, New York station, issued a new coverage map this week giving the figure of a total slightly in excess of 9,500,000 population within various microvolt contours up to the 500 microvolt contour. Allied Research Laboratories made the station's survey. Federal Communications Commission standard for primary service area for a regional station is 500 microvolts day, one microvolt night, these standards used by the station in listing the families within its primary coverage. Map also shows foreign language population within the New York metropolitan area as a tie-in with some of the foreign language programs broadcast by the station.

## New Coast Chain's First Rate Card

SAN FRANCISCO, Dec. 19.—California Radio System, Hearst-McClatchy Coast chain, issued its first rate card, effective December 20. Night rates for basic stations are: one hour, \$648; half-hour, \$367; quarter-hour, \$215. Day rates are: one hour, \$360.50; half-hour, \$203.50; quarter-hour, \$121.50.

Stations included are: KFBK, Sacramento; KEHE, Los Angeles; KYA, San Francisco, and KMB, Fresno. KWG, Stockton, and KERN, Bakersfield, are optional stations. Use of optional stations increases night rate \$80 per hour and day rate \$50 per hour.

## Add Ripley-Ana

PHILADELPHIA, Dec. 19.—Christmas being its slack season, P. B. White & Company, men's tailors, takes an excursion from its air stanza over WIP. In planning to return on February 1, however, sponsor sets a new precedent. Tom Rocap, who mixes up the canned platters with spiels "For Men Only," is being paid to continue the identical program in order not to lose his established audience even tho he won't give any commercial plugs for his benefactor.

## Feds Nab Runner Of ET's to Mexico

MONTGOMERY, Dec. 19.—In the first case of its kind, so far as known to local officials, U. S. Marshal's office arrested E. R. Rood of Brantley, Ala., on charge of violating the Federal Communications Act. Rood, who was bound over on a warrant signed by Commissioner Llewellyn allegedly violated the act by making electric transcriptions and taking them across the Mexican border for commercial broadcasting purposes without first having obtained permission of the commission.

Marshal expressed the belief that the charge against Rood was the first preferred in the United States since passage of the act and that its hearing would therefore be in the nature of a test case. Act was passed for the purpose of controlling radio broadcasting with the idea of protecting large American

# 1936 a Happy New Year For N. Y. Indie Stations

WMCA tops independents with \$903,000 take for the year—WNEW scores with quarter of million—WHN up 80% over last year—WOR, on network, \$2,000,000

NEW YORK, Dec. 19.—New York's radio stations are closing their books on their best year to date, taking part in the general prosperity enjoyed by radio stations nationally. If WOR is figured as an independent station, it easily tops the field, as it always has, but on the basis of being a network station, and principal program source for the Mutual Broadcasting System, WOR loses its indie ranking, with WMCA taking the lead on the New York indie field. Checking WMCA's 1936 that same station's 1934 take of \$120,000 shows one of the most remarkable increases in a two-year span in the radio field. WOR's take is figured at about \$2,000,000 for the year, altho the station doesn't release its income figures. Total of \$903,000 is official for WMCA.

stations operating near the borders of foreign nations.

Rood said that he had been broadcasting programs dealing with astrology from a station at the Mexican border, but that he considered the station owner and operator at fault, rather than himself, if his actions constituted a violation of the Communications Act. Said that he was broadcasting his programs under direction of the station he served.

Bond for Rood has been set at \$500, which he made a few hours after a hearing in which he waived to the grand jury. Case, it was said, would be heard by a federal grand jury at Laredo, Tex., probably next February.

## Chart Shows Daytime Sales Increase

NEW YORK, Dec. 19.—Specific indications as to where radio's increased income for 1936 came from are shown in a tabulation of program hours sold for the weeks of December 1, 1935 and 1936, as prepared by NBC. While both evening and daytime hours increased from the sold standpoint, the heaviest gains were made in the daytime sections from 9 a. m. to 6 p. m. Altho NBC sold for some years an early-morning commercial before 9 a. m., the day was taken as starting at 9 a. m. and running until 12 midnight, a 15-hour daily span, seven days to the week. The chart:

	9 a. m.-6 p. m.	Sold	Unsold
1936			
Red	.....	29	34
Blue	.....	14.75	48.25
1935			
Red	.....	15.75	47.25
Blue	.....	9	54
6 p. m.-12 m.			
1936			
Red	.....	24.50	17.50
Blue	.....	17.50	24.50
1935			
Red	.....	23.50	18.50
Blue	.....	16.75	25.25

## West Coast Notes; Clark, of Transamerican, Reaches L. A.

LOS ANGELES, Dec. 19.—John L. Clark, head of Transamerican, gets into town this week to shape the new Transamerican policy and determine the radio status of Dick Powell. It is understood that Powell will be allowed 13 more weeks on *Hollywood Hotel* and will then be put under exclusive radio contract by Transamerican.

Jack Hastey, program director for the new Helen Broderick-Victor Moore show for National Biscuit, is in Hollywood to prepare the program. He will work with Walter Bruhn, of the McCann-Erickson Agency. Tho still unsigned, it is understood that John P. Medbury will dish up the scripts. He is currently gagging the Fred Astaire and Burns and Allen shows.

Apparently the only local radio people with an eye to the commercial possibilities of Prince Edward's valedictory speech were the MacGregor & Sollie Company and Ed Stodel, of Airchek. The records are being peddled at \$2 per and business is reported thriving.

Victor Ratner, sales promotion chief for CBS, in town in connection with the KNX switchover. . . . W. B. Ruthrauff, president of R. & R. Agency, in from New York for 10 days with his wife and Mrs. Myron Kirk, wife of the agency's radio head.

## San Francisco

SAN FRANCISCO, Dec. 19.—Helen Sawyer has a new five mornings a week half-hour program on KSFO. It's a sustaining and titled *In a Woman's Way*. She talks about famous women in his-

tory, gives Hollywood gossip and also fashion hints. Gertrude Chavis, blues singer, and Clem Kennedy, pianist, supply the musical portion of the broadcast, which starts at 11 a. m.

Jimmy Doyle, announcer at KQW, San Jose, Calif., is driving 700 miles northward to Eugene, Ore., for an appendectomy. . . . And while flat on her back in a local hospital after a similar operation Olive Johnson, local radio publicity writer, announces her engagement to Carleton Coveny, KJBS sales chief. . . . Nuptials are set for January 9. . . .

Jerry Lapping, trio singer with Bernie Cummin's ork at the Palace Hotel, is the reason Jack Shoemaker, CBS mikesman, phones long-distance from Chicago several times weekly.

After a difference with NBC program executives here Ben Klassen, tenor, has resigned and gone to Hollywood to try his luck. . . . The network, by the way, had added Beryl Cameron, blues singer, to its staff. . . . Jack Hasty, a local script writer, who made good in New York, comes west this month to produce the new Helen Broderick-Victor Moore shows to originate over CBS from Hollywood January 1. . . . Buddy Rogers is to direct the band. . . . Victor Ratner, CBS promotional manager from New York, is on the Coast spending his time between here and Hollywood, looking over the situation, marking time until the network gets going here after December 29.

Moon Glow Cosmetic Company, Los Angeles, maker of nail polish, is the sponsor of Tommy Harris' new *Moon Glow*

management and hit an all-time low on its take. In 1935, reverting to Donald Flamm, with Bertram Lebar as sales manager, the station upped its take to \$487,000. On the basis of \$903,000 for 1936, station's net profit is estimated at about \$300,000. For the first 11 months of 1936 WMCA did \$831,000.

Figures given by WHN chalk its 1936 take as \$480,000 for the 12 months ending December, another sock improvement for a New York station and officially given as 80 per cent ahead of the year before.

WNEW, closing its fiscal year in February, 1937, isn't giving out income figures. However, inside sources quote the station as taking in \$750,000 for the year. Station's gross, it was said, was helped importantly by commercials on a daytime recorded show, *Make Believe Ballroom*, and an early morning program, of similar type, starting at 2 a. m. This one is *Milkman's Matinee*.

WBNX, another New York regional, with a fairly large foreign language program quota, chalked up for the first 11 1/2 months of 1936, \$164,162. This figure is as of December 15, and is 44 1/2 per cent over 1935, which took in \$113,605.

## WMCA Accounts

Important factor in WMCA's business this year was a change from local retail trade to national advertisers. In 1935 the balance was 75 per cent local, 25 per cent national. For 1936 it was exactly the opposite of this balance. WMCA's top time buyers included Remington Rand, General Mills, Chevrolet, Chase & Sanborn, Natural Bloom Cigars, Webster-Eisenlohr Company (cigars), Hoffman Beverages, Lever Brothers, Pabst beer, Procter & Gamble, Conti soaps, Florida Citrus exchange, Ionized Yeast, MacFadden publications and Finlay Strauss, installment jewelry house.

## WHN Accounts

Leading customers on WHN include Chevrolet, Phillips Magnesia, Procter & Gamble, Seaman Brothers (foods), Consolidated Drugs, Purity Baking, Sally's Furs, Barney's Clothes and Watkins' Mulsified shampoo.

## WBNX Accounts

Heaviest contributors to WBNX's take were Consolidated Edison of New York, Reiman & Breese, Bolle & Detzel, Rem, Rel, Borden's, Italian Swiss Colony wines, Norge Refrigerator, Picot Laboratories, Gudes Peptomangan, New York State milk publicity bureau, Carter's Little Liver Pills, Express Exchange and others.

## Harper With WNEW

NEW YORK, Dec. 19.—Earl Harper, formerly of WINS, New York, has been signed by WNEW, New York. He will handle business tieups and announce sport shows, including General Mills' baseball games, for the 1937 season.

*Melodies* series which originates from the NBC Hollywood studios weekly starting December 29. He's to be heard over five Pacific Red stations Tuesdays at 5:45 p. m. (PST). Myrl Alderman, pianist-arranger, is to be heard with Harris, who got his start at KFRC here before going to the network.

# Kickin' the Gag Around

The author is one of the more successful radio gag men who prefers to remain anonymous in order to maintain harmonious relations with his fellow inmates of the gag asylum.

RECENTLY a New York daily, in interviewing a radio gag writer, quoted him as saying: "Here's my test for radio jokes—if I laugh it's out." Hooley!

Gag men will stop laughing at their jokes about the same time that the Mississippi changes into malted milk!

These same men who fashion, concoct and manufacture jokes which eventually emanate from the fast-shooting mouths of high-priced radio comedians panic themselves with their own material. They are of the firm belief that they are worth their wit in gold.

Do they actually invent gags? Well, sometimes they do. But it isn't an uncommon incident for an author of radio scripts to dig into an antiquated joke book and produce an old moth-eaten wheeze. With a few embellishments he brings it up to date and then he leans back to survey it.

His next step is to lay the joke out in two lines if possible, for in radio, where the time element manifests itself constantly, a long-drawn-out joke is unsuitable.

Now the gag is ready. He reads it one way. He tries it another way. It strikes him as pretty funny. He laughs. He reads it again. His laugh becomes heartier. Before long he's pretty near hysterical. The tears are rolling down his cheeks and splashing off his noiseless typewriter, and he's rushing to the phone to call his friends, informing them of the newest "wow" he just made up.

Of course, the public mustn't be made aware of occurrences such as these, because the wall of glamour and imaginary eccentricities that writers have built around themselves would be gradually demolished.

Far be it from us to eradicate such fancy illusions as these personalities have created, but in our endeavor to present an accurate picture of gag men and their working habits some disclosures will have to be contended with.

Who are these people who can so consistently turn out humor which rocks the country from Coast to Coast with spasms of boisterous laughter? What is their makeup?

Well, to begin with they are all nervous and have good memories. There is no connection between these two characteristics, but there isn't a writer in the lot who doesn't possess both of them.

The rest of their peculiarities are composed of (1) a tremendous amount of ego; (2) bitter jealousies; (3) bragging dispositions.

We'll go deeper into those later. For the present let's get down to the gags themselves.

Do these writers of mirth and merriment really invent all those jokes? Is it possible to make up so many new quips each week? The answer to both these questions is "No."

Of course, some jokes are created, but the majority of them are old ones "dressed up" or "switched" until they sound new and different. An excellent example of a joke which has been "switched" is as follows:

*Boy: I hear your brother just came back from Penn State and is living in the Park Central.*

*Girl: You've got that wrong. He just came back from the State Pen and is living in Central Park.*

Five years ago the same gag went this way:

*Girl (to store owner): When is your "Opening Sale" closing?*

*Owner: When my "Closing Sale" opens. Tracing the same joke back to Joe Miller, it sounded like this:*

*Jones: Hello, old top . . . new car?*

*Smith: No, new top . . . old car.*

We can go on ad infinitum with other specimens of switches, but that isn't important. The problem is, where do the script writers get the old gags from which switches are made?

Here, sad to relate, we confront an issue which is highly distasteful to most of these designers of funny sayings. They hate like the dickens to admit that they possess a gag file replete with thousands upon thousands of old broken-down, dilapidated jokes.

However, in spite of their energetic denials and vigorous protestations, each and every one, without exception, is the owner of a file with gags garnered from humor magazines, joke books, college weeklies, etc.

Why do they deny the ownership of such a possession? Because they want to convey the impression that they are creators not copyists. Their wish is to be wondered at in awe and admiration. They want to be applauded as brilliant geniuses whose master minds turn out amazingly impossible feats.

Naturally an ordinary, commonplace, easily worked contrivance like a classified gag file doesn't fit into the picture they paint.

Do they honestly appreciate applause and adoration? Appreciate it? They crave it, beg for it and will reach for underhanded methods to achieve it.

Which is the reason why when two or more writers work on a program there is bound to be internal trouble among them. The result of their combined efforts is separately claimed as all their own when they discuss a script with intimates.

Some of the more liberal-minded will only take credit for the best lines and graciously allot the weaker puns and wisecracks to their associates.

The pursuit for credit and recognition does not stop at friends and relatives. It isn't uncommon for a writer to leave his co-oworkers for a moment, during which time he'll phone his boss and tell him in glowing detail of a joke he just conceived. The call completed, he'll rejoin his partners happy and content in the knowledge that when the completed script is presented to the comedian they're mutually working for the boss will be cognizant of the fact that that particular gag sprang from the bubbling fountain of his own dazzling wit.

Those tactics sound pretty vicious, don't they? Well, you can't blame this particular fellow. He's still mad from last week when he conceived an exceptionally hilarious line and the other boys wove it into the script in a manner so foul and noxious that he got hell for it, to the tune of their gentle laughter.

Sometimes his exuberance over a funny gag he discovered or invented will lead him into difficulties which he never expected. In his anxiety to impress people with his talents he'll tell the gag around town and it'll get back to the comic for whom he's writing.

Not long ago a situation of this sort cropped up in the Cantor organization. One of his staff of writers unwittingly blundered into this predicament. Cantor was on top of him like a wig.

In admonishing the wayward author the pop-eyed comedian was heard to say: "You can take an ax and chop my car to pieces. I can buy a new one. Or burn my house down. I'll build another—but where do you get your stupid nerve to tell that joke to everyone you meet? Supposing some other comedian grabs it and uses that gag before Sunday? Where am I going to get another one like it?"

Which gives you an idea how powerfully important a good fresh gag is considered nowadays. Besides, a comedian isn't too well pleased over letting the public know that he doesn't write and think up his own witty sayings. He in turn wants all the credit for the bright and clever thoughts which flow so easily and seemingly without effort from his high-priced face.

He'll declare himself before outsiders, in the presence of the actual creator, that such and such a joke was of his own invention. The author doesn't dare contest the statement, altho he is rapidly becoming a candidate for a strait-jacket.

And so the organization is constantly abounding in bitter hates. It's marvelous how these humorists will tolerate burning animosities and hostile jealousies for the sake of making a nation howl with glee.

Isn't it remarkable? We think it's the nuts!!

Now that we have a fairly picturesque idea of the qualities that constitute a gag man, let's see how a program is achieved.

We'll assume that an appointment has been arranged at the comedian's home,

## Season's Greetings

# BING CROSBY

KRAFT MUSIC HALL

### SEASON'S GREETINGS

## PAUL TAYLOR CHORISTERS

KRAFT MUSIC HALL

VICKS' OPEN HOUSE

MARION TALLEY—RY KRISP

### season's greetings

# BUDDY ROGERS

and his

## ORCHESTRA

ON  
NATIONAL BISCUIT CO.  
COMMERCIAL PROGRAM

UNDER PERSONAL  
CONTRACT TO  
COLUMBIA PICTURES CORP.

where we discover him distributing pads and pencils to his staff of authors. We'll do this in "script" form so that there will be less confusion in identifying the individuals who, for this session, must remain anonymous.

CHARACTERS

- ZILCH: Expensive comedian.
KLUTZ: Gag writer.
TISCH: The same.
BLURB: Ditto.

Klutz (trying to make a meal out of the end of his pencil): I've got an idea for next week's program, boss. Suppose you run for president and then we can think up a lot of funny situations and keep the idea running from week to week.

Zilch (makes Klutz the gift of a high-class sneer): Have me run for president! That idea has three more wrinkles than a prune. Come on, you guys, what am I paying you money for?

Tisch: Suppose you go away on a hunting trip? I've got a lot of good hunting gags, and then we can...

Blurb (excitedly): There's an idea! After you come back from the hunting trip you go away on a vacation for a rest and we can have you stop on a farm. We'll load up on farm gags and you can repeat the script you did last year when you...

Zilch (the photograph of outraged scorn): Repeat? Repeat? Am I paying you guys to tell me that I should repeat a program I did a year ago?

Blurb (defensively): Well, it was a pretty good script. It made you sound good.

Zilch (yelling): Good? Good? I can't afford to be just good. I must be great! (The glance he gives Blurb could freeze Niagara Falls in 10 seconds.)

(Blurb retires to the back of the room for a nail-biting orgy.)

Tisch (sticking up for his hunting idea): If you went on a hunting trip we could even have you captured by cannibals, and then just as they're about to cook you...

Zilch (butts in executing a perfect smirk): Why have the cannibals cook me? I'm burned to a crisp right now when I think of all the good money I'm throwing away paying you guys to give me a bunch of half-baked ideas. What's gonna be with next week's program?

Klutz: Why can't we do a takeoff on that musical program? You know, the one where they feature the seven best songs of the week. Only we can do it

with the seven worst songs of the year. We can start...

Zilch (waving his hands frantically in the air): NO! NO! That smells. I'd have a million lawsuits on my hands.

Tisch (persistently): You know, if you decide to go on that hunting trip we can have the camp cook tell you that he just came face to face with a man-eating tiger, and then you can say that once in a restaurant you came face to face with a man eating soup. Isn't that a good gag?

Blurb (vacates his dunce seat in the corner of the room and very sarcastically): That gag used to be a wow when a tall, thin gent by the name of Abraham Lincoln was frequently seen going in and out of the White House.

Tisch (with \$7 worth of ice on each word): Are you insinuating that I didn't just make the gag up?

Blurb (spitefully): If the shoe fits you buy the pair.

Tisch (boiling with rage): Why you...

Zilch: Quiet... Quiet... (By this time the room has taken on the peaceful aspect of old home week in Bedlam.)

Tisch: Why should he always be knocking me? Who thought of the blackout for last week's program? Why if it wasn't for me...

Zilch (eagerly): Wait a minute! Quiet! I've got it! Listen to this. When the camp cook tells me about the man-eating lion...

Tisch: Tiger.

Zilch: All right, tiger. Anyway, when he tells me about the tiger he explains that it's very vicious. You get it? Vicious! Then I say, "Boy, I vicious he never showed up." How's that? (He looks around for approval.)

(They don't fail him. They all howl. They slap each other's backs and roll all over the floor. Where there was just noise and uproar before pandemonium now reigns. Joyous tears are as plentiful as unemployed acrobats and the scene is one of gay hilarity. Zilch looks smilingly around, well pleased with himself.)

Zilch: Okeh, boys. That'll be it. We'll do a hunting script next week. Try to work some good stuff around that joke, and suppose we all meet here day after tomorrow. How about it?

(The boys are happily making preparations to leave.)

Blurb: Watch us go to town on that stuff. I've already got two good routines in my head.

Tisch: Do you want the three of us to work on it together before we come back?

Zilch: Of course. Do something on it tomorrow, and then when you come here the next day we'll polish it up. I think we got something good there. So long, fellers.

Klutz: So long, boss. Wait'll you see the great idea I got for you when an elephant is chasing you.

(The weary toilers depart and Zilch closes the door. The session is ended.)

Now wasn't that simple? At last it looks like there will be peace and decorum in the organization. From all outward appearances peace and contentment will be the keynote of all their future labors.

But don't you believe it. The same vicious cycle will start revolving all over again.

And that's NO gag.



RUSS MORGAN and his Orchestra. "MUSIC IN THE MORGAN MANNER". RINSO - LIFEBOUY CBS TUES. 8:30 - 9 P. M. rebroadcast 11:30 to 12 P. M.

To Our Friends in the Profession... We wish you A Merry Christmas and A Happy New Year LUM and ABNER

season's greetings harry salter conducting for CBS LUCKY STRIKE CIGARETTES

Compliments of LOCAL 802 AMERICAN FEDERATION of MUSICIANS Urging Support of Live Shows

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**Musical Director**  
ROXY THEATRE, N. Y.

**ROY** ★★ ★★  
**Dramatic Baritone**  
YOUR STATIONS BEST  
BET ON YOUR NEXT  
PROGRAM

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Care of  
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N. Y.

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The Leading International Duo Pianists  
Radio • Concert • Stage

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Radio Mimic • Characterizations  
Character Voice of Terrytoon Cartoons and Varied  
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PHILLY'S RADIO MAESTRO  
KYW, Abbott's Radio Revue,  
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★  
ARTISTS BUREAU,  
Music for Any Festivity.  
JACK FRIEDMAN, Mgr.,  
Fox Thea. Bldg., Phila.

★  
Candelori Orchestras, Inc.

**JOSEF CHERNIAVSKY**

"The Musical Cameraman"

presented by  
**1847**  
**ROGER BROS.**

Every Sunday  
4:30 P.M. EST  
Coast to Coast  
NBC Red Network

SEASON'S  
GREETINGS

**LOU ADRIAN**

Musical Director  
"Bowman Fireside Theater"

Wednesdays,  
9:30 P.M., CST.  
WGN—CHICAGO

Season's Greetings

**EVALYN TYNER**

at the piano  
currently  
10th month, Rainbow Room, N. Y.

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

# Stations and People

Address All Communications to the New York Office

**CLEVELAND** notes: VAUGHN KING, WTAM, is back from the hospital after an appendectomy. Her husband, Glen Glauser, left for Chicago the day of her discharge. . . . WALTER LOGAN, WTAM musical director, will present a new series on Friday nights demonstrating the "sound trend" with works of American composers. Logan Sunday initiated a series of WEAF chain musicales with RAY MORTON, tenor, and the Collegians assisting. . . . LOUISE FOX, Elyria singer, made her radio debut this week on WJAY's Monday *Breakfast Club*. . . . BUD RICHMOND, MENDEL JONES and REA MATEY, of WHK-WJAY, and HAL METZGER, of WTAM, were on the sick list this week.

WICC, Bridgeport, Conn., is featuring a weekly program for professional juvenile talent between the ages of 6 and 16. . . . Reverend HUGH SHIELDS, of Ridgefield, Conn., who has been a steady sustaining feature on WICC, Bridgeport, for the past two years in humorous and philosophical discourse, left this week for Indiana for a vacation. . . . A new series of news-interviews programs, titled "Names in the News," and presenting in person major local people in current press headlines, was inaugurated this week in Bridgeport, Conn., with "The Bridgeport Post," represented by its radio editor, ROCKY CLARK, doing the interviews over WICC. . . . AL MITCHELL, former maestro at the Paramount Theater, New Haven, and also with NBC, is now "The Answer Man" on WICC, Bridgeport. . . . DICK LEIBERT, Radio City and NBC organist, miraculously escaped death recently in Fairfield, Conn. LEIBERT, who lives in Westport, fell asleep on the train from New York, jumped off when passing thru Fairfield, fell against the train, but was pushed to one side. He suffered minor injuries.

**ITEMS** from the Pacific slope: KFWB's new commercial rate card will get a 33 per cent tilt after the first of the year. . . . GENE HANSAKER moves over from KFI to KEHE as news editor. . . . JOSE RODRIGUEZ, KFI-KECA press agent, is doing a series of symphony talks. . . . HAL SIMS is now KMTR's production head and HOWARD DANA has been added to the announcing staff. RAY FRAZER is doing the station's publicity.

WIP, Philadelphia, adds an assistant program director, post going to MARK LOEB. ED ROECKER, familiar voice over Philadelphia airlines, doing a guest sing on the "Pick and Pat" show next Monday. . . . Philadelphia burlesque queens becoming mike-wise, HAROLD DAVIS spotting them over WDAS for intimate interviews. . . . WIP, Philadelphia, sending out its production men to local high school assemblies for demonstration of radio sound-effect equipment and technique. . . . Philadelphia Club of Advertising Women publishing their radio series over WFIL in book form for general distribution. . . . S. W. WALLEN and his radio dramatic group televising at the experimental station set up by Farnsworth Laboratories in Philadelphia.

HARRY JOHNSON, KFOR and KFAB, Lincoln, Neb., announcer, will do the University of Nebraska basketball games. . . . "Voice of the People," conducted by MARSHALL POPE, KTAT, Fort Worth, Tex., has a sponsor, Bost toothpaste. Men on the street interviewed by POPE on topical questions. . . . VIC LAURIE, vaude comic, signed contract with Columbia Artists' Bureau for one year. He was heard recently on WHN, New York. . . . GRADY COLE, WBT, Charlotte, N. C., commentator, married to HELEN SISSON of Norwood, Ga.

BOB HURLEIGH, erstwhile youthful whirlwind in Washington theater and radio circles, has left WJEJ, Hagerstown, Md., for spot with WFMD, Frederick, Md., getting plenty ballyhoo as "America's Youngest News Commentator."

CAPTAIN ARTHUR PRITCHARD, manager WWL, New Orleans, was given great sendoff by almost entire staff when he left this week to spend Christmas holidays in England with pater, whom he has not seen in 12 years. . . . Coca Cola may sponsor the Sugar Bowl game with BILL SLATER and BILL MUNDAY due to announce. . . . HERBERT ACKERBERG, vice-president

in charge of station relations for CBS, spent a few days in New Orleans last week calling on WWL, local link in net.

## Composes March For His Sponsor

PHILADELPHIA, Dec. 19.—When Frank Simon, conductor of radio's Armco Band, likes a person, place or thing, he is likely to write a march about it.

When he was with Sousa he occasionally played at Philadelphia's Willow Grove Amusement Park. He liked the park so much that he wrote *Willow Echoes*, a fav cornet solo among today's bandmen. In honor of Cincinnati, where he broadcasts, he has written the march, *Cincinnati Post*. His *Four Square* was dedicated to Bennett Chapple, who appears with him on the air show as the Iron-master.

So as not to slight anyone Simon has now turned out another march, *Camp Hook*, dedicated to Charles R. Hook, president of Armco, his radio sponsor.

## Judges for Hallett Contest

NEW YORK, Dec. 19.—Finals of the Mal Hallett Metropolitan Intercollegiate dance contest, held at the Hotel Commodore, will be judged by Arthur Murray, Ellen H. Rhett, Augustus J. Weber, Thomas E. Parson and Florence Rogge. Five hundred dollars in cash will be awarded to the first three prize-winning couples.

## Ben Ford Case Continued

HAVERHILL, Mass., Dec. 19.—With only 50 per cent of the evidence appearing to be used against Benjamin Abrams, known as Ben Ford, of the Ben Ford Enterprises, Boston, booking office, charged by Inspector James Kelly, of the State Department of Labor and Industries, for violating the labor laws by employing minors, Judge Daniel J. Cavan, of the Central District Court of Northern Middlesex County, today saw fit to continue the case of Abrams to December 23. Abrams remains under a bail of \$200, without surety.

## Huge Music Hall For San Antonio

SAN ANTONIO, Dec. 19.—Diamond Horseshoe Music Hall, newest local spot, will open next week. House is located at 119 Soledad street.

Intent of the owners is to duplicate the old-time variety theater of which this as well as many other cities had an abundance. Interior of the place presents a composite replica of the Bella Union and Fashion theaters of early San Antonio.

For the opening management has booked the Dallas Centennial company of *The Drunkard* as it was presented at the centennial show. Old-time variety turns will make up the second half of the show. Bill Collins is press agenting the place.

PITTSBURGH, Dec. 19.—Entertainment Managers' Association of Western Pennsylvania officially pledged its support to help the State labor department in its current drive against minors working in night clubs and cafes. Recent investigation revealed that 2,269 of the 6,955 cafes in this State were violating the Child Labor Law.

## Band Styles the Same, Leaders Say

PHILADELPHIA, Dec. 19.—In spite of contentions of economists and economic royalists, "Hit Parade" maestros agree that not everything has changed. They claim one thing that has changed very little during the last few years is dance music.

Five years ago the music was almost entirely slow and sweet in rhythm, now and then a jingle tune like *Singing in the Rain* cropping up. Today, while the percentage is slightly different, sentimental songs are still the big hits. And while there may be more jingle songs now labeled "swing" which attain popularity for a while, they are soon forgotten.

A melody that everyone can whistle is still demanded by the American public, the band leaders point out.

## Buildup for Ada Leonard

NEW YORK, Dec. 19.—Ada Leonard, singer and stripper, now in Chicago, goes into the Hollywood Restaurant January 7. Will get a big buildup by the Hollywood, which sees in her another glamorous nude like Gypsy Rose Lee.

## Bobo Joins Golden Agency

BOSTON, Dec. 19.—Earl Bobo, former owner of the Playfair Amusement Agency, Providence, R. I., has affiliated with Golden Amusement Agency here as assistant booker, relative to the expansion program of the Hub Agency.

Season's Best Wishes  
to  
All My Radio Friends

**ROSS GRAHAM**  
baritone

FRANK WILLOUGHBY  
of  
Maxwell House Showboat

GREETINGS

**Will "Bill" McCUNE**

SOCIETY'S YOUNGEST MAESTRO

Persian Room  
Hotel Plaza  
Cocktail Hour

Club "61"  
Hotel Bossert  
Nightly

Best Wishes of the Season

# ED WOLF

Personal Manager

- Pick and Pat (Dill's Best).
- The 3X Sisters.
- Louise Massey and the Westerners (Log Cabin Dude Ranch)
- Mary Small (Junior Revue)
- The O'Neills (Ivory Soap)
- Molasses and January (Showboat)
- Niela Goodelle
- Larry Taylor

RKO Bldg. New York, N. Y.

*Holiday Greetings* ★

★ **FRED ALLEN**

and **PORTLAND HOFFA** ★

'Town Hall...Tonight!'

**WNEW**

**NEW YORK**

●

**ON THE AIR**

**24 HOURS A DAY**

Covering New York City, its environs, and New Jersey ... the entire Metropolitan Trading Area ... at the lowest per capita rate the territory offers.

1250 Kilocycles  
2500 watts—day 1000 watts—night



*Holiday Greetings*  
*The DYNAMIC*

**ARNO**

CONDUCTOR - VIOLINIST  
SHEA'S Buffalo Theatre

*compliments of the season*

**A. L. ALEXANDER**

★ ★ ★

merry christmas

**CHARLIE MARTIN**

**JACK and LORETTA CLEMENS**

*starting for*

**Kirkman's Soap**

Management  
ROCKE PRODUCTIONS, Inc.  
and  
NBC ARTISTS' SERVICE

January 4, 1937  
WABC, Monday thru Friday

● ● ● ●

**CLARENCE FUHRMAN**

MUSICAL DIRECTOR  
**WIP**  
PHILADELPHIA  
INTER-CITY NETWORK

**Detroit Agency Books Bands**

DETROIT, Dec. 19.—Ted Lutger, orchestra producer and booker, heads the new orchestra department established by Henry Lueders, manager of the United Booking Association. Lutger comes from Chicago. First bands placed on the books include the Virginians and Larry Morrelli's Orchestra, both now on tour thru Michigan, and Floyd Snyder's Orchestra, currently at Schneider's Garden here.

# Treason's Seetings

some switch, eh?

# GEORGE BURNS GRACIE ALLEN

Exclusive Management: William Morris Agency

cheerio

from

# BEN BERNIE

and

all the LADS

Best Wishes for Happy Holidays  
FROM

# GALE PAGE

NBC'S SONGSTRESS OF MELODY

ADVERTISE IN THE BILLBOARD — YOU'LL BE  
SATISFIED WITH RESULTS

# Air Briefs

By JERRY FRANKEN

HERE it is, the end of another year. A pretty hectic one for radio. Records fell all around. Business climbed to new highs, while two outstanding series of feature broadcasts took place. In the station field there was unprecedented activity; there were more station shifts, probably, than in any other year. Numerous new regional networks were organized—in Pennsylvania, Maryland, New York, New England and on the Pacific Coast. Mutual got itself set nationally as an important competitive factor for 1937.

RADIO programing did little to distinguish itself during the year. Trend most heavily accented was in audience participation, thru such shows as community sings, house-to-house interviews, spelling bees and the like. A few new names were produced. One or two reached definite box-office rating; others gave indication they would achieve greater ranking in 1937. Ken Murray, with Oswald (Tony Labriola), and Milton Berle established themselves as radio comics. For Berle it meant overcoming the handicap of a previous attempt and an unsuccessful one. *Good Will Court* achieved stardom, to be snuffed out by the Appellate Division only last week. With it, to big-time ranking, went A. L. Alexander. Walter Cassel started on a commercial and appears to be getting to star ranking as a baritone, while Conrad Thibault lost out for a while, only to come back at the end of the year. Lanny Ross was officially given star billing on *Showboat*, but the program itself lost ranking. Bob Burns hit the big money class. Gabriel Heatter reached a post as one of the best commentators in or out of radio, with a distinguished job on the Hauptman broadcast, one of the two outstanding special feature series. Jack Arthur came out of his spot as a big fish in a small pond to be a candidate for national ranking next year. Hildegarde, too, started on the way up. A few others did the same. And amateurs tapered off.

THAT other outstanding broadcast, of course—with American politics not included in the summary—was the regal farewell of Prince Edward, Duke of Windsor. The greatest story in years was given a last act curtain speech of historic proportions. And talking of politics, President Roosevelt's contributions continued among the leading attractions, as they did in previous years.

AND some random thoughts—the end of a radio saga is forecast as Chevrolet starts to cut down on its spot campaign, a campaign that put the transcription business on its feet and gave that field an invaluable shot of adrenalin. Bert Lebharr's sales job on WMCA, an outstanding piece of work in the radio industry. The fairly adroitly handled NBC 10th Anniversary, and the thud of the banquet, as those speeches droned on and on and on. Rudy Vallee's broadcast a few weeks ago with Ed Wynn running riot as he hasn't in years, for a real flock of howls; with Noel Coward and Gertrude Lawrence contributing an excellent few minutes.

Vallee continued to hold his post among the select few. . . . Fred Allen finally getting the official survey ratings he rated a long time ago. . . . Joe Creamer's fine work on WOR sales promotion. . . . The report that a leading ad agency will close doors soon. . . . And the report, once again, that NBC will soon have a new vice-president in charge of modern music named Paul Whiteman.

## MCA Show Clicks; Other London News

LONDON, Dec. 14.—Jackie Heller continues to prove a sensation at the Grosvenor House. Lou Holtz adds luster to the show by reason of his wit and work as emcee. Darlo and Diane are peerless dancers, hitting solidly. Marlon and Irma, Continental gymnasts and contortionists, are a hit with their unique and appealing act, and Florence Mayo and Pansy the Horse click heavily. Whole show, booked by Music Corporation of America, proves to be one of the most successful floor ventures seen here the past 10 years.

Kay, Katya and Kay, with a peach of a dance novelty, replete with thrills and class; Gaston Palmer, juggling humorist, and Russell Swann, American conjurer and monologist, are three corking acts comprising the supper show at the Savoy Hotel.

Raquel Meller, the Spanish singer, is retained at the Cafe de Paris.

Music Hall Boys, with their amusing and unusual vocal travesty, tie the show into knots at the Ritz.

Holland and Hart, dancers, and the Wiere Brothers, with their polished humor, are the mainstays of a good show that continues to pack them in at the Dorchester Hotel.

Emil Boreo, the comedian; Anita Jacobi, a swell dancer with a bunch of tricks all her own; Lowe, Burnoff and Wensley, with their funny adagio travesty; Fredy Zay, juggling unicyclist, and Choppy, topical comedy cartoonist, are the highlights in the long-running Clifford Fischer show at the London Casino. B. R.

## Lombardo, Goodman, Gray Lead Para Poll

NEW YORK, Dec. 19.—This week marks the end of the first year of the "name band" policy at the Paramount Theater here. A poll of patrons instituted to determine the public's favorites will be used to select bands for future dates.

The latest standing of the first 20 of the 39 leading bands listed is as follows: Lombardo, 58,523; Goodman, 55,479; Gray, 53,964; Fields, 52,285; Waring, 51,657; Kemp, 46,922; Duchin, 44,538; Armstrong, 43,611; Vallee, 42,532; Noble, 42,386; Spitalny, 41,887; Nelson, 40,111; King, 39,394; Crosby, 38,261; Morgan, 37,438; Calloway, 36,118; Osborne, 35,462; Kostelanetz, 33,632; Ted Lewis, 32,491; Denny, 31,846.

Glen Gray, who opened the policy at this house a year ago, returns Wednesday for the second anniversary show.

# Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, December 11, to Thursday, December 17, both dates inclusive.

Chapel in the Moonlight (22) . . . . .	28	Here's Love in Your Eye . . . . .	17
It's De-Lovely (24) . . . . .	25	I'll Sing You a Thousand Love Songs (22) . . . . .	17
Pennies From Heaven (25) . . . . .	25	Gone . . . . .	16
I'm in a Dancing Mood (21) . . . . .	22	So Did I . . . . .	15
There's Frost on the Moon . . . . .	21	That's Life I Guess . . . . .	15
There's Something in the Air (10) . . . . .	19	Trust in Me . . . . .	15
You Do the Darndest Things (17) . . . . .	19	Sweetheart, Let's Grow Old Together . . . . .	14
The Night Is Young . . . . .	18	'Tain't Good . . . . .	13
With Plenty of Money and You . . . . .	18	Tea on the Terrace . . . . .	12
Did You Mean It? (18) . . . . .	17		
Easy To Love . . . . .	17		

SHEET MUSIC BEST SELLERS will be found page 45.

# Program Reviews

EST Unless Otherwise Indicated

## "Pupils on Parade"

Reviewed Sunday, 12:15-12:30 p.m. Style—Songs. Sponsor—Eddie Miller Studios. Station—WMCA (Intercity network).

Eddie Miller, w.-k. singer and teacher, has a fast-paced show on this local station. Follows the general pattern of programs of this nature, giving pupils a chance to get some mike experience.

Acts were introduced by Miller. "Cookie" Carlisle, who sang *You Turned the Tables on Me*; John Gibney, who did *I'll Take You Home Again*, Kathleen; Frances Perna, a 10-year old, with *Oh, My Goodness*, and Walter Kopfer, who sang *The Way You Look Tonight*, furnished pleasant entertainment, but Frances Monroi, a lyric soprano who sang a number from *Blue Paradise*, was the outstander. She possesses a pleasant, easy-on-the-ears voice and was the most entertaining of the group. Plugs well handled. with the finale chorus being a commercial for the school. New groups each week.

## "We, the People"

Reviewed Sunday, 5-5:30 p.m. Style—Talks. Sponsor—General Food Products, Inc. Station—WJZ (NBC network).

This program, on for some time, has broad, human appeal. Audience is told to write in, telling why they think they should come to New York to broadcast. Those selected get traveling expenses, room and board.

This program was varied and no attempt was made to tie it together tightly or confine it to one theme. Phillips Lord kept it moving in a pleasant, informal manner. There were many speakers talking about varied topics, such as football, skeletons, chicken houses and the like. With the ascending popularity of such informal entertainment, this one should gain a growing audience. Show caught included the lad, now a teacher, who made the famous 70-yard

dash to the wrong goal in a Rose Bowl game; a gent who called himself the "champ chump" because he bought many knick-knacks for which he had little use; a woman who lost all her money and was forced to live in a chicken coop and drive a cab, and a subway lost-and-found agent who told of his finds, including skeletons, watches and false teeth.

Commercials and announcements about chance to "go on the air" for Calumet baking powder well handled.

## "Skytop Serenade"

Reviewed Sunday, 11:15 p.m.-1 a.m. Style—Dance recording. Sustaining on WDAS, Philadelphia.

Here is a living example of why a low-watt station gets shoved down radio boulevard. Situated on the penthouse floor of an office building, basic idea is present for a dance parade of canned music, station hoping to prolong it into an all-night affair. But Ed Robson, who calls the numbers, misses on all fours with a gift of gab that is of no interest to anyone but himself. Platters all of the swingy-thingy variety, but piece-mealed together without rhyme or reason. As a daily diet, net effect about as zestful as the scenics on a Toonerville trolley ride. ORO.

## "Your English"

Reviewed Sunday, 3-3:15 p.m. Style—Sketch and talk. Sponsor—Better Speech Institute. Station—WJZ (NBC network).

An unusually effective program, considering that actually the whole spot is a plug. Program consisted of two dramatized incidents of speech handicaps and their consequences and a question and answer period. Sponsor sells a course in speaking. Program has been on a season or so.

Incident number one concerned a gent who had to present a new business plan

to the boss. He fumbled and stumbled and did the "You know what I mean" business and took the count. Another chap spoke concisely and vividly, put his ideas over with a bang and got a boost.

Second incident occurred in the office of the director of the Speech Institute. A woman visitor entered to discuss her speech and personality difficulties. She went from one hackneyed, weary, worn-out expression to the other and then squawked because she didn't interest her friends. Told that such rubber-stamp phrases were "patches on conversation." Followed by a question and answer period devoted to rules of grammar and usage.

Program is nicely built, well spotted and has proved its general appeal. Actual commercials done in good taste.

## "Homespunograms"

Reviewed Sunday, 11-11:15 p.m. Style—Poetry and homey philosophy. Sustaining on KYW, Philadelphia.

Reciting original poetry and rocking-chair musings, against a background of canned music, Tex Taylor should have no trouble getting into the living room of those homes where an amen night-cap is just the thing to conclude the day's listening. Billed as the *Lone Star Philosopher*, Taylor displays a mood-inspiring, easy-flowing voice that harps in a restful, quiet manner. Interpolations are all in the same vein—"don't forget to smile." But for those who can take their melancholic reveries at the day's end, it's well done. Spotted several times weekly in the late hour groove. ORO.

## "Future Star Revue"

Reviewed Sunday, 2-2:30 p.m. Style—Song and dance. Sponsor—Jack Blue Dance School. Station—WHN (New York).

Another talent school program. Commercials announced the names of several stars, including George Raft, Katharine Hepburn and Patsy Kelly, as former pupils of Blue's, which is a pretty good introduction. On the program no talent was outstanding; some of it was bad.

Several of the songs heard, including

*Tired, If I Could Dance Like You, Jinny Shag and That's Why I've Got the Jack Blue Blues*, were written by Blue. No ork is used, with a pianist accompanist for the acts. Erida Dell, with *Mademoiselle Marie* displayed a cute, Frenchy delivery and a lively, ingratiating ether personality. Don Cavell's *A Dream of Rose Marie*, was a pleasing talking-singing combo. Gertrude Riteman did a parody of *Home, Sweet Home* as a monolog. Rose Marie Gambriel's *Tired* was not an outstander, while Dolly Markey's *If I Could Dance Like You* and tapping was the usual kid stuff. Erida Dell and Cleo Anti did a dance number which meant little on the air. Olga Casa Granda's *A Blessing To Look At, a Curse To Love* was easily the outstanding bit on the program. It was announced that Miss Grande is blind, but this handicap should not stop her radio career.

## "Hour of Cheer"

Reviewed Saturday 7:30-8 p.m. Style—Review. Sponsor—Hall Brewery of New Haven, Conn. Station—WTIC, Hartford, Conn.

This is a new program, originating at WTIC, Hartford, and also being sent out over WICC, Bridgeport. A swell quartet, introduced as the Four Royal Waiters, doing such old favorites as *Stein Song; Wait Until the Sun Shines, Nellie*, and *The Mermaid*, plus Jean Harvey's swing band, playing with zip and pep, are the main ingredients.

Program features what is termed "a discovery girl," a young gal singer picked each week from a different city in the State. This program had Edith Sacco, of Waterbury, who is a sister of Tony Rodriguez, warbling at the Clover Club in Hollywood, and of Frankie, trumpeter with Will-Osborne's orchestra. She has a pleasing voice, but should take her numbers slower, and not slur her words.

George Bowe handles the commercial announcements and does them pleasingly. Leonard Patricelli staged the show and deserves credit for smooth arrangements. S. A. L.

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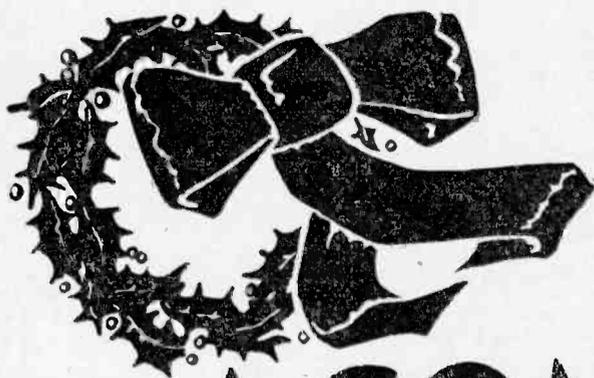
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 (Radio's Most Popular Half Hour)  
 Show According to Leading Surveys)  
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season's greetings  
**"JOLLY"**  
 The Sponsors Daughter

## Chi Air Notes

By F. LANGDON MORGAN

RADIO personalities contributed generously of their services to Mayor Kelly's annual *Night of Stars* show at the Chicago Stadium last Wednesday night. The affair grossed a house of \$101,000 and \$115,000 additional from the souvenir program, all proceeds going for food and necessities for underprivileged youngsters. Eddie Cantor acted as emcee, and among the radio luminaries he introduced during the evening were Amos 'n' Andy, Henry Weber's concert orchestra, Laurence Salerno and Kathryn Witwer, WGN; Tom, Dick and Harry, Fibber McGee and Molly, Vivian della Chiesa, Joan and her Escorts, Gus Van, the Ranch Boys, Maple City Four, the King's Jesters, Cadet's Quartet, Robert Gately, Malcolm Claire, Mark Lowe, Attilio Baggiore, Doring Sisters, Lulu Belle, Jack Fulton, Benny Fields, Sylvia Clark, Franklyn MacCormack and numerous others.

and to broadcast on unlimited time. . . . Ann Seymour, *Grand Hotel* star, is the daughter of May Davenport Seymour, theatrical curator of the Museum of the City of New York.

**WBBM-CBS Notes:** Eddie House, WBBM's singing organist, planned to California for a three weeks' vacation in the Sierras with his son. . . . Arthur Judson, president of the Columbia Concerts Corporation, and a founder of the Columbia Broadcasting System, visited WBBM's new studios this week and heard some opera auditions. . . . Louis Jackobsen, producer of the *History in the Making* dramas, was born on Christmas Day. . . . Cheri McKay became a headliner on the WBBM *News With Music* program December 20.

**WAYNE KING** was awarded with the *Radio Stars* magazine plaque for "Distinguished Service to Radio" this week. . . . Ken Robinson, formerly with *The Chicago Evening American*, has been appointed assistant continuity editor of the NBC Central Division, taking over the post on December 21. . . . Johnny Baker has replaced Jerry Gerard on NBC's *Breakfast Club*. . . . Lillian Gordon's latest find to leave her *Gordon's Parade* program is Virginia Lee, who opens January 1 with Frankie Quartel's Orchestra in Denver. . . . A. N. (Pete) Cook, WLS sales staff, is seriously ill with pneumonia. . . . George Hamilton's Orchestra will be heard over WGN from the Palmer House, starting December 23. . . . The Maple City Four are going to Hollywood the last of January to make a film for Republic Pictures with Gene Autry, former WLS'er. . . . George Cook, of the WLS business staff, is bound for Phoenix, Ariz., for a brief stay with Burrige D. Butler, WLS prexy. . . . Henry Burr, WLS balladeer, lost 30 pounds during his recent siege with gastritis. . . . **A MERRY CHRISTMAS TO ALL.**

**HAL O'HALLORAN**, WLS announcer, is the narrator of a film being produced here based on the romance of Edward and Wally. . . . Ruth Lyon, soloist of the *Headin' South* program, is ill. . . . So is Elnor Harriot, of the *We Are Four* and *Bachelor's Children* sketches, who is laid up with the flu. . . . Horace Heidt's Brigadiers have been re-engaged for another year by the Stewart-Warner people. . . . Alec Templeton, blind pianist, brought over by Jack Hylton, will appear on the Studebaker program December 28, and it is rumored that he will sign a contract for regular appearances thereafter. . . . Bob Griffin has joined the *Today's Children* cast. . . . Louis Roen, NBC announcer, is on the sick list. . . . Luise Blockl has replaced Rosemary Dillon as leading lady on the *Modern Cinderella* musical dramatic serial. . . . WHFC, Cicero, Ill., has been granted permission by the Federal Communications Commission to increase its day-time power to 250 watts from 100 watts

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# STROLLERS IN BIG DEMAND

## Small Bands Also Wanted; Scarcity Confronts Agents

*Agencies opening special departments to handle small music combos—class hotels want "selected type"—small joints take makeshift units—new band hope?*

NEW YORK, Dec. 19.—Band bookers thruout the country have been surprised these past few weeks at the amazing demand for smaller band units and strolling musical combinations. Bookers trace this back to the summer, when the sharp increase in demand first became noticeable. As a result, leading booking offices are looking high and low for good musical units, but can't get them easily. Oddly enough, the biggest demand comes from two opposite types of spots: class hotels and small cafes. The swank hotels want the strolling combos to break up the iciness of huge rooms with their table-to-table request routines. And the small joints want them for the sake of flattering customers with a chance to make requests, and also because they supply sufficient music for a small place.

There are two kinds of combinations: the so-called "selected type" and the units formed haphazardly by layoff musicians. The latter type is usually engaged in places where employer and patronage are not over-discriminating. The better places insist upon the hand-picked "professional" groups, and put great stress upon appearance, personality, refinement and musicianship. Necessary, also, is adaptability and tact, as intimate table-to-table work calls for contact with all sorts of people and situations, such as drunks, pests. And, in the case of girl entertainers, mashers.

Good all-round small bands or strolling units are not easy to organize because of the difficulty of producing acceptable music with limited number of instruments. But it is possible for three or four good musicians to achieve fullness with good instrumentation and the use of the mike. Usually, tho, strollers are composed of from two to four pieces, while small bands run to as high as seven instruments.

Many of the more important hotels which cannot, or will not, attempt to lay out \$1,500 to \$2,000 for a name band procure small combinations and, very often, find them adequate. For example, the King's Jesters, a combo of six men and one girl, are at present holding down a spot as a main band. This outfit played the Morrison, Chicago, for 20 weeks as an alternate band, and went to the Bismarck, Chicago, as an experiment in the capacity of main band. It made good, stayed there for six weeks, and has since been recalled.

Consolidated Radio Artists says the demand for small units grew in the last six months and, as a sequel to the numerous calls from hotel men and night club owners for cocktail lounge entertainment, CRA decided to create special sales departments for such in its New York, Cleveland, Chicago and Hollywood branches. At present CRA has 25 units and conducts auditions daily. Some of its better known groups are the Aristocrats of Rhythm, the Biltmore Boys, the Continental Trio, That Certain Four, the Commodores and the Three Roberts Brothers, and are featured in such important spots as the Palmer House, Chicago; Hotel Radisson, Minneapolis; Morrison Hotel, Chicago; Buddy Fisher's Club, Kansas City, and in many of Hollywood's smartest supper clubs.

The Kennaway offices report the popularity of small instrumental combinations has grown to such proportions that five out of eight of the leading hotels in Chicago are now employing them, with the Sherman and the Congress using two groups apiece. They claim 90 per cent of the taverns and lounges in cities of the Middle West with populations of 15,000 or more now use them. The demand is far in excess of the supply, says Kennaway, and it is at a loss to find suitable talent. It is noted that many musicians of high caliber have left well-known orchestras to enter the field. Kennaway is booking such spots as the Congress and Sherman hotels in Chicago; the Nicollet in Minneapolis; the Book-Cadillac, Detroit, and the New Yorker, here.

Irving Mills, Incorporated, which, up to now, has handled only 12 to 15-piece bands exclusively, has also succumbed (See STROLLERS IN BIG on page 32)

## Houston Clubs Making Dough

HOUSTON, Dec. 19.—The holiday upswing in night spots here rises to the yuletide peak, as all clubs bring in their best of the season. Jimmy Joy's opening at the Rice Hotel Terrace drew a crowd of over 500. It may have been that Joy is a native, but other spots like Club Coronado, Pelican Night Club, the Wagon Wheel and Buccaneer report the upswing, too.

The Pelican has just been reopened and Sam Velotta, manager, has bolstered his show with Ginger Rudell and five other acts and Rudy Rivero's Ork.

Stam and Martha La Rue top a new floor show at the Coronado, while Tommy Thompson and ork and seven acts give the Wagon Wheel a full bill of variety topped by Patsy McCoy, dancer. Joe Turley and ork and five acts give the Buccaneer some consideration.

Local night spot owners say that the end of the centennial has not cut their receipts, but that to the contrary better talent is available and patrons appear conscious of the better efforts.

## Chi Casino Show Set

CHICAGO, Dec. 19.—Clifford G. Fischer's *Revue Internationale*, which is to open the new Casino Parisien the night of December 29, will include Eileen O'Connor, 17-year-old ballerina just back from a London season with the C. B. Cochran musical *Follow the Sun*; A. Robins, Ray and Naldi, Grace and Nico, Sara Ann McCabe, Anderson and Allen and Rudi Crasl. In addition there will be 20 manikins and show girls, with six production numbers, each having a special stage set. Maria Gambarelli will stage the dances. Jean Le Seyeux is producer of the show. It is understood Joe Venuti and his band will furnish the music.

## Philly Actors Hit Snag With Bookers; Move for AFA Peace

PHILADELPHIA, Dec. 19.—Current turn in events indicates a united unionized front of performers in the local night club field, with the stage being set for Tom Kelly, prez of the Philadelphia United Entertainers' Association, and Ralph Whitehead, executive secretary of the American Federation of Actors, to bury the hatchet. Dominance of the UEA in the local field made the closed-shop agreement between the AFA and the local musicians' union unworkable. And, unable to receive local autonomy, Kelly's organization rejected AFA overtures, retaining its own identity.

However, the ill-feeling between the organizations has simmered down during the past few months. Visiting members of the AFA received the protection offered by the UEA by paying monthly dues into that organization. Altho the musicians' local was unable to enter into a trade agreement with the UEA, that organization not being affiliated with the American Federation of Labor, Kelly has co-operated with the tooters on all

## Drug Store Night Club

PHILADELPHIA, Dec. 19.—Prescription-fillers became the butt of comics some years back when they first turned to delicatessens. And it was the accepted thing when the corner pharmacist converted his haunts into a combination soda fountain and department store.

But now Doc Lander is turning his corner drug store into a night spot. Finding more profits in the legal bitters than in the Latin-named medicines, Doc has added a floor show.

## Spots Reopen In Worcester

WORCESTER, Mass., Dec. 19.—With the coming of the new year there will be an entirely new night club setup here and in Shrewsbury, neighboring town. Two in each community have closed in recent weeks thru fire, explosion, bankruptcy and alleged "police persecution."

The Vendome here, which was petitioned into bankruptcy last week, will open before New Year's Eve and will have at its head Vic Richardson, half owner of the Gay '90s, which gave up this week after repeated police raids.

The Gay '90s may reopen if Johnny Petro, the other half owner, settles disagreements with the city administration. Shrewsbury lost two when a fire gutted Santello's Inn, just across the city line, and a few days later a violent explosion completely wrecked the popular Village Inn.

That Santello's will not reopen was indicated when Tony Santello did not petition for a license renewal. Village Inn may be rebuilt next spring.

## Central Artists' Bureau Adds Schwartz, Coast Branch

NEW YORK, Dec. 19.—Central Artists' Agency here has effected a tieup with Edward N. Gray and Richard A. Monter, who will represent the CAA on the Coast. The Coast office is sending east George Huston, who recently played in *Captain Calamity*, and Monroe Owsley, who was in *Go West, Young Man*.

Edith Roark, night-club singer, is being spotted in the new show *Rah Rah Rah*.

Paddy Schwartz, veteran vaude agent, has joined the CAA as head of its vaude department.

## Philly Hotel Doomed

PHILADELPHIA, Dec. 19.—Windsor Hotel, for many years the home of theatrical folk and nitery acts stopping here, is condemned by the fire marshal. Will become a parking lot.

## Pittsburgh Acts Organize

*150 attend initial meeting—indie group—AFA attacks it as "company union"*

PITTSBURGH, Dec. 19.—Nearly 150 performers from this territory attended an initial meeting at Mildred Leo's Studios on Sunday, called to organize talent, and conducted by Billie Connolly and Nora Lewis. Tentative plans were made for an organization to be known as the Entertainers' Association of Pittsburgh. It was pointed out that purpose of the organization is to improve working conditions for the acts and to work together with the local agents for mutual benefit.

Temporary business committee elected consists of the Misses Connolly, Lewis and Anna Caruso. Publicity committee includes Slim Livingston, Billy Sloan and Val Varr.

Meetings will be held each Sunday in the Leo Studios until definite plans have been formulated and officers elected.

Miss Connolly read the by-laws of the Philadelphia Entertainers' Association, many of which are expected to be adopted by the local group. This new attempt to organize is independent of the American Federation of Actors, which maintains a local branch.

NEW YORK, Dec. 19.—The AFA, thru its executive secretary, Ralph Whitehead, today attacked the new Pittsburgh actors' group. "Members of the Pittsburgh Agents' Association have been discussing the new organization with the organizers," he said. "This is a company union. If performers are asinine enough to support an organization dominated by the employer interests, then they are cutting their own throats."

## Sports Week Jams New Orleans Clubs

NEW ORLEANS, Dec. 19.—With 25,000 additional seats being added to the Sugar Bowl capacity, it looks like night spots here will have their hands full for the week of sports ending with the New Year classic.

At the Roosevelt, plans are for the turning of two other eating spots into reveling spots to handle close to 3,000 for shows and dancing.

Jung Roof, the city's second-class A spot, opens Christmas Night with Stan Stanley and ork, who moves in from Dallas.

Bob Crosby brought his band into Blue Room of the Roosevelt last week, his first return since he sung with Anson Week's Ork. New floor show is Northway and Danilo. Miriam Grahame and Three DeLong Sisters.

Neil Fletcher plans to bring in a *Drunkard* troupe for the winter sports, opening being set for New Year's Day.

## National Booking Baltimore

NEW YORK, Dec. 19.—National Theatrical Agency is still booking the Penthouse, Baltimore, and has set William Hubert, Muriel Schey and Barns and Olds into the current show. Roy Bergere, head of the agency, denies booking of this spot has gone to the WHN Artists' Bureau, as previously reported.

## Philly Spots in the Money

PHILADELPHIA, Dec. 19.—Figures of the Census of Business by the Department of Commerce, released last week, point out that night spots were one of the largest items of business activity contributing to the city's top trade in 1935. Counting 3,923 spots where sipping and snacking is the thing, grosses for last year totaled \$55,397,000.

# Int. Casino Opens Mar. 15

Foreign talent, but American chorus — Olsen may open—spectacular interior

NEW YORK, Dec. 19.—Opening date of the much-heralded International Casino has been postponed from February to March 15. Jacques Charles and Pierre Sandrini, Parisian producers of the Folies Bergere and the Bal Tabarin shows, respectively, are now on the Continent in search of talent. The acts will be imported, with only the chorus being American. Three bands will be used.

It is estimated that the Casino proper will have a capacity between 1,100 and 1,200, with, of course, barrooms and anterooms affording additional seating.

One of the highlights will be a spiral bar, the first of its kind ever constructed, that will reach the height of four stories. Another innovation will be a system of escalators to and from the street level.

George Olsen, who has a 25 per cent interest in the Casino, may be the opening band attraction, even tho his contract specifies the Casino does not have first call on his band. Joe Moss has the controlling 50 per cent interest.

## NIGHT SPOTS

### Harms' New Sales Manager

NEW YORK, Dec. 19.—Sam Serwer, of the Music Publishing Holding Company, has been made sales manager of the T. B. Harms Company and Harms, Inc. He will also concentrate on the standard numbers published by the firms. Nat Freeling will handle the sales end of Remicks.

season's greetings  
from

**BILLY  
BAXTER**  
and orchestra

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season's greetings

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### Burlesque? No, Sir!

BOSTON, Dec. 19.—"Paris at Midnight," current Tom Maren presentation at the Bradford Hotel Penthouse, is being exploited by asking the public, via the press, "Is Beauty a Crime?" Angle is to prove that night clubs are not hoity-toity versions of burlesque houses

### Meyer Davis Books Bands for Florida

NEW YORK, Dec. 19.—Meyer Davis offices have booked nine of their orchestras to open in Florida and Bermuda during the next month.

They include bands under the direction of Roy Comfort, who opened at the Winoy Park, St. Petersburg, December 12; Walter Miller, who opened at the Breakers Hotel, Palm Beach, December 15; Earl Fox, who opened at the Princess Hotel, Bermuda, December 21; Allen Subel, opening at the Carlouel Yacht Club, Clearwater, Fla., December 31; Al Davies, opening at the Clarendon, Daytona Beach, December 31; Lon Chassy, opening at the Hollywood Beach Hotel, December 31; Bernie Dolan, opening at the McFadden Deauville, Miami, December 31; Bill Marshall, opening at the Ponce de Leon, St. Augustine, January 9, and Cy Delman, opening at the Whitehall, Palm Beach, January 15.

### Jayne Jarrell Active

PITTSBURGH, Dec. 19.—Jayne Jarrell, local booker, reports a remarkable increase in holiday bookings. One of the biggest events staged this week by Miss Jarrell was the Shriners' Show in Erie, where she placed 27 acts and a symphony orchestra.

### Pittsburgh Booker Optimistic

PITTSBURGH, Dec. 19.—Don D'Carlo, of the D'Carlo Entertainment Service, says his bookings this year show a new high in banquet, theater and night-spot work. Declares the outlook for the new year is very bright, with a heavy demand for talent in this territory a certainty.

### New Philly Night Club

PHILADELPHIA, Dec. 19.—Continental Room, situated in the West Philly sector, offers a revue headed by the Williams Sisters, Leonard Cook and Charlie Kerr's Band. Room decorated by Armand Carroll.

### Ban Outside Band

LINCOLN, Neb., Dec. 21.—Representative Slepicka, recently elected to the Legislature, says he will father only two bills in the 1937 session. One of them would ban the University Military Ball committee's practice of hiring an out-of-State band for the annual formal season opening. Says he understands Chicago bookers have agreed to furnish a band, which is to come in skeletonized, picking up a few local boys to fill.

### AFA Wins Cafe Claims for Acts

NEW YORK, Dec. 19.—American Federation of Actors has won and collected a judgment against the Club Chateau, Rochester, N. Y., on behalf of Guy Magley, member of the AFA. Magley played the Chateau with his revue on a four-week contract last spring and claims he was canceled after the first two weeks. Thru the AFA he filed suit and won. Magley is now manager of the Chicago office of the AFA.

The AFA also won settlement of a claim for Lang and Lee, who were involved in a dispute with the Cocoanut Grove, Minneapolis, recently.

### Why Band Leaders Don't Like To Play

PHILADELPHIA, Dec. 19.—Radio comics continually make much of the fact that wand wavers, who really own a musical instrument, stick to the stick thruout a broadcast. The answer may be that which was recently given by Frank Simon, conductor of the Armco Band, in reply to a question concerning his pet dislikes.

"One thing that I dislike to do," said Simon, "is to pick up a wind instrument cold, after a tension of conducting, with no chance to warm it up. It is enough to give anyone mlike fright. It is like a pitcher going into a game 'cold turkey' without having a chance to warm up."

### Just a Family Party

PHILADELPHIA, Dec. 19.—Reviving the New Year's Eve blowout for New York and Philly blue-bloods, the Widener family, playing host, promises to cause a shortage in musicians for that big night. Wideners have given the call to Meyer Davis, who will front a 70-piece band and has another combo of 30 set for relief duty.

### New Hollywood Clubs Open

HOLLYWOOD, Dec. 19.—New Cinnabar in the Hollywood Plaza Hotel opened Thursday. Opening bill has Ann Crosby and the Avalon Boys. Spot is decorated with A. E. Heinsbergen murals, satirizing film personalities.

Spider Kelly's is the newest meller-drammer nitery here. Ann Nickless and Maurie Ruben's Orchestra featured.

### MCA Booking Penn, Pitts

PITTSBURGH, Dec. 19.—Music Corporation of America started booking the William Penn Hotel here Saturday, supplying the floor shows and bands. Current band is Emerson Gill's Ork.

### For the Kiddies

PHILADELPHIA, Dec. 19.—Patrons at several of the nabe niteries thought the management was pulling a fast one when a cover-charge sign went up. But they are paying without a grumble. Charge is a doll or a toy for the city's poor children, spots co-operating in the Christmas Toy Shower sponsored by The Evening Ledger and the Playgrounds and Recreation Association.

### STROLLERS IN BIG

(Continued from page 31)

to the trend, and has installed Billy Shaw in Bob Saunders' band booking department to handle the small units. This office claims that the recent movement is a renaissance of the one that blossomed soon after Prohibition repeal.

Music Corporation of America, on the other hand, tho acknowledging the increased market for small combinations, claims it can lay its hand on any number desired.

A sidelight is that Latin units are most in demand, hotels and spots affecting Latin atmosphere being the most frequent users.

PITTSBURGH, Dec. 12.—Musical trios and quartets are in great favor in leading cocktail lounges here, a check-up reveals. Patrons seem to prefer this type of informal entertainment between sips. The Versatilians, musical quartet, are working at the Hotel Henry Rathskeller; the Continentals, at the Continental Bar, William Penn Hotel; the Roberts Brothers Trio, at the Roosevelt Lounge Cafe, the Frank Cornwall Trio, at the Cork and Bottle Bar, and Ruth Autenreith and the Four Jacks, at the Union Grill.

ARTHUR W. LEVY, whose article, "Big Money in Records—But Not for the Artist," appears on page 44, this issue, entered show business thru vaudeville in 1914. Enlisted in the army in one of the first American units to see action. Wounded and gassed five times and was cited for bravery in the Argonne. Returning after the war he spent a year recovering health. Back to the show business in 1921 he did a single for a few years, then teamed with a partner. As a result of previous newspaper experience before entering show business, became interested in theatrical newspaper work and joined the Vaudeville News staff with Glen Condon and Walter Winchell. Later became editor of Moving Picture Review and Theatre Management. Did publicity for Paul Whiteman, with whom he went to California in 1929. He joined publicity staff of the RKO studio and originated the idea of broadcasting movie stars. Foresaw the possibilities in radio originating in Hollywood, and, without success, tried to sell the idea to studio executives. Started band booking service in Hollywood and finally organized orchestra for Miramar Hotel. During negotiations with Victor to record orchestra he became associated with activity to correct evils and abuses being practiced on recording artists. He has devoted the past three years to organizing the American Society of Recording Artists to obtain "protection and just compensation" for performing artists who make records.

### San Antonio Clubs Lining Up Talent

SAN ANTONIO, Dec. 19.—The Glean Club, downtown here, has been clicking along in a pleasing manner, according to management. Floor-show features: The Marvelous Marcellus Trio, Barbara Davis, Jackie Lucky, Joan Vaughn, Gerard with the Rhapsody in Gold Ork.

Lorraine Meeks, local entertainer, is back after making 500 performances at the centennial.

Knickerbocker Club is using a band and two or three acts.

Oriental Club is featuring a floor show of Latin-American acts.

### Another New York Club

NEW YORK, Dec. 19.—Anselmo's, on West 49th street, is the latest spot to invade the field of after-theater supper clubs. Opened last Thursday and offers a revue and dancing after 9 p.m.

First show featured Billy Kelsey, Sunshine Vallee, Connie Lisbi and Ira Shaw's Orchestra.

"JOYEUX NOEL" de

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EXTRAORDINAIRE

12th Week ● Palmer House  
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### Wanted --- Girl Musicians

Enlarging Orchestra for Southern Winter Engagement. Need Sax, Trumpet, Trombone, Bass. Guaranteed salary \$30 weekly and transportation.

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THEATRICAL ENTERPRISES  
Announce the Opening of their new office at  
312 CAMEO BUILDING, PITTSBURGH, PA.  
All Acts Contact the Office.  
MARTY NELSON, General Manager. RAY SCHWAN, Manager.

MERRY CHRISTMAS and A HAPPY NEW YEAR

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## Club Chatter

### New York City:

ADELINA DURAN has returned to the El Chico. Replaced Mona Montes, who dropped out to become premiere danseuse at the Metropolitan Opera. . . . BENITO COLLADA, host at the El Chico, had his song, *La Pulga (The Flea)*, published by Marks. It will be used by Columbia in a musical picture. . . . DAWN AND DARROW, dancers, following a road tour, have joined the Hollywood Restaurant show. . . . GRACE MORGAN opened at the Mon Paris December 17, succeeding Diana Ward. . . . HOTEL WELLINGTON inaugurates a new policy this week by adding an orchestra headed by Eddie Mayehoff.

Night spots, beware! A Vienna waiter was recently acquitted of arson when he set fire to a dance hall because "constant parties there prevented me from getting enough sleep." A case where a fire followed a "burning up," you might say.

### Chicago:

MARY STONE is featured at Harry's New York Cabaret. . . . BARONESS TERRAH NOAH, who recently closed her engagement at Harry's, is spending the holidays in New York. . . . BUDDY BLAIR, Lois Lorie, Betty Moe, Loretta White and Kaye Allen are in the current floor show at the Casino. . . . MYRTLE HEBARD, Jackie, Bernice O'Grady, Goldie Wing, Connie Lowery and Dorothy Ray opened at Club Unique December 16. . . . EVE EVONNE, Suzanne

Parks, Frank Clark and Rose Duo opened at Little Ted's December 15. . . . ELISS MINET, Irene Ellet and the Dancing Howards have joined the current show at Bruns Palm Garden. . . . LOWELL HOWELL opened at the Town Club, Cicero, Ill., December 15.

It seems we are getting two types of night clubs in the big cities: big cabarets which entail a huge investment and can be considered permanent ventures and intimate spots which are opened on small investments and can only hold on if they "catch" public fancy. Strictly from the angle of the welfare of the performers and musicians, the bigger and permanent spots are to be preferred.

HAL LEROY opens at the Drake Hotel January 2. . . . PAT O'MALLEY, Gower and Jeanne and Ethel Dixon held over at the same spot. . . . KELLER SISTERS AND LYNCE, Jerry and Turk and Paul Olsen are playing Buddy Fischer's Club, Kansas City, Mo. . . . GEORGES AND JALNA close at the Mayfair Room, Blackstone Hotel, January 10 and open at the Roney-Plaza Hotel, Miami, January 18. . . . CALIFORNIA VARSITY EIGHT open at the College Inn December 25. . . . SPEC AND SPOT opened at the St. Paul Hotel, St. Paul, December 18. . . . LILLIAN WARNER opened at the Club Belvidere, Des Moines, December 18. . . . HOWARD NICHOLS reopened at the College Inn December 20. . . . CLYMAS TROUPE and the Bo-Brummels open at the Shadowland, San Antonio, January 1. . . . VI BRADLEY opened at the Yacht Club December 23. . . . JERRY AND

## Season's Greetings

From

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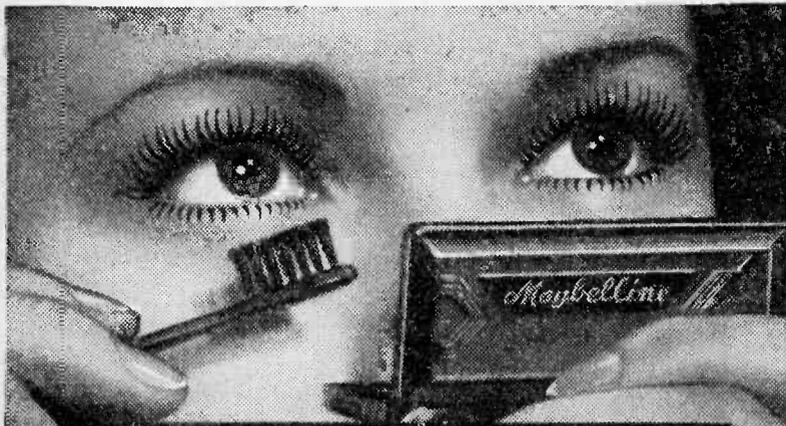
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TURK return to the Yacht Club January 31. . . . LOLA AND FRANK ROCHE and Muriel Micks opened at the Sportsmen's Club December 21. . . . BETTY SAXTON, Dorothy Lull, Freddy Eaton and Ann Sherman opened at the Devil's Rendezvous December 22. . . . HONEY AND TODDY, Harry Cox and the Four Dancing Cards have been booked into the South Bluff Country Club, Peru, Ill., by the Marr & Clark office, opening December 26. . . . ROONEY AND BEAUVILLE go into the Circus night club, Bloomington, Ill., December 24.

Even the most jaded sophisticates have childhood "circus" memories whose appeal never wanes, believes the ultra-swank St. Regis Hotel, of New York. The hotel has in the past year dealt in jugglers, fencing champions and a skating monologist. How about a few elephants next?

NAIDA AND ERNIE PEREZ, currently at the Edgewater Beach Hotel, have been booked solid for the 1937 fair season by the Barnes-Carruthers office. . . . HART AND ALLISON and Amelia Moralis opened at the Carioca Club December 15. . . . BERNIE DUNN, Sybil Kay and Virginia Charlette opened at the Melody Club, Chicago, December 15. . . . SUNNY MACK, Mary O'Brien, Joel and Anette, the Vagabond Four, Sally Hyde, Misha Taka and Al Gault are in the current floor show at the Von Thenen's, booked by Hal Lawrence. . . . JERRY LEONARD, Howard and Roberts, Bobbie Carter and Jimmy Ames now playing the Silver Cloud Cafe.

Every New York daily newspaper now has one or two writers who specialize in night club coverage. This is a big victory for the New York night clubs, which for years provided the dailies with advertising revenue and received hardly any publicity in return. To Mack Millar, New York publicity man, goes most of the credit for breaking down the papers' prejudice against night clubs.

Night clubs are increasingly important as means for grooming talent for bigger things. There's Mitzi Green, for example. A former kid star, she is now using night clubs as a means of developing her new talents as an ingenue-singer. And there is Benny Fields, who "came back" thru the night club route.

**Here and There:**

THE THEODORES, dance team, opened at the Biltmore Bowl, Los Angeles, after completing a stint at Universal Pictures.

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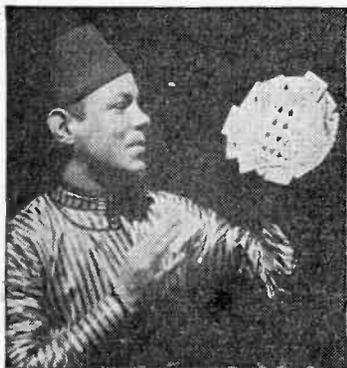
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LATHROP BROTHERS and Virginia Lee bow out of the Ambassador Hotel, Los Angeles, this week for three weeks at the Sir Francis Drake, San Francisco. After the first of the year they open at the Miami Biltmore, Miami.

BILL ROBERTS, singer, and Les Roberts, pianist, close this week at the Ambassador Hotel, Los Angeles, after a solid year. . . . CONDOS BROTHERS, currently at the Biltmore Bowl, go into a 20th Century-Fox film.

COLLETTE AND BARRY have been held indefinitely at the Nixon Cafe, Pittsburgh. . . . TED AND ETHEL WALKER opened at the Lotus Cafe, Washington, December 14. . . . BOBBIE LARUE and Vern Valdez have been placed at the Ballyhoo Club, Columbus, O. . . . DIXIE DIXON, emcee, is in his second week at the Club Paddock, Louisville. . . . CHIC WILLIAMS currently working the Roxy Theater and doubling at the Town Tavern, Cleveland. . . . DE MARLO AND MARLETTE have been held four additional weeks at James Mansfield's Club Paree, Hartford, Conn.

BARON AND BLAIR to join Gali-Gali at the Hollenden, Cleveland, this week. . . . GARY LEON and MARCIA MACE opened at the Arcadia, Philadelphia, for four weeks. . . . CARR BROTHERS and Barbara McDonald are in their second week at the Nicollet, Minneapolis. . . . MUSIC HALL BOYS have London engagements at the Ritz, Berkley, San Marcos and the Trocadero. Sail for America March 1. . . . ANN LEE DAVIS and Michael Jay, vocalist, have been added at the Meadowbrook, Cedar Grove, N. J. . . . COLLETTE AND GALLE, current at the Comco, Buffalo, go to the Showboat, Niagara Falls, N. Y., beginning January 3.

PEGGY O'NEIL is now featured vocalist with Les Meyers' Ork at the Car Barns Cafe, Buffalo. . . . PRINCESS LEI LEHUA and Willie Kaiama, Hawaiian musical turn, are current at Castle Farm, Lima, O. . . . H. N. WALTON and Pete Palmer have just opened at the Poodle Dog Cafe, Peoria, Ill. . . . ALBENICE, magician, has left the Chatterbox of the William Penn Hotel, Pittsburgh, and opened last Friday (18) at the Park Plaza Hotel, New York, booked by Harry Kilby. . . . JULIO AND JENEVIEVE have opened at the Versailles, New York. Dance team recently finished a 5½-month engagement at Sans Souci, Havana.

WALLACE AND LETITIA, Bobbie and Pat McGlynn and Doris McMillan are in the current floor show at the Via Lago.

THE FIVE RHYTHMETTES, Connie Renee and Ross and Dale opened at the 5100 Club December 12.

TERAH NOAH, Ralph Cook and Dorothy Henry opened at Dutch's Cafe December 10. . . . YVONNE FAITH, Chilya, Mary O'Brien and the Rathskeller Trio are playing the Von Thenen Cafe.

INEZ GRAHAM and Dorothy Houghton opened at the Old Colony Club December 10. . . . SHERMAN AND COMP-TON have opened at the Casa de Alex.

THE CLOVER CLUB, Youngstown, is under new management and will feature Eddie Cont's Band and floor show. . . . GAIL MORAN is in his fourth week at the Lido Club, Youngstown. . . . CONTINENTAL STARS is the name of the new unit at the Barron-Alvino Rendezvous Villa, Youngstown. . . . OLIVE WHITE has been held over at Hollyhock Gardens, Warren, O. . . . BOBBY EVANS, "Playboy of Song," last week moved into the Log Cabin, Newark, after concluding a 14-week engagement at the Lucky 11 Club, Baltimore.

NAT NAZARRO JR., Pittsburgh emcee, landed a part in Shuberts' forthcoming production of the Franz Lehár operetta, *Frederika*. . . . RALPH SHAW is working Pittsburgh night spots, as are Hall and Steele, novelty act. . . . CORTEZ AND MARQUIS, dance team, opened at the Union Grill, Pittsburgh.

Hotel Statler, Cleveland, has launched a series of concerts and dances in its Pompeian Room and grill. Fred Olivers' Coral Club Orchestra renders classic in the first and swing and truck in the latter. Meanwhile Don Kaylor and his little piano continue in the cocktail lounge. PHILLY TAYLOR has left the Sunset to pilot the Elite Social Club, Cleveland.

Betty Jaynes, the 15-year opera singer of Chicago, is described by her doctor as "having everything—perfect vocal equipment, a true sense of pitch, dramatic ability, intelligence and health." Well, there's many a singer who would like to possess these talents and qualities. Perhaps we would have better singers in night clubs if mike systems were eliminated—or, at least, if the p. a. systems were clear and true.

SEASON'S GREETINGS  
From

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season's greetings

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# The Headaches of Booking Floor Shows

**ROCHESTER:** Convincing Western N. Y. clubs to buy out-of-town acts—and pay, too

By ARTHUR ARGYRIES

(Argyries is the head of the Mutual Entertainment Exchange of Rochester. Operating in the Western New York area the past two years, he prides himself on being licensed and bonded by the city of Rochester and also licensed by the American Federation of Musicians.)

I SHALL outline the problems of an office operating in a territory where a licensed agent was unknown a couple of years ago. The basis will be my own personal experience in Western New York the past two years.

Club managers generally were not greatly concerned with the caliber of talent, did not realize that new faces would bring more business, and were interested only in holding the budget down to an irreducible minimum and still be able to advertise a "floor show."

The performers were 100 per cent "home guard," playing a club for a number of weeks, then jumping to another club around the corner, then skipping on to another one a few blocks away. And after 10 or 15 weeks and a layoff of a couple of weeks, come back to the first club and start the same "circuit" all over again. The salary for this type averaged \$10 to \$12 a week.

The licensed booking office had to educate the club managers and the local talent. The biggest problem was to get the club managers to pay a living wage to professionals. This meant a large increase in their show budgets. The local talent had to be made to realize that, even with the commission to the agent, a larger net was possible, and that past sad experiences with the unlicensed agent would not be repeated. Unwary entertainers had suffered the experience where 15 or 20 weeks of work were contracted for and then discovered that, while steady weeks had been implied, it might take years before their total dates aggregated the specified time. At times, this type of agent would call for auditions during the regular show of the club in the hope of getting the bookings of the spot away from some other agent. The performer got the promise of future work and the hope of making some money at some later time. Or the agent would place these performers, no pay for their services, at benefits. The licensed agent is rarely called upon for free services. Organizations are satisfied to pay a reduced fee, so that the benefit arrangement becomes a compromise rather than an out-and-out donation.

Overcoming such conditions has been a slow, uphill struggle. One or two clubs were made to see the light and the next step was to jump adjoining towns, make contacts with other offices and clubs, book available talent for more money than was being paid to home talent and, incidentally, arrange bookings away for the better local entertainers at more money than they were getting at home.

Competition of these progressive clubs forced other clubs to fall in line, so that at this time most of them are paying better money, getting better entertainment and making more money for themselves. A few clubs still book thru unlicensed agents or their masters of ceremonies, but the talent is generally limited to people from dancing schools, as salaries offered are far too low to attract the better type of talent. Fortunately, the number of clubs working the old system is now too small to do any real harm to the legitimate office. As a whole, work is plentiful. There are more booking offices opening and they have a better standing with club managers.

The licensed agent made great forward strides by contracting with the night club managers as well as with the performers, so that the performer has the assurance that the job is really there and that the agent's contract will be honored by the club. And the club manager knows that the agent is shouldering the responsibility of having a show there for him. Both sides have the assurance that they are getting an honest shake for their money.

A certain club manager recently discovered, by accident, that his "agent" had been paying performers only 60 per cent of the salary money. Either he or

the performers were being taken for a ride. To avoid such a situation and to protect the agent from having performers walk out without paying commission, I advocate all club managers paying both the performers and the agent their respective amounts.

Scarcity of talent still exists, with a big demand for novelty acts (such as magicians, jugglers, tumblers and musical novelty acts) and lines of girls. Smaller clubs want lines of girls, not particularly for their performing ability, but more especially for their "mixing ability." The better clubs use "lines" for production numbers and do not insist upon "mixing."

It's really unfortunate that such a condition still exists with the smaller night clubs, as it compels booking offices to supply the girls in order to hold the account.

Some offices send contact men to the larger centers, mainly New York, to scout for talent. Altho the level has been raised appreciably, the problem of salaries is still a major consideration, even when eight to 10 consecutive dates are offered. Most clubs offer room and board as part payment of salaries; but the average performer seems to view this with suspicion. In spite of the agent's assurances of good living and eating conditions. That this is true is proved by the fact that acts that have played these clubs are always willing to play return engagements.

I am heartily in favor of another effort to organize the agencies in this area along the lines of those in the larger centers. Thru united effort the entire level of the entertainment field would be improved for the benefit of both performers and agents.

One attempt to do this was made last year, with a meeting in Syracuse, but only three agents were present. Such an organization could be instrumental in providing more work, improving salary levels and correcting abuses thru the pressure they could bring as a group. Entertainment as a profession could be made more attractive and better talent could be interested in dates in this territory.

I also advocate an arrangement whereby all agents would work under the franchises of the American Federation of Actors in order to improve conditions for everyone in the field—performers, agents and club managers.

**CHICAGO:** Plenty of work, but salaries are still too low and good talent is still hard to get

By SAMMY CLARK

(Clark is an ex-performer and may be remembered as half of the teams of Darling and Clark and Bartram and Clark. He was emcee of a Chicago night club for more than 60 weeks. About a year ago he turned agent and is now associated with Paul Marr in the Marr & Clark Agency of Chicago.)

IN MY experience as a former performer, and now as a night club agent, it is my opinion that most contracts are worthless. An agent will issue a contract and the cafe owner can, and does, cancel the act after the first performance. In this plight, the act has no redress from any source.

We claim that the fault lies, in the majority of cases, with the agent. And the evil can be corrected only by the agents themselves. A lot of people call themselves agents that have no right to do so. It should be the concern of the agent to study the individual situation and need of club and act alike and not merely interested in the commissions he is to receive. Only by this method can the cancellation habit be eliminated. A few agencies have the foresight, or take the trouble to find out, what kind of an act will go into a particular club. There are certain types of acts and certain types of clubs, and booking the right act in the right place is the only logical procedure and remedy. We know of certain clubs that bring acts to Chicago, paying their fare, and then cancel them after the first show. The agent had built up the act to the skies and convinced the cafe owner that the act would be a hit. But when the

**ALBANY:** At the crossroads, between four big cities, breaking the jumps for acts

By JIMMY DALEY

(Daley is head of the Jimmy Daley Attractions office of Albany and Syracuse, N. Y. A former New York agent, Daley opened his own agency in Albany a year and a half ago and now calls it "the largest theatrical booking organization north of Broadway.")

SEVERAL years ago we felt that a booking office located between New York City and Montreal, and between Boston and Syracuse and other points West, would be the breaking off point for acts that wanted to break their jump going East, West, North or South. We opened a small office on a partnership basis, and in April, 1934, we opened an office on our own.

As most of the night spots thruout this section of the State demand the type of girls who can mix besides being good entertainers, we have continually run up against a snag in trying to book that type. Therefore we have reverted to booking novelty acts and straight vaudeville performers into spots that can see that entertainment value is more essential to their business than girl mixers.

As most of the unit (line) producers are located in New York City, where the girls are booked from, the competition from this source is very heavy. Most of these producers will rehearse a line one or two days and then send it into this territory, only to have it cancelled after the opening night. Still the night club managers insist on having girls. If, for what they pay for transportation and production charges to these so-called producers, they would only put that money into good entertainment value and book three or four good acts variety, they would soon find out that their patrons will come back for more.

Spots like the Rainbow Room in the New Kenmore Hotel book an eight-girl line, but will also use about five to eight principals in front, which gives them the edge over the smaller spot. Rudd's Beach, in Schenectady, which at times have had as many as 23 people in their show, have a line of from six to eight, but also feature plenty of entertainment value in dance teams and novelty and specialty acts, which are not included in the regular floorshow revue, but which entertain between dance sets.

The booker's biggest problem is the same all over the country: girls, girls,

girls. That is what nine out of ten club managers are seeking. It seems as tho the majority of line producers in New York City are not any too particular as to what type of girls they "throw together," so long as they can call it a line and sell it to a club manager. These lines usually work together several weeks in a spot, go back to New York, break up and then you see the same faces in another line produced by somebody else. If the producers would take more time and assemble a good-looking group of girls that can do strong specialties, we can guarantee them consecutive bookings following spots booked in from New York. But time after time we take a manager in to see a revue, only to have him turn thumbs down, as the routines and costumes have been used on other lines that have played the same territory and, possibly, at his own spot. If, when sending out a show, they would only keep a detailed record of routines, costumes and other details, and try and frame each show a little different than others that have played the territory, how much easier it would be to book them.

Whereas it has taken our office quite a little time to get night club managers to book in acts, either alone or with a line revue, it gives the acts a better break, as we have quite a number of club dates that they can double on. Most private club dates are more interested in entertainment than straight girl acts. We have had acts located for weeks at a stretch in Albany just so that they can work private dates. Three or four of these dates will pay them as much as they would make in a week working steady in a night club. Comedy teams have been very scarce, whereas ballroom teams at various times are in abundance. Novelty acts are more in demand during the summer, as we book quite a number of the smaller fair dates that cannot afford to pay the high prices demanded by the larger fair bookers.

Our past relationship with the various acts we have booked and come in contact with, has been very satisfactory. We try and get the act a fair salary, according to what the act's value is. We are not interested in cutting prices or trying to meet the "side-walk bookers" cut price. If the night spot doesn't want to pay for what they get we are not interested in cutting salaries to meet their allowance, as there are enough other night club managers who realize that you have to pay a decent price to get value, and that if the price is too low, the act will not put heart and soul into its work.

Spots that are run by "shoe-string" managers or owners get no sympathy from our office. If an act does its work, it is entitled to get pay for services. If the spot cannot pay off, we are the first ones to take legal action to see that the act receives its salary. To date, we have been fortunate, as we do not book every spot that comes into our office looking for talent. We have also maintained a certain minimum salary figure, regardless of whether it meant losing some spots.

The various night spot managers and owners we have as clients realize today that it is a survival of the fittest and that to book mediocre shows is detrimental to their own business. They have gradually swung away from the old days of the speakeasy when hostesses and girl entertainers were their only attraction for patronage. Today any act that has entertainment value is acceptable for bookings.

Summing up the situation from a standpoint of a booker in a locality where acts come and go from day to day, we have been able to give our private date customers and night club managers a better selection of acts and attractions on short notice than if we set their show a week or two in advance. There are many acts coming in to whom we give no consideration, due to the fact they have nothing to show as to where they have been and what they have done. We can readily tell from the spots played and the acts they have been on the bills with what type of act they do. We are not taking any chances of selling inferior acts; altho, at times, they will show their

(See CHICAGO on page 50)

(See ALBANY on page 45)

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*season's*  
*greetings*  
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# Night Club Reviews

holiday greetings

# GRACE MORGAN

“musical satires”

## The Grill, Governor Clinton Hotel, New York

First all-girl band to play a major hotel spot opened here last week and it looks as if it will make good.

It is led by Rita Rio, from night clubs and pictures, who has been leading it the past half year. An interesting experiment, especially in this grill, which has been suffering from poor business for quite some time. It appears as tho Miss Rio's band might give this place a much-needed hypo.

Playing in a rather intimate room catering to middle-aged folk, the Rio band has to restrain itself and probably is afraid to swing out, at least not at dinner. Later in the evening it can go to town. However, whether the band has to hold back or not doesn't bother Miss Rio, who swings, too—but from the hips. She leads with her whole body and wiggles in rhythm. A fiery little brunet, she radiates a dynamic personality and compels attention with her high-pressure leading and torchy singing. Her wardrobe incidentally is excellent.

With the spotlight on her, the 11 girls behind stick to straight playing, altho one or two occasionally do stand-up solos. The blond trombonist (Al Conley) reveals fine tone, while the trumpets (Earle Johnston, Harriet Cady and Elvira Battista) snap out with grand tooting. The rest of the band comprises Clela Kane, Virgie Darnell and Marian Stiglitz, sax; Gertrude Stevens, bass; Helen Sugar, guitar; Ethel Goldman, piano, and Mitzie Bush, drums. Garbed in black, with white collar fronts suggesting tuxes, the girls shape up as a rather comely lot.

Al Arteaga does most of the arrangements, with the Misses Cady and Conley handling the waltzes. Music generally is spirited and thoroly danceable. Band goes on the air over WJZ Fridays and WEAF Saturdays.

Stuart Jules works his sleight-of-hand tricks table to table, and an accordionist also entertains during intermission.

Dinner is \$1.50 and up, with a 50-cent cover week days and \$1 Saturdays and holidays. The latter was upped from 50 cents when the Rio band came in. Atmosphere and food are okeh and the location, opposite the Penn Station, is easily accessible. *Paul Denis.*

up well in her easy maneuvers. Got heavy applause on her threescore and two muscle grinds in addition to other individual bits.

Chet Nelson's Ork, a fair organization, assists thruout. Nelson and Payne divide on the emsee end.

*Sidney Paine.*

## Longwood Cafe, Chicago

One of the numerous neighborhood spots that have expanded from taverns into small night clubs. Pat Kilty, genial proprietor of this place, recently opened a new brick building which houses a modern dine-and-dancery seating 450 persons.

Attractively decorated in brown and green, with indirect neon lighting on the walls and in the center dome, the room is the setting for a Hal Lawrence booked show that pleased the youthful clientele here. Roderick Primm's six-piece orchestra furnishes the tunes.

Billy Brooks, bespectacled emsee, is a young man of personality, but his songs and stories could stand a lot of laundering. Brooks isn't just off-color; his material is filthy and he seems even dirtier than when caught at another place about a year ago.

Two dance acts stand out. Helen Dove did an interpretive routine to *Two Guitars*, in which she did some fine turns, and a jazz toe number with knee falls to *St. Louis Blues*. Honore and Gladice proved a graceful pair of dancers with a Viennese waltz and an Apache dance.

Cecilia, a blonde, was very dance-schoolish with a Spanish tango and a Hungarian dance. Renee Leahy sang *Pennies From Heaven* and *For Sentimental Reasons*. Has a good pair of pipes, but no animation.

Three Jordans, two men and a girl, entertained with a session of roller-skate work highlighted by one-leg turns by one of the men and a feet-to-neck twirl by the girl. Called for volunteers from the audience for rides, and closed with a clever double-hold twist. Won a big hand.

F. LANGDON MORGAN.

## Hollywood Restaurant, New York

Three new acts since this show was reviewed last month. They are Ruth Brent, the Reddinger Twins and Dawn and Darrow, replacing Joan Abbott, Monte and Carmo, the Eltons and Caesar and Maclovia. Marian Martin is out due to illness, with Jean Landis subbing.

Ruth Brent, a pretty brunet with a

## Penthouse, Boston

New England's only theater-restaurant, away up on the 15th floor of the Bradford Hotel, is delighting the customers with a show that's corking, even tho it lacks comedy.

The nine chorines don't have much to do in their three appearances, working mostly as assistants. From backstage Billy Payne mikes the intro to a fewal number and warbles *Jewels for Madam* as eight gals parade to individually costumed interpretations of the turquoise, pearl, etc. Nice effect all the way. A bit more of grace in parading would help tho.

Yvonne Nova, beautifully formed gal, does a butterfly number that is intriguing, allowing just enough glimpse to keep the eyes glued to her. Also does a fan dance, giving the patrons just enough peek for satisfaction. One of the best fan dancers this spot has had of late. Sammy Burns, acrobat, comes on for a very short spell with one-armed bounces, somers and reverses.

Miaco clicks heavily with his skill at legerdemain, keeping the Bostonese on the alert with his card, cigaret and egg tricks, and in particular the disappearing rabbit gag that got the applause. Encored with handkerchief tricks. Makes a nice appearance. Carli and Carlyle, assisted by the line, work a striking bronze Oriental number. *Vishnu and Siva*, and come thru with finesse.

Billy Payne, retained from previous shows, is a favorite tenor in town and gave *Sweetheart*. *Let's Grow Old Together* and *The Way You Look Tonight*. The mike Payne uses should be controlled for modulation of his healthy pipes. The line comes on for a Parisian can-can routine with that Frenchy flavor injected. Ullaine Ma'oy, a cute aerialist, clicks easily with a neat session of ring and horizontal bar workouts. Works pleasantly, is a looker and shapes

holiday greetings

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modest and ingratiating personality, pleases with a couple of rhythm numbers. Sang *Rhythm Is My Business* and then a special arrangement of *You Turned the Tables on Me*. Both are done in restrained fashion and come as a pleasant relief after the preceding hotcha numbers.

The Reddinger Twins make a solid impression with their swell simultaneous dancing. Youthful brunets—they appear to be around 16—they offered a smooth acrobatic and rather sinuous dance, followed later by another effective number, in which the swaying arms and clinking of bracelets suggests the Oriental. Excellently costumed, the girls look like real comers.

Dawn and Darrow, a ballroom team, at least get away from the conventional styles. Their opening waltz is dramatized by spectacular whirls, lifts and spins, while their second number, a modernistic adagio, combines the angular movements of the modern style with good old-fashioned adagio lifts. It's a pleasing combination. A good stunt team which relies on active movements rather than parading.

Rest of show includes Jack Waldron,

Del Casino, Iris Adrian, Edward Richard, Eleanor Knight, Jerry Franks, Harrison Sisters and the Archie Bleyer and the Arthur Warren orchestras. Belle Baker and the Lennie Hayton Band open here December 23. *Paul Denis.*

**Harold Stern's Merry-Go-Round, Brooklyn**

Formerly the Fulton Royal, Chinese-American restaurant, this huge cabaret has been remodeled and renamed, with Stern as the new front. Excellently located in the downtown district, it seats about 1,000 patrons and can draw from a large area.

Opening Thursday night was jammed. Prices are moderate and it should fill up easily. Working the "Bringing Broadway to Brooklyn" angle, the club is presenting a big floor show staged by Fanchon & Marco office. A terrible sound system and the existence of a massive pillar smack in the center of the floor make it difficult to put on a thoroly effective show. The ensemble of 12 chorines and six showgirls have to keep spreading out in rather disorganized fashion due to the center post.

Despite this handicap, producers Flo Kelly and Arthur Knorr manage to stage some swell girl numbers. Girls are gorgeous and sport sexy and colorful gowns in several nifty numbers, the best of which is the closing orange grove number, which has the girls riding big rubber balls. The number, in fact, is the best thing in the whole show, the specialty acts being quite a disappointment.

Armida, Mexican singer - dancer, couldn't sell her songs due to the poor sound system. Her vivacious dancing and castanet clicking saved her from being a complete flop. Nadine Gae and Kirk Alyn provide ingratiating ballroom dancing. Roy, Lee and Dunn, three lads, do knockabout comedy that is not very funny; Kathryn McKenna, pretty blonde, does acrobatic dancing that is okeh, and young Lou Spencer offers snappy and fancy tapping.

Bill Steele, emcee, also sings a few pop ditties; a pleasant fellow with an earnest delivery.

The Stern Band, of course, is, as always, a good dance outfit. Alan Ray's swell baritone voice handles the vocals, while Three Merry-Go-Rounders, male guitarists, entertain between band sessions. Numbers on the Hammond electric organ are also used as fillers. *Paul Denis.*

**Jimmy Savo to London**

NEW YORK, Dec. 19.—Jimmy Savo has been booked by Lyons, McCormick & Lyons for four weeks at the Cafe de Paris, London, opening January 18. He sails on the Europa January 5.

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	<b>BUDDY LESTER</b> "THAT'S ALL"	<b>HONEY AND TODDY</b> "SWEET AND HOT" SINGING AND DANCING SISTER TEAM	
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**Orchestra Notes**

DICK MILLS and his tooters began an indefinite engagement at Hotel Heidelberg, Baton Rouge, La., December 21.  
KEITH ROBERTS and 11-piece combo opened Grand Terrace, new Wichita (Kan.) dansant, December 21.  
BEN YOUNG and band this week moves into the 400 Club, Wichita, Kan. Sybil Raye featured singer.

A whole lot of hot licks, ad libbed by the boys in Ben Pollack's band during a floor show, have been bunched and arranged by the leader into the number "Peckin'."

RICHARD (HOTCHA) GARDNER is slated to open at the Casa Madrid, Louisville, December 23.  
REGGIE CHILDS and ork open at the

Lookout House, Cincinnati, January 5 with an NBC wire.

BOB CLAYTON and band are back in Cincinnati territory after playing Dallas and the Middle West.

PAUL CORNELIUS and his 11-piece recording outfit are in the Club Royle, Little Rock, Ark., for six months. Broadcast every night.

BEN POLLACK will return to Sebastian's Cotton Club, Hollywood, for six more weeks after the holidays.

AL DONAHUE and orchestra opened at the Bermudian Hotel, Bermuda, December 21. This is his sixth season at this spot.

AYERS LA MARR and his Southern Gentlemen are playing the Indiana Roof Ballroom, Indianapolis, for a limited engagement.

LARRY FUNK and ork opened at Hotel Claridge, Memphis, December 18, following Joe Sanders' Band. To remain until December 28.

GRAY GORDON and band will follow Larry Funk at the Claridge, Memphis, December 28 and will remain there thru New Year's.

A testimonial dinner is to take place soon restricted to "Paul Whiteman Alumni." Among former members of the Whiteman fold who have graduated to bigger things are Bing Crosby, Lennie Hayton, Henry Busse, Durelle Alexander, Harry Barris, Ramona and Mildred Bailey.

JACK DENNY and orchestra current at Hotel Peabody, Memphis. Follows Leonard Keller's Ork, which has moved into Hotel Adolphus, Dallas.

NATE EVANS and ork playing at Silver Slipper, Memphis.

PEARL HEADRICK and her all-girl ork opened at the Pines, Somerset, Pa. REGGIE CHILDS and outfit will fill an engagement at the Gold Room, Roosevelt, Pittsburgh, January 2.

ROGER GORDON and orchestra opened an indefinite run at the Villa Royale, Pittsburgh.

CHARLIE KERR and orchestra help unshutter the Continental Cafe, Philly's newest nitery.

A BATTLE of string swing and sugar blues marks the Philadelphia holiday season, with Artie Shaw and Clyde McCoy occupying opposing band stands at the Penn A. C.

POLLING ITS highest grosses with Tom Dorsey and Ted Lewis, Nixon-Grand Theater, Philly colored combo house, has Don Bestor current, with Mal Hallett set for the January 8 week.

FAY'S THEATER, Philadelphia, books a dance band for the first time to carry the stage presentation, Nick Lucas coming in January 8.

ALEX BARTHA filling in with fraternity dances and one-nighters, week-end dates going to the Steel Pier, Atlantic City.

Enoch Light, ork leader, has struck upon a sensible, time-saving wrinkle. Believing that a singer's voice could be judged as accurately over a phone as it can over a p. a. system, he recently auditioned over 200 girls via telephone in no time at all.

KAY KYSER left the Trianon Ballroom, Chicago, December 21 for a tour of the Middle West. Will be replaced by Ted Weems, who opens an indefinite engagement there December 25.

PAUL MEEKER has signed a one-year contract at the Villa Moderne, Glencoe, Ill.

BUDDY ROGERS' Orchestra has been signed for the new Helen Broderick-Victor Moore NBC series beginning January 1. Postponed a picture deal for BIP in England.

BEN POLLACK bows out of Sebastian's Cotton Club, Culver City, Calif., for two weeks Christmas Eve, during

which time Duke Ellington will supply music. Pollack goes on a one-nighter tour of California; then returns for six additional weeks. Set by Reg Marshall, of CRA Coast office.

JACK PETTIS, formerly with Ben Bernie, and band booked for Club La-Salle, Los Angeles.

HARRY LEWIS and orchestra open at the Club Victor, Seattle, January 4.

VICTOR YOUNG and orchestra played the annual Policeman's Ball, Pasadena, Calif., last week.

DAVE SCHOOLER, away from Broadway for a year, will open at the Piccadilly Hotel, New York, December 26.

LOUIS PRIMA returns to the Hollywood Famous Door this week from the

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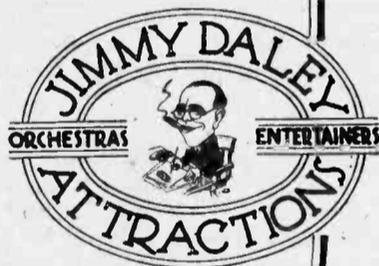


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East. Wingy Manone bows out for the trek east.

PAUL PENDARVIS and orchestra opened at the Hotel St. Paul, St. Paul, December 16. Band comes directly from Hollywood, where is appeared in two films, *Rackety Rax* and *Bachelor Affairs*.

KEMP READ and ork recently closed second season at the Tivoli Ballroom, Oak Bluffs, Mass. Located at the Casino Ballroom, Fall River, week of December 21.

Band bookers are watching closely CRA's booking of the Rita Rio all-femme band into the Governor Clinton Hotel, New York. Hotels have always avoided booking all-girl combos, fearing temperament and whatnot. If the Rio gals does the trick we may expect a raft of them.

RUSS MORGAN and orchestra, booked by CRA, open at the French Casino, New York, with an NBC wire December 25.

JOE VENUTI and ork open for CRA at the Hotel Morrison, Chicago, December 29. To air over NBC.

FRED BERNARD opened at the Chez Maurice, Montreal, for three weeks, starting December 21, after which he goes to Roney-Plaza, Miami, for season.

SKEETER PALMER'S contract has been extended three months at Murray's, Tuckahoe, N. Y., and will also receive a series of sustainers over WOR beginning January 3.

JOSH DAVIS and ork have moved into Chickasaw Gardens, Albany, Ga., replacing Jack Stewart.

GEORGE TUCKER and band are playing the New Albany Hotel, Albany, Ga.

DAVE MILLER has signed with CRA to open at the French Casino, Miami, January 15, playing opposite Jolly Curnburn, another CRA band.

SLEEPY HALL, under the Rudy Vallee wing, has just acquired the first electric banjo ever built.

BILL LEROY'S Town Tattlers returned from Europe and are now filling dates in the Pittsburgh area and playing over WWSW, Pittsburgh.

LEE LEALI and orchestra opened at the Grey Wolf Tavern, Sharon, Pa.

STEVE GRUNHART and Music. now one-nighting thru Texas, Arkansas and Louisiana, followed Count Bolowski's ork at the Blossom Heath, Shreveport, La., January 4, to remain indefinitely.

"Oldest Musical Instrument"

BRIDGEPORT, Dec. 19.—Miller Burrows, president of the American School of Oriental Research, announces the discovery of a section of a double pipe of bone, believed to be the oldest musical instrument known to man, at Tepe Gawra in Northern Mesopotamia. Burrows, a member of the faculty at Yale University Divinity School, said that the instrument dates from the Chalcolithic Age, which preceded the Bronze Age.



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and  
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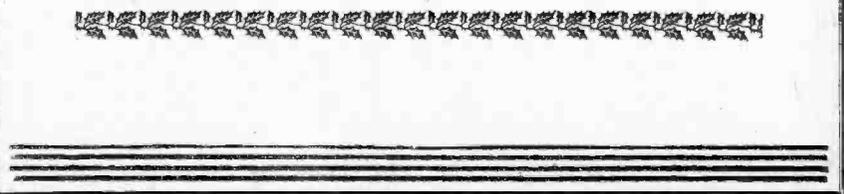
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WHEN Yuba starts to um-pah on his tuba and little Izzie, in the flat below, scratches away on his feedle . . . and at the same time, Muggs, down in the basement, means to blow the bell off his bugle—is it any wonder that the steel-mill workers' union places the East Side tenement on the blacklist and pickets swing sandwich signs screaming: "Unfair to Organized Noise!" A gross exaggeration or am I only mauding the muses? Yet, the city fathers out Los Angeles way saw fit to give the matter serious consideration. During a discussion of an anti-noise ordinance (La Guardia, please note) a member of that City Council suggested that all musicians who practice be required to pay a license fee of 50 cents.

Fifty cents is 50 cents. And sometimes 50 cents is the only thing standing in the



DON REDMAN beaming confidence about his place in the swing Hall of Fame.

way of a square meal. But tooters mean to toot. Not even a constitutional amendment could force a sachmo to press down the soft peddle valve. Nor are the musikers content to swing out alone. Our forefathers taught that in union there is strength. Mix up a lunge iron and a licorice stick with a board of black and whites, and what have you got? Some years back that would give you "Magnolia." But with the New Deal and all that sort—now it gives out a "jam session."

Perhaps the stiff shirts and lognettes don't go for it. At least, not in their sober moments. But for the proletariat, crash the Hickory House some Sabbath noon along West 52nd (swing) street in New York, or any hour of the day at Ken Brown's music shop in Detroit. Make a date for Monday night to be at the Paradise Cafe in Los Angeles. If you're in Chicago, Tuesday night at the Three Deuces will do. Call it musical boon-doggling, if you will. But you just can't keep the boys away from "jam." They take to it like Clyde McCoy to "Sugar Blues." There's no ickies around to pester 'em as they unlace and comb the long whiskers out of their hair and the cats yowl: "Three Cheers for the Red, Hot and Blue!"

The story is told that there once was a Negro cabaret entertainer named Jasbo Brown. The gin guzzlers would literally rock in rhythm when Jasbo took the spots to slide his slip with tin-can and derby hat effects. How they would shout: "More, Jasbo! More, Jas! More!" Perhaps that's how "jazz" was born. All that was at the turn of the century. It was about two years ago that Wingy Mannone started something when he opened the "Jam Club" at the Hotel Knickerbocker in New York. How the jitterbugs would jump into ecstasy when Wingy and the boys let out those screwy licks and riffs on *Isle of Capri*. No less a personage than Andre Kostelanetz declared that "jazz" was too vague a term for it. So a new founding was left on music's doorsteps. And they called it "swing."

### The UHCA

Granted that musicians mutually inspire each other when locking horns. Yet, there must be some interplay of psychological factors when a musician, who dares to toot more than two notes of a melody in a row, must hang his head in shame and go thru life stamped as a fugitive from a jam session. That this phenomenon was worthy of study became the inspiration for the organization of the United Hot Clubs of America by Marshal W. Stearns in 1934, dedicated to the

# "United We Stand--Hot"

By Oro

Philadelphia Correspondent of *The Billboard*

express purpose of keeping this public interest and enthusiasm for "swing" ever stimulated. The musicians who keep jamming away may not think of it in that way, but there is an alleged cultural aspect to their swingin'. In fact, according to Stearns, it is one of the few unique American contributions to the world of art. Like the poets, Walt Whitman and Edgar Allen Poe, the fact that it was first truly appreciated abroad, only adds to our obligation to study it generally and spread an understanding of its greatness at home, he says. And the Empire State Building and Mickey Mouse, it will ever remain typically American.

It may be only a matter of time before swing music is recognized as a truly great cultural contribution to Americana. Backed by this conviction, the UHCA hopes to facilitate the universal progress of swing music before it becomes a dead issue for historians. And when history repeats itself, as it always does, thanks to the UHCA, the unique original things such as swing music will be the things that will live. Indeed, an altruistic motive.

The organization boasts operating clubs in New York, Chicago, Birmingham, Los

or else paying homage to the idols who swing out on the phoney-graf lds. Madhouse mutterings still buzz the story of Jimmy Dorsey coming down with Toots Camarata, his star satchel-mouther. Forgetting to bring along his pitched meerschau, Dorsey went Don Redmanish and showed the boys he could do just as well on Toots' trumpet. They can always depend on Archie Rosate to sit in on a jam-tryst for a sample of his clary stuff which permeates the musical back-up of 20th Cent-Fox's *Pigskin Parade* flicker. Or Hal Born, whose peddle pressin' provided some real swing accomp for Freddie Astaire in the *Bojangles of Harlem* sequence.

Under the midnight sun, boniface of the Paradise Cafe takes to the "hot" boys kindly. Lionel Hampton, who whammed the suitcase for Louis Armstrong in the old days and is responsible for the vibe hammering that embellishes the more recent Benny Goodman trio waxings, holds forth at this Harlemaesque hotspot. A jam session is never out of order here, and at various times the tooters with Phil Harris, Jimmie Grier, Jan Garber, Benny Goodman and Jimmy Dorsey have been guilty of manhandling the melody while Hampton beat it out.

### Bug Bites Movie Studios

The jam bug has even bit the movie studios. A day's production at the Paramount lots was jammed up last summer when the pix players swarmed around to see and hear Vic Berton sock out his suitcase stuff. And since Louie Prima's heat proved a good tonic for Paramount's *Rhythm on the Range*, George Stoll, Columbia's musical director, spotted Louis Armstrong in Bing Crosby's latest opus for that concern, *Pennies From Heaven*. Stoll has rounded up 20 of movieland's ace swingsters, including such jam delights as Archie Rosate, Joe Sullivan, Bobby Sherwood and Lionel Hampton, to get in the groove when Armstrong fronts the kleigs for his *Skeleton in the Closet* sequence. And if a Metro canary can swing it on a New York niterie floor, there's no telling what she'll do on celluloid. A special jam combo, selected from Jimmy



FLETCHER HENDERSON in one of his rare calm moments far from the madding swingers.

Angeles; Washington, D. C.; New Bedford, Milwaukee, Peoria, Joplin, Boston and at Yale, Duke, Syracuse University and Penn State College, and has many others thru-out the country in the formative state. The nature and extent of activities is limited only by the initiative of the individual locals. And as the most intelligent introduction to this great American art, the national organ has found that the jam session is the most satisfactory approach.

The Chicago Rhythm Club, affiliate of the UHCA, with Helen Oakley as the guiding spirit, made musical history when they sponsored Benny Goodman in a swing concert on December 8, 1935. Fletcher Henderson was placed on a pedestal at a second recital on March 8, 1936. There was no keepin' 'em down. And on Easter Sunday, April 12, 1936, Benny Goodman packed more than 900 "hot" addicts in the Joseph Urban Room of the Congress Hotel at \$1.75 a throw. Program included the standby heated ones and the swing transcriptions of the Irving Berlin waltzers for which Goodman is noted. It was all done up to snuff, even a printed program with the selections arranged in groups in the kosher concert hall style, and on the cover, the complete personnel of the ork. While it was essentially a swing concert, it was the jamming of the trio that drew the raves, Teddy Wilson coming in from New York to join Goodman, and Gene Krupa for the ridin'. Since then, however, the chl goops have been getting away from grandiose concerts and now the intimate jam sessions are the thing along the Loop.

In Los Angeles the fiends have been meeting twice a month at Harper's Radio Studio, a recording and transcription studio, jamming away among themselves



FERDE GROFE doesn't seem much perturbed about getting the sack from Dr. Walter Rothwell.

Dorsey's ork, recorded the music for scenes in Lily Pons' new pix for RKO. While Lily hits the high C's, singing an aria "straight," the band swings out a rhythmic accomp, but hot.

If it's true what they say about Dixie, then the "hot" lads down in Birmingham, Ala., can sure 'nough take it. The Civil War was forgotten when Jimmie Lunceford played there, the UHCA all but canonizing his vocalist, Orland Robeson. And when Claude Hopkins came to town he obliged the membership by playing *Christopher Columbus* for a solid hour. And then, as an encore, played it for another quarter-hour. At the nation's capital, the Washington unit were thrilled no end by Fats Waller and Ray Noble, the British stick being singled out with an honorary membership. When Tommy Dorsey played a dance at Duke University the wide-pants guys decided there was

something to it and got themselves chartered by the UHCA. Geographical boundaries were blotted out when Jimmie Lunceford guest-star their first jam-brake.

The birds may fly high at Bucknell, but rah-rah rhythm roosts beyond the Raritan at old Ell. Higher education was practically called to a halt when the Yale Hot Club put over a jam session at the ivy-covered Yale School of Drama, especially when three sepiu swing-outs arrived to sit in, including Johnny Meuse, a Claude Hopkins alumnus. And when the heat flickers the Yale boys hop the flyer for New York to jam away with lesser-known lights in the Harlem sector.

In New York, jam bands sprouted in every taperie along the main em-sta, and on May 24, 1936, all the swingers were housed under one roof for the "world's greatest swing concert." Imperial Theater was the site and 1,450 rabid goops shelled out \$1.10 and \$2.75 for ducats. Joe Helbock, of the Onyx Club, took it on the chin financially, but it was a revelation to the cultural art of swinging, spotlighting the Casa Loma Band; Wingy Mannone with Tony Sharboro, original drummer with the Original Dixieland Jazz Band; Joe Marsala fingering the black stick, Art Shapiro manhandling the dog house and Conrad Lanoue at the Steinway; Bob Crosby's Band, featuring Ted Miller's tenoring, Ray Beaduc on the sold stuff and Bob Haggard's bull-fiddling, Stuff Smith and Jonah Jones' stuff, Art Shaw's stringy swing, Bunny Berigan, Paul Whiteman's riders, Mildred Bailey backed by hubby Red Norvo on the woodpile and Teddy Wilson at the black and whites and Louis Armstrong. And to prove that jam music is educational as well as entertaining, the UHCA was instrumental in having the CBS air an experimental session. Bunny Berigan, who trumpeted for Red McKenzie at the 18 Club, gave the down beats, and is carrying on the tradition until recently in Vincente Minnelli's new musical, *The Show Is On*, produced by the Shubert freres.

It is in New York that the policies of the UHCA are formulated by John Henry Hammond, Jr., national prez, and Marshall Stearns and Milton Gabler, national sec and treasurer respect, meeting each month, with a national board of directors selected from the available swing experts in town, notably Richard Harrison and Wilder Hobson.

### O. O.-ing the Stove-Lids

Where a jam session doesn't pan out the UHCA advises researching the records as a worthy cultural object of study. To date, the national board has had three swing platters redubbed for distribution among its members, *Young Woman's Blues* and *Baby Doll*, by Bessie Smith, accompanied by Joe Smith on the cornet, uteBuster Bailey and Fletcher Henderson, and two lids by Charlie Pierce as a tribute to the late Frank Teschmaker, *China Boy* and *Bull Frog Blues* on one and *Darktown Strutter's Ball* coupled with *Frier's Point Shuffle* on the other, the Pierce platters were originally waxed in 1927 by the old Paramount Company and, in addition to Tesch's wiz licorice stick work, personnel includes Mezz Mezzrow, tenor; Mugsy Spanier, cornet; Eddie Condon, banjo; Jim Lannigan, tuba; Joe Sullivan, piano; Gene Krupa, drums, and vocals by Red McKenzie. UHCA has also been instrumental in getting RCA-Victor to reissue an album of Bix Biederbecke waxings, including 12 sides.

Collecting the lids has made them priceless in the open market. The Bir-



CAB CALLOWAY telling Mister Mike all about "Copper-Colored Gal of Mine."

mingham gang is still searching for a practically unknown Louie Armstrong platter of *Pratt City Blues* with Chippie Hill mugging the lyrics (Okeh 8420). The New York club has a record exchange, having assembled more than 500 classics among the early Armstrongs, the New Orleans Rhythm Kings (Gennett), Original Wolverine (Gennett), Arkansas Travelers (Harmony) and Redheads (Perfect), Club at Syracuse University collects Tommy Dorsey and Benny Goodman waxings, and at Penn State College the library now totals over 2,000 records. Jam bug hit the Penn State boys early in life when Fred Waring organized his Pennsylvanians there. But real interest set in following the annual prom in 1929 when Red Nichols and his Five Pennies (Miff Mole, Vic Berton, the late Eddie Lang, Arthur Schutt and Jimmy Dorsey) set them jam-conscious. Library at the Los Angeles clique contains an original, boys making one of *Farewell Blues* and *Dr. Heckle*, with everybody taking a chorus.

Sought classics include those by the Original Dixieland Jazz Band, W. C. Smith, Paul Whiteman, Ted Lewis, Mamie Smith and her Jazz Hounds, Clarence Williams' Blue Five and Clarence Williams' Blue Rhythm Band which featured Louie Armstrong, Don Redman, Buster Bailey and Coleman Hawkins. Other faves are the oldie Fletcher Henderson and Benny Morton ones, and especially the Williams Blue Five recording of *Everybody Loves My Baby*, first platter to bring Louie Armstrong recognition. Altho the race for records goes on mad, the "hot" boys are passing up a good bet in overlooking the antiquated player-piano rolls. Many a jitterbug would hold hands on the unwinding of the Q. R. S. rolls made by Earl (Father) Hines.

**The Foreign Situation**

An American in Paris is no little surprised to learn that Louie Armstrong is better known than Joe Louis or Jesse Owens. In European capitals swing means much more than just hot music. The "hot" clubs have been stuning it for years, with American and English records and orchestrations as their textbooks. In fact, the UHCA is only a recent development of the International Federation of Hot Clubs, of which the American founder, Marshall W. Stearns, is secretary general. While things are hot enough in Germany and Spain, H. H. Niessen Jr., prez of the Rhythm Club of Haarlem of Holland, keeps things swinging along, and in Poland the rhythmites rock with Ady Posner, the Polish Louie Armstrong, who heads the country's only swing band.

In Vancouver, Hugh R. Bartlett has rounded up all the goops and, apart from their jamming activities, radio station CJOR gives them one hour in the late evening when they discuss the new records and play the oldies for the edification of the listening audience.

Even far-off Tokyo got a taste of American jam. When Wilder Hobson came along with Archibald MacLeish to do an article on Japan for *Fortune*, he couldn't resist the temptation. Jamsters included Jack Dale, musical director for Irie productions, at the keyboard; Roy Hotsen beating the snares; Tommy Missman, leader of the Teichiku Recording Orchestra, licking the black stick, and Bus Johnson (he was once with Paul Whiteman and better remembered as the composer of *Wang, Wang Blues*) slipping the slide. Session lasted thru three cases of beer. Hobson reported that the hot waxings by Brunswick and Decca have been big guns in Japan and arrangements were made for this jam combo to cut a couple

for Teichiku, using Japanese lyrics, of course.

The foremost leader in the swing-study movement is Hugues Panassie, prez of the Hot Clubs of France and international prez of the IFHC. French Club has their own jam combo whose waxings make a course of study in the cultural aspects of this art. Kingpin is Django Reinhardt and the Quintette of the French Hot Club. A stringy-swingy thingy. Unit has Django, Joseph Reinhardt and Roger Chaput on the git-box; Stephane Grappelly scratching with the resined bow and Louis Voal slapping the bull. Boys groove the wax for Ultraphone, and platters are released in England by Decca titled: Stephane Grappelly and his Hot Four, featuring Djano Reinhardt, guitar. Prez Panassie, who has an international rep as an authority and critic of swing, is responsible for a treatise on the pioneers of swing, called "Le Jazz Hot." Tome marks a milestone in the progress of swing toward real recognition. Some years back, Hoagy (*Stardust*) Carmichael wrote a similar treatise, but couldn't interest any publisher in it. Panassie's piece has been translated by Lyle and Eleanor Dowling for American consumption, published by Witmark & Sons under the title of *Hot Jazz, The Guide to Swing Music*, and is described as "the complete, authoritative work on swing . . . its greatest performers, its great recordings, its great achievements."

**Jam Native to America**

While definitions may vary, this product of a jam-session is essentially a form of musical expression. And, as the UHCA contends, native to America. If Louis Prima and Wingy Mannone may be taken as a criterion, a product of the levees and deltas of New Orleans. And while they brought "jam" to the Great White Way, it really started at the turn of the century in New Orleans' red-light district at such blood-buckets known as "The Red Onion," "The Keystone," "Pete Lalor's" and "The Odd Fellow's Hall." It was at the "Odd Fellow's" that Buddy Bolden first gave out on his cornet the jam-anthem later known as *Tiger Rag*.

While the Original Dixieland Jazz Band, founded in 1913, with Tony Sharbaro (drums), Eddie Edwards (trombone), Nick La Rocca (cornet), Larry Shields (clary) and the late Henry Ragas (piano), is usually credited as being the first jam band, Clarence Williams contends that it was the Original Creole Band that first took "swing" out of the South and gave it to a Yankee. Both bands used to play across the street from each other, and between intermissions or after the night's work was over a jam session was the thing. Creole Band, after Buddy Bolden left, had the cream of that day's cornetists in King Oliver, Bunk and Freddy Keppert. Their swiny peddle-pressers included Albert Kal, Lewis Wade, Clarence Williams, Tony Jackson, Steve Lewis and Jelly-Roll Morton. The jam-spirit spread to Chicago and, in 1917, the town was flooded with swing combos at such spots as the "Deluxe," "Dreamland," "Royal Gardens" and the "Sunset," with such lights as King Oliver, Jimmy Noone and Eddie Smith, "the dark angel of the violin," who was just a kid at the time. In fact, jam sessions would be held right out in the streets. Bands would be carried thru highways in a wagon ballyhooing the spot, trying to sway the crowds to follow the band who could blow higher and hotter. Sometimes there would be as many as four different bands on one street corner. In that case, of course, the one blowing the loudest got the crowd.

Ferde Grofe tells the story on himself. Jazzing at a jam session once lost for him his job in the viola section with the Los Angeles Philharmonic Orchestra. One night, it was in 1920, Dr. Walter Rothwell, the philharmonic's maestro, strolled into the Alexandria Hotel, a leading hot spot, and found his favorite viola player gleefully pounding the flat chords on the piano. The next morning his resignation from the Los Angeles Philharmonic was accepted.

While Jack Dempsey first learned what swing was from Gene Tunney, the tooters have been swinging it out thruout the years. And will undoubtedly continue to do so, in spite of Fred Waring's contention that the swing craze is headed for certain death. The UHCA is inclined to agree with Irving Mills, who on more than one occasion said: "We will swing out for many a day to come." In the brief forward to *Le Jazz Hot*, Louie Armstrong offers the opinion that "we've all got to have swing now and then—mostly then." Maybe swing is on its way out. But the memory will always linger on, especially as long as the United Hot Clubs of America sound their battle cry: "United We Stand—Hot!"

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# Big Money In Records -- But Not For The Artist

## Discussion of Ethical Consideration of Highly Controversial Subject

By Arthur W. Levy

Executive Secretary American Society of Recording Artists

RECORDING artists would do well to give serious thought to certain present-day conditions which if permitted to continue will completely ruin a source from which millions of dollars annually can be added to their earnings. Artists are entitled to an equitable share in the profits made thru the sale of their talent. The inequitable practices imposed on recording artists under various guises have long been a stench in the nostrils of fair-minded persons. This is true of the last 10 years in particular; that is, since radio broadcasters closed their eyes and, with complete disregard for the inequities involved, became engaged on a wholesale scale in the exploitation of recording artists to satisfy their own selfish interests and accumulate immense profits.



Arthur W. Levy

The broadcasters sold the talents of the recording artists to their advertisers and sponsors without first having obtained permission therefor. That was bad enough; but when they put all of the money into their own pockets and refused to recognize the artists' demand for a share in the profits, and then had the impudence and audacity to tell the artists that they had no right to control

their own talent and regulate its use, they carried matters entirely too far.

The problems of the recording artist today are different from those of the forgotten era. Prior to the advent of radio, commercial records and piano rolls were the only mechanical devices popularly employed in reproducing artistic performances in the home. There was a time when a recognized recording artist could ask for a \$25,000 advance on his next year's sales and get it. That was in the days when records such as *Sonny Boy*, sung by Al Jolson, sold well over a million. But radio changed that.

With the growth of radio, and its increasing popularity, came a need for talent which, for years to come, will not be met. This is true at least as far as live talent is concerned. With approximately two and one-half million hours per year to be filled by the nearly 600 radio stations operating in the United States, there is naturally created a demand for talent which is not easily filled. In the early stages of the game, broadcasters cluttered up the air with all sorts of programs and the public accepted them. The radio then was new. People had not yet come to accept it as part of their everyday life. It was still a novelty and no small thrill to sit for hours and tinker with a crystal set and eventually extract from a maze of static and freak noises an understandable word or song. With perfection, there naturally followed a demand for receiving sets; and so, in turn, there

was opened an avenue for an increase in the number of broadcasting stations, with the result that the field, at least as far as the United States is concerned, is almost completely covered.

Perfection in radio engineering brought about a condition which demanded consideration from those whose responsibility it was to furnish the necessary entertainment. The problem was easily solved in such cases where the broadcasting stations were situated in large cities and close to a source of entertainment. But there were countless broadcasters who were not so situated and, of necessity, were compelled to find entertainment or close up their stations. These stations did the only thing they could possibly do under the circumstances, they started using recorded talent. In so doing, they obtained a very decided advantage in many respects over their competitors who were using live talent.

We all know that a recording artist does not go into a recording studio, deliver his performance into a microphone, collect his check and leave. It isn't as simple as that. Hours and sometimes days are spent rehearsing before the artist even goes near the studio. Then, when he does, he renders his performance over and over again, sometimes as many as 50 times before a perfect performance is recorded. In the case of live talent, there is no going back and doing the job over. Once the artist is on the air, his performance is his performance. It goes out to his listeners just as he sent it into the microphone. If the gods smile upon him and he renders a perfect performance, then he is given credit accordingly; but if, perchance, something should go wrong and he should render a none too creditable performance, then both he and the station in which the broadcast originated are rated accordingly. And so it is easy to understand why larger stations which broadcast live talent exclusively look upon smaller stations which broadcast recorded talent as serious competition.

The story does not end there, however. There is to be taken into consideration the effect that the broadcasting, thru the medium of recordings, has had and is still having upon the artist whose recorded talents are so used. As a result of the broadcasting of talent, thru the medium of records, the recording industry as a whole suffered irreparable damage. In 1929 or thereabouts, the sale of records in the United States was approximately sixty million; in 1934 or thereabouts, the sale of records had dwindled to a figure considerably lower than five million. It is plain to see what effect this would have on the recording artist. Responsibility for this great falling off in the sale of records can, in no small measure, be laid at the door of radio broadcasters. It stands to reason that the public is not going to buy something they can get for nothing. In former days, if Mr. Public wanted to hear his favorite artist, thru the medium of a recording, he went out and bought a record which contained that artist's performance. Today, he simply phones a near-by radio station, puts in his request for the particular artist he wishes to hear, and, in less time than it took him to wind up the old phonograph, there is pouring forth from his radio set the performance he requested.

Let's consider the effect this has on the sale of records and the resultant effect on the demand for talent for recording purposes. Out of approximately 600 radio stations in America, there are in the neighborhood of 400 which broadcast talent, through the medium of recordings. If the entire public were to stop buying records and depend entirely on their local stations to supply them with this form of entertainment, then the only market left outside of coin-operated phonographs would be those some 400 broadcasting stations. While the figures are pathetically lower than they were in the years previous to

radio's exploitation of recorded talent, there are fortunately a few homes in America that still have phonographs for which records are occasionally bought.

In all fairness to radio, it is not entirely alone in responsibility for nearly completely killing the demand for recording artists. An equal offender is the unscrupulous transcription maker who extracts performances from phonograph records, reproduces them on transcription records and sells them as such. Truly, this is thievery in its basest form. Then there is the air pirate whose practice is to take a performance off the air, record it and sell it.

Ordinarily it could be said that recording artists got a bad break were they to suffer the loss of their industry as a result of legitimate competition from radio, motion pictures, automobiles with good roads, and bridge. But by no stretch of the imagination can it be called a bad break when, in addition to such competition, unscrupulous individuals and firms deliberately kick a fellow when he is down. Exploiting a recording artist and using his talent thru the medium of recording without first having obtained his permission, and without paying him therefor, places the exploiter in the same category as a man who sneaks up behind you and steals a wallet out of your pocket. He is no less a thief.

There is a way of correcting the evils that up to two years ago were openly practiced on recording artists, and I look forward in the very near future to the day when recording artists as such will come into their own and receive that to which they are rightfully entitled.

sammy **CAHN-CHAPLIN** saul

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**POSTERS - CARDS**

# Music News in New York City

A change has been made in the personnel of E. B. Marks. Eddie Lambert has supplanted Paul Jonas as professional manager. Lambert has a host of friends and is expected to get some real "plugs" for his new employer.

Following a journey to the Pacific Coast, E. H. Morris, vice-president of the Music Publishers' Holding Company, and Rocco Vocco, general manager of Remicks, have returned to New York. Looked over Coast territory and arranged additional tieups.

Leo Feist, Inc., has already started exploiting the score of the new Gaumont-British film *Head Over Heels in Love*, furnished by Gordon and Revel. Ed McCauley joins the firm January 1 in charge of the sales department.

Considerable activity centers around the quarters of Words & Music, Inc., and its branches. On the Coast Jack Mass reports plenty of calls for the concern's newest hit, *The Night Is Young and You Are So Beautiful*. This also goes for Abe Glaser, Eddie Kelly and Jack Erickson, Eastern contact men, besides Herman Kanes, who is at the helm of the sales division.

Sammy Smith has retired from the Superior Music Company and will probably go into business for himself next month.

Another instance proving a good song is never really dated is *The Bird on Nellie's Hat*, a genuine oldtimer which was recently introduced in the film *Come and Get It* for "atmosphere." With the revival came plenty of requests for copies from the trade, and the number is already on the way for its second "hit." It was written by Arthur Lamb and Alfred Solman, with E. B. Marks still the publisher.

Gordon and Revel, who also provided words and music for Shirley Temple's latest, *The Stowaway*, are figuring on *Goodnight, My Love* and *One Never*

Knows as two numbers that should eventually be smashes. Robbins Music Corporation is publishing. Will also sponsor the lyrics and tunes of MGMT's *Smoke Dreams*.

Out-of-town representatives of the Jack Mills Music Company have arrived in the East for an annual confab. The list includes Maurice Staub, of Chicago; Leonard Wilson, of Cleveland; Jack Levinson, of Boston, and Jack Ecoff, of Philadelphia.

## ALBANY

(Continued from page 36)

billing from a larger club where possibly they might have filled in.

Taking it all in all, an experienced booker in a small town has a better opportunity to establish himself than in a big town. He can work up a steady clientele and, with good service and personal attention to each and every show sent out, keep organizations, clubs and night spots satisfied. With this thought in mind, he can build a permanent organization that isn't undermined by every cutthroat agent that locates in his territory. They might take spots and private work away from you for awhile, but sooner or later these spots and organizations come back into the fold where they find that personal service and your interest in their problem means something more than "just another booking."

## Nate Krevitz Leaves MCA

CHICAGO, Dec. 19.—Nate Krevitz, publicity director of MCA here for the last year and a half, is resigning, effective January 1. Will be succeeded by Lew Wasserman, formerly of the Mayfair Casino, Cleveland. Krevitz may embark in his own business or join an advertising agency. Ed Greentree continues as assistant in the MCA publicity department.

## Milwaukee Musickers Elect

MILWAUKEE, Dec. 19.—Milwaukee Musicians' Association Local No. 8, A. F. of M., held its annual election Tuesday with the following result: President, V. Dahlstrand; vice-president, Walter Homann; secretary, Roland Kohler; treasurer, Charles G. Wagner, trustee, Frank Mueller; sergeant at arms, Jerry Follansbee; executive board, Arthur L. Buech, Ervin Davlin, Leon Klatz, Guy Newnam, Ernst Strudell and Domingo Thill.

## Sheet-Music Leaders

(Week Ending December 19)

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

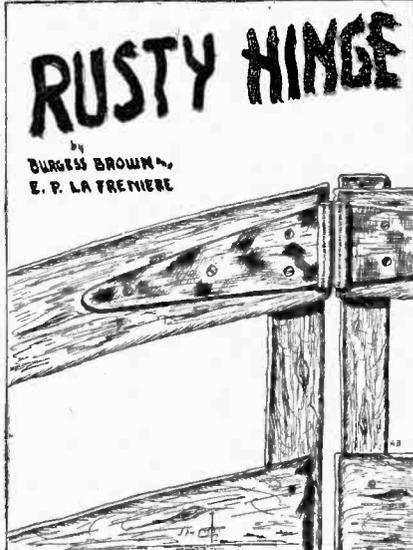
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.;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

1. Chapel in the Moonlight (1)
2. It's De-Lovely (3)
3. Pennies From Heaven (2)
4. I'll Sing You a Thousand Love Songs (4)
5. I've Got You Under My Skin (7)
6. The Way You Look Tonight (5)
7. South Sea Island Magic (6)
8. Organ Grinder's Swing (8)
9. When My Dream Boat Comes In
10. Santa Claus Is Coming to Town (12)
11. You Turned the Tables on Me (9)
12. One, Two, Button My Shoe
13. Talking Thru My Heart (15)
14. When Did You Leave Heaven? (11)
15. I'm in a Dancing Mood

PHONOGRAPH RECORD best sellers will be found in Amusement Machine Section.

# ROY SONGS

"IF I HAD KNOWN" you would be swinging on that "RUSTY HINGE" I would have made "PLANS" to be "DANCING 'TIL DAWN"



by BURGESS BROWN & E. P. LA TRENIERE

★

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Greetings From

CHICAGO ARTISTS' BUREAU

ELSIE COLE

STATE-LAKE BUILDING, CHICAGO

# Commercial Exploitation of Records

## A Discussion of Recording Performers' Legal Rights

By A. Walter Socolow

Associate Counsel, National Association of Performing Artists

ONE of the most important problems in the professional careers of performing artists throughout the world is the control and regulation of phonograph records, originally destined for private use on home talking machines, but which have become the subject matter of radio broadcast and other commercial uses.

This problem has been made acute by the tactics of many broadcasting stations which use phonograph records as a basis for building commercial as well as sustaining programs. It has been found that records made by all types of dance bands are being broadcast exclusively in "make-believe ballroom" programs and early-morning shows. Some stations broadcast sponsored request recordings where listeners' wishes are gratified by the broadcast of a favorite performer's recorded interpretation of a particular selection.



A. Walter Socolow

Early in 1935 prominent performing artists banded together to organize the National Association of Performing Artists, which is a mutual society with broad purposes designed to include all the functions of a radio "Equity." Fred Waring is president of this organization. Hundreds of top-ranking performers, as well as lesser known figures in the radio world, are members. The efforts of NAPA have been centered largely during the past 18 months upon the problem of regulating the broadcast of phonograph records.

Both performers and sponsors are vexed by the reported acts of stations which do not broadcast scheduled programs containing the live talents of a particular artist, but which take advantage of the availability of phonograph records to broadcast that artist's talents at the same time as the scheduled live broadcast or immediately before or after same. Obviously these tactics are designed to discourage a listener from turning the dial to receive the live broadcast from a competing station. Many listeners are confused and are led to believe that the recorded performance is the live-talent program. This cuts down the listener coverage of the costly live show and reacts to the detriment of both the artist and his sponsor.

Phonograph records, too, are used by broadcasters as substitutes for electrical transcriptions which are recorded by artists solely for broadcasting purposes at compensation commensurate with that use.

It cannot be denied seriously that the orderly conduct of the performer's professional life is injured and disturbed greatly by the uncontrolled broadcast of his phonograph records. Stations buy such records at wholesale prices for approximately 35 cents for a double-faced record and broadcast them whenever and for whatever purpose they please. Entire programs of recordings of a single artist are broadcast in sponsored periods for which the artist does not receive any compensation. Certainly an advertiser sponsoring a live broadcast is not eager to pay substantial sums for the services of an artist on a non-exclusive basis. The compensation to the artist in a live program is directly dependent upon the extent to which his performances are available to the listening world. It is an acknowledged fact that the frequent performances of a musical composition over the radio kills the song. Similarly the frequent and unregulated broadcast of an artist's talents, by means of his recordings, tends inevitably to shorten his professional life.

Broadcasters defend their acts by contending that their performance of recordings increases the artist's general

popularity. Such rationalization is indicative of the short-sighted policy to which many younger performers subscribe. Actually, many prominent performers ceased making phonograph records four or more years ago. Fred Waring, in particular, as president of NAPA, has no ax of his own to grind, since there are very few of his phonograph records available to broadcasters. He has joined forces with such men as Paul Whiteman, Guy Lombardo, Lawrence Tibbett, Ray Noble, Jascha Heifetz, Bing Crosby, Joseph Pasternack, Frank Crumit, Don Voorhees, Meyer Davis, Lewis James, Wayne King and hundreds of others in an unselfish move to try to correct conditions which confront the entire profession and which apply with greater emphasis to younger artists just beginning to climb the ladder of fame.

The first legal step taken by NAPA was to secure four injunctions in the Court of Common Pleas in Philadelphia. There Waring, as plaintiff, obtained recognition by that court of a property right at common law in the interpretative performances of artists generally. The court restrained Radio Station WDAS from broadcasting phonograph records on the ground that such acts violated the property rights of the plaintiff. This injunction was appealed and was affirmed in every respect by the full bench of the Court of Common Pleas. It is anticipated that the broadcasters will take a further appeal to the Supreme Court, which is the highest court in Pennsylvania. The defense of this action has been undertaken largely by the National Association of Broadcasters.

Other injunctions were obtained in the same State against a dance-hall operator and the owner of a cafe for making commercial use of phonograph records by reproducing them in connection with their business establishments. The same court also enjoined the making and selling of "off-the-air" recordings of Waring's Ford program, which were sold without the consent of the artist.

Recently numerous additional lawsuits were commenced by members of NAPA in various parts of the country under the supervision of Maurice J. Spelser, general counsel of the organization. Suits against broadcasters were instituted on the West Coast on behalf of Bing Crosby, Wayne King, Lily Pons and Fred Waring. In Chicago similar actions were brought by Abe Lyman and Connie Boswell. In the South the unauthorized use of a transcription by a broadcaster is also being tested in the courts. In New York radio stations have been sued by Paul Whiteman and Frank Crumit. A consent injunction was obtained in New York in an action instituted by Lawrence Tibbett against a broadcaster. Guy Lombardo's claims against a New England broadcasting station are the subject of a lawsuit. Walter O'Keefe, Lewis James, Frank Black and the Revelers also secured consent injunctions in New York against Teleflash, a service which supplies musical interludes to sports information distributed over telephone wires. Don Voorhees, too, secured a consent injunction against a recording studio which made an unauthorized transcription of his Jello program.

The contested actions are being bitterly opposed by the broadcasters and their association. These suits have been brought in both State and federal courts and have the active co-operation and financial assistance of the American Federation of Musicians. That body recognizes that considerable unemployment exists among musicians as a result of the indiscriminate and uncontrolled use of recordings.

The mechanization of sound has levied a heavy toll on musicians generally, and unless regulated by radio artists it threatens to serve as a complete boomerang to performers in the development of the radio industry. The importance

A. WALTER SOCOLOW is in his early 30s and married. Upon graduation from Harvard Law School he worked for the late Nathan Burkan, in whose office he looked after ASCAP litigation and assisted in contracts and other legal work for Columbia Pictures. For the past five years in his private practice Socolow has represented the Music Publishers' Protective Association in numerous matters. He serves as attorney for publishers and songwriters and is counsel for agencies, transcription library producers, script writers, performers and others connected with radio. He is writing a book for lawyers on radio broadcasting. He is associated with Maurice J. Spelser, general counsel of the National Association of Performing Artists, who practices in New York and Philadelphia and whose clientele reads like a "Who's Who in Music."

of television, too, cannot be minimized in this connection.

Broadcasters resent the grouping together of performing artists because they fear the necessity of paying monetary tribute for the right to broadcast phonograph records. They maintain that license fees paid thru ASCAP to authors and composers of musical selections are enough. Broadcasters assert that their ownership of phonograph records cannot legally be subject to any restrictions by the artist. They attach no significance to the legend, "Not Licensed for Radio Broadcasting," which appears on the face of each phonograph record. They demand a clear path in the conduct of their business and are unwilling to pay more than is absolutely necessary. Station owners have attempted to confuse the issues in the courts by contending that ASCAP controls the performing rights of artists as well as of songwriters. They maintain that no deception of the general public is caused because of their occasional compliance with the Federal Communications Commission requirement of the technical announcement, "This performance is a recording."

The problem has also been complicated by the contention that recording companies have acquired all rights of performing artists, including the right to receive compensation for the broadcasting of phonograph records. This depends largely upon the terms of individual contracts between the artists and the recording companies. The recording companies have stood by for years and allowed records to be exploited without protest. Some recording companies manufacture transcriptions and sell radio parts to broadcasters. Obviously they are unwilling to create an issue with their customers over the rights of performing artists. Many people attribute the decline in the general sale of phonograph records to the fact that they are broadcast promiscuously. How many persons want to own phonograph records which may be heard by simply turning the dial of the radio?

Altho the right of free contract exists, performers generally should guard cautiously their professional integrity in connection with their making of contracts for phonograph records with recording companies. Younger and lesser known artists should be most wary in circumventing this pitfall in printed contracts. Legal bulletins issued to NAPA's members throw much light on these problems.

NAPA has endeavored vainly for a

long time to induce recording companies to agree upon a standard form of contract which should be equitable to both the artist and the recording company. Standard-form contracts exist in many branches of the entertainment industry. Uniform relationships have been established by dramatists and producers, songwriters and publishers and many others.

There are at least two obstacles in the path of achieving this goal for recording artists:

1. The artist himself or his manager employs a short-sighted policy in his eagerness to bank the advance or other compensation offered by the recording company. The relatively insignificant returns from this by-product of the performer's talents minimize the attention of the artist and the manager to this important source of competition.

2. Recording companies assert that they are the sole owners of the interpretative performances of the artist as contained in the phonograph records and that they alone are entitled to secure compensation for the broadcast of such records. No obligation is assumed by recording companies to regulate the use of the records or to secure additional compensation for the artist. No machinery has been placed in operation for the enforcement of such claims.

It is essential that artists address their serious attention to the question of recording contracts so that their rights as performers may be vigorously asserted. To this end NAPA has been assiduously striving to break the existing deadlock by periodic conferences with representatives of recording companies. Its work can be encouraged by adding to its membership rolls performers of all types, irrespective of their rank in the profession.

The common law (which is judge-made law, as distinguished from legislative enactments) attempts to keep pace with the advance of science. Science has devised ways and means for appropriating "canned" music prepared and intended solely for home phonograph purposes so that such recordings may be used for radio broadcasting and other media for wide dissemination of an artist's talents, without the consent or knowledge of the artist or additional compensation to him.

It is anticipated that recognition of the rights of the artist will be extended by all courts of the country so that this competitive practice will be curtailed.

NAPA sponsored an amended copyright bill which was introduced by Congressman Daly in the last session of Congress. This was an attempt to secure statutory recognition of the rights of performing artists, which would be protected uniformly throughout the country. After extended hearings before the copyright committee Congress adjourned before the committee had the opportunity to report the bill to the floor of the House. It is expected that a similar bill will be introduced in the early days of the next session.

This situation has been by no means confined to the United States. Even in England, where commercial broadcasting does not exist and where copyright protection is extended to the record itself (which is not the case in this country), artists have received some compensation for the broadcast of phonograph records. By decision in the courts of Switzerland, Argentina, Germany, France, Italy, Denmark and other countries performing artists' rights have been recognized. Legislation has extended protection to the performer in Mexico, Poland, Austria, Czechoslovakia, Denmark, Argentina, Central America and Japan. A decision adverse to the recording companies exists in Hungary.

The concerted opposition by broadcasters to the attempts of performing artists to assert and establish their rights in the United States makes it apparent that only after considerable litigation will a solution of the problem be obtained.

It is essential that all artists group together to support NAPA in its activities for their welfare.

**ACTS, UNITS AND ATTRACTIONS**

(Routes are for current week when no dates are given.)

**A**

ABC Trio (El Chico) NYC, nc.  
Ace, Red (Red Horse Tavern) Follansbee, W. Va., nc.  
Adams, Crawford & Paulette (Park Central) NYC, h.  
Adelina & Theodor (Original Maisonette Russe) NYC, nc.  
Adrian, Iris (Hollywood) NYC, re.  
Afrigue (Ritz) NYC, h.  
Ah San Lu (Mahoney's Palace Cafe) Hartford, Conn.  
Albassi, Countess (Village Casino) NYC, nc.  
Allen, Jean (Swanee Club) NYC, nc.  
Allen, William (Place Elegante) NYC, nc.  
Alpert, Mickey (Philadelphia) Phila, h.  
Andree & Samuels (Gaiety) Brussels, cb.  
Andre, Janice (Paradise) NYC, re.  
Andre, Pierre (Congress) Chi, h.  
Andrew Sisters (Clover) NYC, nc.  
Andrews, Avis (Cotton Club) NYC, cb.  
Andrews Sisters (Yacht Club) Chi, nc.  
Archer, Gene (Chesapeake House) NYC, re.  
Arden, Anita (Paradise) NYC, re.  
Arden, Dell (Park Central) NYC, h.  
Arden, Donn (Chez Ami) Buffalo, nc.  
Arley, Louis (Beacon) Vancouver, B. C., 18-24, t.  
Arylne & Borden (Gloria) Columbus, nc.  
Armida (Merry-Go-Round) Brooklyn, nc.  
Armstrong, Maxie (Black Cat) NYC, nc.  
Arnaut Bros. (Savoy) London, h.  
Ashburns, The (Levaggi's) Boston, re.  
Avner, Bill (Place Elegante) NYC, nc.

**B**

Baccini, Maria (Place Elegante) NYC, nc.  
Banana Dancers (Cotton Club) NYC, h.  
Baines, Pearl (Kit Kat Club) NYC, nc.  
Baker, Belle (Hollywood) NYC, re.  
Baldwin & Bristol (Center) Detroit 21-26, t.  
Ballard & Rae (Washington Youree) Shreveport, La., h.  
Bankoff & Gannon (Colosimo's) Chi, nc.  
Barbery, Lea (Gay '90s) NYC, nc.  
Barlow, Dorothy (Palmetto) Detroit, nc.  
Baron & Blair (Arcadia) Phila, re.  
Barr, Dave (Leon & Eddie's) NYC, nc.  
Barrett, Sheila (Drake) Chi, h.  
Barrie, Eve (Wivel's) NYC, re.  
Bartell & Hurst (Shoreham) Washington, D. C., h.  
Barto & Mann (Chez Paree) Chi, nc.  
Basino, Mario (Place Elegante) NYC, nc.  
Beakley, Bilea (St. Regis) NYC, h.  
Beatty, George (Capitol) Washington, D. C., 21-24, t.  
Beauvieux, Melba (Colony) Phila, nc.  
Beck, Melton & Beck (Savarin) Buffalo, c.  
Behim, Arthur (Gay Nineties) NYC, nc.  
Beehee Rubyat Troupe (Lyric) Indianapolis, t.  
Bell & Grey (Cat & Fiddle) Cincinnati, nc.  
Bell, Harvey (Blossom Heath) Shreveport, La., nc.  
Bell, Jimmy & Nora (Paradise) NYC, re.  
Bell's Hawaiian Revue (Columbia) Alliance, O., 24-25; (State) Sandusky 26-27, t.  
Belmont Bros. (Blue Grass Inn) Newport, Ky., nc.  
Belmore, Barbara (Royal Frolics) Chi, nc.  
Bennett, Eddie (Place Elegante) NYC, nc.  
Beno, Ben: Ocala, Fla., Nov. 30-Jan. 5.  
Bentum, Bench (Funland Park) Miami, Fla.  
Benson, Mildred (Weber's Hof Brau) Camden, N. J., re.  
Berg, Alphonse (College Inn) Chi, re.  
Bergen, Edgar (Radio City Rainbow Room) NYC, nc.  
Berman, Bobby Burns (Lookout House) Covington, Ky., nc.  
Bernie, Al (Paramount) NYC 21-24, t.  
Berry, Bob (Edison) NYC, h.  
Eert & Jay (Colonial Village) Peoria, Ill., nc.  
Beyer, Ted (Village Casino) NYC, nc.  
Blaine, Rose (New Yorker) NYC, h.  
Blair, Francis (Jungle Inn) Youngstown, O., nc.  
Blake, Barbara (St. Moritz) NYC, h.  
Blakely, Bidda (Astor) NYC, h.  
Blanchard, Addie (Club Elegante) NYC, nc.  
Blanchard, Jerry (18 Club) NYC, nc.  
Blanche & Elliott (Club El Retiro) Mexico City, Mex.  
Blenders, Four (Embassy Club) San Francisco, nc.  
Bohn & Van (Leon & Eddie's) NYC, nc.  
Booth, John (Mon Paris) NYC, nc.  
Boran, Arthur (Adelphia) Phila, h.  
Borg, Inga (Jimmy Kelly's) NYC, nc.  
Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.  
Bower Sisters (Capitol) Toledo, t.  
Bowes, Major, All-Girl Show (Keith) Syracuse, N. Y., 21-24, t.  
Braatz, Mickey (Zelli's) NYC, nc.  
Brandt & Fowler (21) Phila, nc.  
Brannon, Billy (Riviera Inn) Stowe, Pa., nc.  
Brent, Lillian (Casa Grande) Washington, D. C., nc.  
Briefner, Gertrude (Commodore) NYC, h.  
Brito, Phil (Mount Royal) Montreal, h.  
Brooks Twins (Club Vogue) NYC, nc.  
Broomfield & Greeley (Ubangi) NYC, nc.  
Browe, Harold (San Diego) Detroit, nc.  
Brown, Ada (Chicago) Chi, t.  
Brown Bros. (Riverside) Milwaukee, t.  
Brown, Evans & Mary (Anderson) Anderson, Ind., h.  
Brown, Ralph (Ubangi) NYC, nc.  
Browning, Fitzgerald & Collins (Leon & Eddie's) NYC, nc.  
Bryan & Winsome (Zelli's) NYC, nc.  
Bryant, Betty (Larue's) NYC, re.  
Bryson: Clay (Montclair) NYC, h.  
Burns & White (Riverside) Milwaukee, t.  
Byton, Dorothy, & Girls (Lyric) Indianapolis, t.

**C**

Oaceres, Emilio (Chez Ami) Buffalo, nc.  
Cail & Stuart (Brass Rail) Lawrence, Mass., re.  
Caldos & Balme (Commodore) NYC, h.  
Caligary Bros. (College Inn) Chi, re.  
Camilla's Birds (Michigan) Detroit 21-24, t.  
Caperton & Columbus (Pierre) NYC, h.  
Carlay, Rachel (Zelli's) NYC, nc.  
Carlos & Marchan (Commodore) NYC, h.  
Carlyle, Betty & Sue (Le Mirage) NYC, nc.  
Carr, Harriet (Esquire) Toronto, nc.  
Carrier, Chas. (State) NYC 21-24, t.  
Carroll Sisters (Clover) NYC, nc.

**Route Department**

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Carroll's Mardi Gras (Pal.) Chi 21-24, t.  
Carson, Laura & Marie (Piccadilly) London, h.  
Carter Bros. & Danne Sisters (Lyric) Indianapolis, t.  
Carter, Johnny (5th Ave.) NYC, h.  
Carter & Schaub (Jimmy Kelly's) NYC, nc.  
Carver, Zeb (Village Barn) NYC, nc.  
Casa Manana Unit (Riverside) Milwaukee, t.  
Casino, Del (Hollywood) NYC, re.  
Cassall, Jean (Riviera Inn) Stowe, Pa., nc.  
Castillo, Carmen (Stevens) Chi, h.  
Castle, Boots (Gillis) Kansas City, nc.  
Chandler, Evelyn (Hershey Ice Arena) Hershey, Pa.  
Charles & Barbara (Silver Lake Inn) Clementon, N. J., 22-28.  
Christy, Floyd (Chicago) Chi, t.  
Claudet, Marguerite (Jermyn) Scranton, Pa., h.  
Clason, Charles (Cafe Ball) NYC, nc.  
Clayton, Pat (Barrel of Fun) NYC, nc.  
Cleve, Elmer, & Co. (Lyric) Indianapolis, t.  
Cole, Lester (Palmer House) Chi, h.  
Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.  
Collette & Barry (Nixon) Pittsburgh, c.  
Collette & Galle (Comc Club) Buffalo, nc.  
Collins, Larry (Palmer House) Chi, h.  
Connors Jr., Chuck (Tin Pan Alley) New York, nc.  
Cook, Leonard (Continental) Phila, nc.  
Cooley, Marion (Sapphire Room) NYC, nc.  
Cooper, Jane (Paramount) NYC 21-24, t.  
Cooper, Una (Colosimo's) Chi, nc.  
Cordoba, Rito (Bismarck) Chi, h.  
Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.  
Coral Islanders (Montclair) NYC, h.  
Coriell Trio (Met.) Boston 18-24, t.  
Coudriet & O'Dea (Seventh Ave.) Pittsburgh, Pa., h.  
Courtney, Ann (Montclair) NYC, h.  
Craft, George (Tillie's) NYC, re.  
Craven, Fran (Bertolotti) NYC, re.  
Cridler & Nelson (Avalon) Marysville, O., 25, t; (Indiana) Richmond, Ind., 26-27, t; (Park) Erie, Pa., 28-30, t.

Dolores & Candido (El Chico) NYC, nc.  
Donahue, Ralph (Gloria) Columbus, O., nc.  
Donatella Bros. (Pal.) Ft. Wayne, Ind., t.  
Donn, Berta (Valhalla) NYC, re.  
Donn, Biddie (Clover) NYC, nc.  
Dorie, Mme. (Nini's) NYC, nc.  
Doris, Miss (Versailles) NYC, nc.  
Dorne, Dorothea (Book Cadillac) Detroit, h.  
Dorothy & King (College Inn) Chi, re.  
Dorsi, Chiquita (Town Club) Wheeling, W. Va., nc.  
Dot & Dash (Frolics) Toledo, O., nc.  
Downey, Mary Jane (Barrel of Fun) NYC, nc.  
Drake, Connie (Deauville) New York, nc.  
Drayton, Danny (Leon & Eddie's) NYC, nc.  
Drayton, Jack (Palm Beach) Detroit, nc.  
Drayton Sisters (Palm Beach) Detroit, nc.  
DuBois, Wilfred (Shubert) Cincinnati 21-24, t.  
Duffins, The (Chicago) Chi, t.  
Duke, Eddie (Stein Club) Wallace, Ida., nc.  
Duke, Ethel (Wm. Penn) Pittsburgh, h.  
Duke, Paul (St. Regis) NYC, h.  
Dukes, Three (Chez Ray Ventura) Paris, nc.  
Duncan, Jackie (Martin's Tavern) Lima, O., nc.  
Duncan, Jackie (Martin's Tavern) Lima, O., nc.  
Duran, Adeline (El Chico) NYC, nc.  
Duval (Versailles) NYC, re.

**E**

Easton, Bob (Loew) Montreal 21-24, t.  
Ebony Rascals, Four (Club Caliente) NYC, nc.  
Edison & Louise (State-Lake) Chi, t.  
Elder, Hal (Bat Gormly) Lake Charles, La., nc.  
Elida Ballet (Capitol) Washington, D. C., 21-24, t.  
Elliott, Leonard (Park Central) NYC, h.  
Elton & Gilrone (Little Club) Canton, O., nc.  
Emmy's, Carlton, Pets (Pal.) Ft. Wayne, Ind., t.  
Errante, Charles "Happy" (Place Elegante) NYC, nc.  
Esmond, Miricle (Zimmerman's) NYC, re.  
Estasen, Ana (El Gaucho) NYC, nc.  
Estelle & Leroy (Rainbow Room) NYC, nc.  
Evans, Bobby (Ubangi) Phila, nc.

**F**

Farmer, Chic (Ball) NYC, c.  
Farrell, Bill (Place Elegante) NYC, nc.  
Farries & Goodelle (Vanderbilt) NYC, h.  
Fay, Lucille (18 Club) NYC, nc.  
Faye, Frances (Yacht) NYC, nc.  
Faye, Gladys (Jimmy Kelly's) NYC, nc.  
Fears, Peggy (Radio City Rainbow Room) NYC, nc.  
Felicia & DelRay (Plaza) Pittsburgh, c.  
Ferreri, Ed (Town Club) Wheeling, W. Va., nc.  
Ferrier & Mona (Park Lane) NYC, h.  
Fields, Benny (Chez Paree) Chi, nc.  
Fieldler, Ralph (Village Grove Nut) NYC, nc.  
Fields, Happy (Place Elegante) NYC, nc.  
Fields, Shirley (Oetjens) Brooklyn, N. Y., re.  
Finney, Joy (Club Minuet) Chi, nc.  
Florenzias (Astor) NYC, h.  
Fisher, Nick (Montclair) NYC, h.  
Fiske, Emily (Ball Ball) Chi, nc.  
Fitz & Cahill (Colonial) Dayton, O., t.  
Fitzgerald, Patricia (Variety) NYC, nc.  
Flash, Serge (St. Regis) NYC, h.  
Fleurette (Le Mirage) NYC, nc.  
Florenz, Paul, Girls (Drake) Chi, h.  
Flowerston, Consuelo (Le Mirage) NYC, nc.  
Folie D'Amour (Shubert) Cincinnati 21-24, t.  
Follies Revue (Washington Club) East Liverpool, O., nc.  
Fonda & St. Clair (Chez Ami) Buffalo, nc.  
Fontaine, Evan Burrows (Adelphia) Phila, h.  
Ford & Barnes (Club Ball Ball) Chi, nc.  
Ford, Whitey & Ed (Pal.) Cleveland 21-24, t.  
Four Dandies (LaRue's) NYC, re.  
Fowler, LaMae (Dixon's Cafe) Omaha, c.  
Fov, Boy (Chicago) Chi, t.  
Frances, Beverly (Palmetto) Detroit, nc.  
Frances & Carroll (Hills Grove) Providence, cc.  
Franks, Jerry (Hollywood) NYC, re.  
Franz & Fuller (Front Street Gardens) Toledo, nc.  
Fredez & Laurenza (Oaks Club) Winona, Minn., nc.  
Froeba, Frank (Onyx Club) NYC, nc.  
Frohman, Bert (Paradise) NYC, re.  
Fry, Bob & Virginia (Man About Town) New York, nc.

**G**

Gae, Donna (Stevens) Chi, h.  
Gaines, Lella (18) NYC, nc.  
Gainsworth, Marjorie (St. Moritz) NYC, h.  
Galante & Leimarda (Cassanova) Los Angeles, nc.  
Gales Sextet (Blue Moon) Milwaukee, c.  
Cambie, Richard E. (Navario) NYC, h.  
Gardel, Tess (New Frolics) Union City, N. J., nc.  
Gautier's Steeplechase (Lyric) Indianapolis, t.  
Gavitte, Rex (Place Elegante) NYC, nc.  
Gay Nineties Quartet (Gay Nineties) NYC, nc.  
Gaynor, Marilyn (Bertolotti) NYC, re.  
George, Eileen (Colosimo's) Chi, nc.  
Gerrity, Julia (1214) Phila, nc.  
Gibbs, Arthur (Queen Mary) NYC, re.

Gibney, Marian (Auditorium) Newark, O., 25-26, t; (Rialto) Cincinnati 27, t.  
Gilbert, Bob & Fleurette (Philadelphia) Phila, h.  
Gilbert, Ethel (Gay '90s) NYC, nc.  
Gill, Evelyn (Colonial) Jackson, Miss., nc.  
Gina & Giano (Gloria Palast) NYC, cb.  
Giovanni, John (Murray's) Tuckahoe, N. Y., re.  
Girard, Adele (Lincoln) NYC, h.  
Givens & Karol (Westminster) Boston, h.  
Gleason's, Art, Town Scandals (State) Pontiac, Mich., 24-27, t.  
Griffith, Edith (Tower) Kansas City, t.  
Glorified Follies of 1936 (Loew) Montreal 21-24, t.  
Glory, June (Hi-Hat) Chi, nc.  
Glover & Lamae (Esquire) Toronto, nc.  
Glyn Sisters (Times Square Club) Rochester, nc.  
Goll, Wanda (Vogue) NYC, nc.  
Gonzales, Jose (College Inn) Chi, re.  
Gonzales & Rangel (McAlpin) NYC, h.  
Gory, Gene & Roberta (Ohio) Xenia, O., 23-25, t.  
Gould Sisters (Royal Frolics) Chi, nc.  
Gower & Jeanne (Drake) Chi, h.  
Gorman, Chat (2 o'Clock Club) Baltimore.  
Grace & Nica (Ritz Carlton) NYC, h.  
Graham, Inez (Colony Club) Chi, nc.  
Granoff, Bert (Bismarck) Chi, h.  
Green, Al (Pioneer Nut Club) NYC, nc.  
Green, Jackie (State-Lake) Chi, t.  
Green, Mitzl (Versailles) NYC, re.  
Gregory & Norman (Leon & Eddie's) NYC, nc.  
Griffith & Wells (Talk of the Town) Peoria, Ill., nc.  
Grower, Bernie (Gay '90s) NYC, nc.  
Gypsy Albert Trio (Beverly Bar) NYC, re.

**H**

Hacker, Monty (State) Pontiac, Mich., 24-27, t.  
Hacker, Monty (State) Pontiac, Mich., 24-27; (Pal.) Jacksonville, Fla., 31-Jan. 3, t.  
Hackett, Janette (Esquire) Toronto, nc.  
Hale Sisters (Clover) NYC, nc.  
Hall, Jimmy (Waterfront) Boston, nc.  
Hamid's Revelations (Gray Wolf Tavern) Sharon, Pa.  
Hardie & Mills (Gloria) Columbus, nc.  
Hannon, Bob (Chez Paree) Chi, nc.  
Hanson, Lloyd (Midway Inn) Klamath Falls, Ore., nc.  
Hardy, Moore (Gabriel's) NYC, nc.  
Harper, Ruth (Mount Royal) Montreal, Que., h.  
Harrington, Pat (18) NYC, nc.  
Harris, Betty (Swanee) NYC, nc.  
Harris, Claire & Shannon (Earle) Washington, D. C., 21-24, t.  
Harrison Sisters (Hollywood) NYC, re.  
Hartmans, The (St. Regis) NYC, h.  
Haviland, Henry (Mayfair) Athens, O., 23, nc; (Orchard Grove) Newark, O., 26, nc.  
Hawkins & Arnold (Clover) NYC, nc.  
Hayes, Georgie (Gaiety Cabaret) Brussels, cb.  
Healey, Eunice (Chez Paree) Chi, nc.  
Henri, Harri (Mahoney's Palace Cafe) Hartford, Conn.  
Herman, Irving (Man About Town Club) NYC, nc.  
Harrison, Spike (Gay '90s) NYC, nc.  
Heller, Jackie (Grosvenor House) London, h.  
Hildegard (Waldorf-Astoria) NYC, h.  
Hill, Jack (DuPierrot) NYC, nc.  
Hoffman, Gertrude, Ballet (College Inn) Chi, re.  
Hoffman, Charles (Arcadia) Phila, re.  
Hoghton, Dorothy (Colony) Chi, nc.  
Holden, Virginia (Town Club) Wheeling, W. Va., nc.  
Holiday, Billy (Onyx) NYC, nc.  
Holiday Revels (Pal.) Cleveland 21-24, t.  
Holland & Hart (Dorchester) London, h.  
Hollis & Joy (Bob White's Grill) Buffalo, nc.  
Hollis, Marie (Paradise) NYC, re.  
Holly, Edna Mae (Ubangi Club) New York, nc.  
Holtz, Lou (Grosvenor House) London, h.  
Hooker, Dynamite (Cotton Club) NYC, cb.  
Houston, Josephine (Chez Paree) Chi, nc.  
Hudgins, Johnny (Ubangi) Phila, nc.  
Huff, Tiny (Holland Tavern) NYC, cb.  
Hughes, Lysbeth (Biltmore) NYC, h.  
Hughes, Ramona (Club Minuet) Chi, nc.  
Hurok, Jemma (Sherry-Netherland) NYC, h.  
Huston, Josephine (Earle) Washington, D. O., 21-24, t.

**I**

Indefatigable Charles (St. Regis) NYC, h.  
International Trio (18 Club) NYC, nc.  
Jackson, Irving & Reeve (Clover) NYC, nc.  
Jackson, Lawrence (President) New York, h.  
Jacobs, Peggy (Torge) Jamestown, N. Y., h.  
Jai-Leta (Leon & Eddie's) NYC, nc.  
Janet, Mme. (Nini's) NYC, nc.  
Jans, Leonard (Torch Club) Canton, O., nc.  
James, Freddie (Kit Kat) NYC, nc.  
Jardon, Ed (Times Square Club) Rochester, N. Y., nc.  
Jeanne & Earle (Polk) Lakeland, Fla., 25, t; (Victory) Tampa, Fla., 26, t.  
Jenkins, Polly, & Flowboys: Ilion, N. Y., 24-26, t.  
Jenner, Julie (Paradise) NYC, re.  
Jennier, Walter, & Buddy (Colonial) Dayton, O., t.  
Jerry & Turk (College Inn) Chi, re.  
Johnny & George (Yacht Club) NYC, nc.  
Johnsons, The (Navario) NYC, h.  
Jones, Bobby (So-Ho Club) Springfield, Ill.  
Jones, Broadway (Cotton Club) NYC, cb.  
Jones, Dot & Dick (Jimmy Kelly's) NYC, nc.  
Jones, Jonah (Onyx Club) NYC, nc.  
Joyce, Betty (Dizzy Club) NYC, nc.  
Julio & Benevise (Versailles) NYC, re.

**K**

Kalama, Willie (Castle Farm) Lima, O., nc.  
Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.  
Kaloah (Cotton Club) NYC, nc.  
Kamiki, Ernest (Buckhorn) Rockford, Ill., nc.  
Kane, Katherine (Ritz-Carlton) NYC, h.  
Kann, Alex (Versailles) NYC, nc.  
Karon & Fay (Jermyn) Scranton, Pa., h.  
Kauff, Ben (Beverly) NYC, h.  
Kay, Beatrice (Tony's) NYC, nc.  
Kay, Dolly (Royale Frolics) Chi, nc.  
Kay, Katza & Kay (Savoy) London, h.  
Kaye, Johnny (Torch Club) Canton, O., nc.  
Kayson, Jay (Harry's New York Cabaret) Chi, nc.  
Kelly, Juanita (Ball) NYC, c.  
Kelso, Princess (Town Club) Wheeling, W. Va., nc.  
Kelsey, Billy (Anselmo) NYC, re.  
Keneddy, Billie (Howdy Club) New York, re.  
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.

**Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.**

Crocker, Mil (Torch Club) Cleveland, nc.  
Crone, Roberta (Backstage Club) Cleveland.  
Cross & Dunn (Benny the Bum's) Phila, nc.  
Cummings, Don (Met.) Boston 21-24, t.  
Cunningham, Fairy (Cocoanut Grove) Minneapolis, nc.  
Curtis, Billy (Piccadilly) NYC, h.

**D**

D'Angelo & Porter (Edgewater Beach) Chi, h.  
Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.  
Dale, Stephanie (Hollywood) NYC, re.  
Daies, Jack (El Dorado) Detroit, nc.  
Dale, Helen (Howdy Club) NYC, nc.  
Damur, Hene (Brass Rail) NYC, re.  
Dandies, Four (Larue's) NYC, re.  
Daniels, Billy (Black Cat) NYC, nc.  
Daniels, Doris (Commodore) NYC, h.  
Danise, Diane (State) NYC 21-24, t.  
Dario & Diane (Grosvenor House) London, h.  
Darrow, Chick (La Casina) Jamaica, L. I.  
Darrow & Dawn (Hollywood) NYC, re.  
Darvo, Blanche (Oetjens) Brooklyn, nc.  
Datsko, Yasha (Russian Art) NYC, re.  
Davis, Dorothy (Caliente) NYC, nc.  
Davis, Eddie (Leon & Eddie's) New York, nc.  
Davis, Lewis (Lang's) Albany, N. Y., h.  
Davis, Lois (Eldorado) Detroit, nc.  
Davis, Rufe (College Inn) Chi, re.  
Dawn, Dolly (Taft) NYC, h.  
Day, Helen (Oetjens's) Brooklyn, nc.  
Dean, Carol (Hollywood) Galveston, Tex., nc.  
De Bold Twins (Embassy) Phila, nc.  
Dee, Dottie (Clover Club) Portland, Ore., nc.  
Dee, Gloria (Town Club) Wheeling, W. Va., nc.  
Deering, Delyce (Bossert) NYC, h.  
Defrees, Lois (Dizzy Club) NYC, nc.  
DeFlores, Felipe (El Chico) NYC, nc.  
DeGroot, Harriet (Oriental) Chi, t.  
Del Viso, Dolores (San Souci) Havana, nc.  
Del Rio, Jose (Club Paree) Hartford, Conn.  
Delfina, Vera (El Chico) NYC, nc.  
Dell, Bobbie (Riviera Inn) Stowe, Pa., nc.  
Del-Mar & Renita (Kormer Klub) Kellogg, Ida., 21-29; (Davenport) Spokane, Wash., 30, h.  
De Mar & D'Andre (Adelphia) Phila, h.  
De Mario & La Marlette (Club Paree) Hartford, Conn., nc.  
DeMay, Moore & Martin (State-Lake) Chi, t.  
Denning, Ruth (Village Barn) NYC, nc.  
Deslys, Leo (Ball) NYC, c.  
Detroit Red (Small's Paradise) NYC, cb.  
Dimitri & Virgil (Gaucho) NYC, nc.  
Dion & Sparklettes (Avalon Club) Cleveland, nc.  
Diplomats, Four (Dickie Wells) NYC, cb.  
Dixon, Dixie (Paddock Club) Louisville, Ky., cb.  
Dixon, Ethel (Drake) Chi, h.  
Dolan, Patsy (Leon & Eddie's) NYC, nc.  
Dolan, Peggy (Shelton) NYC, h.  
Dolores & Antonio (Yumuri) NYC, nc.

Kennedy, Pat (Colony Club) Chi, nc.  
 Kent, Carl (Caliente) NYC, nc.  
 Kermit & Demris (Riverside Club) Ft. Worth, Tex., nc.  
 Khan, Hachem (Original Maisonette Russe) NYC, nc.  
 King, Aiyce (Biltmore) NYC, h.  
 King, Jean (Victoria) NYC, h.  
 King, Kenn (Torch Club) Canton, O., nc.  
 King Sisters, Four (Biltmore) NYC, h.  
 Knight, Eleanor (Hollywood) NYC, re.  
 Kope, Florence (Stevens) Chi, h.  
 Kramer, Dolly (Alamac) Miami Beach, Fla., h.  
 Kramer, Ida (Swanee) NYC, nc.  
 Kramer, Will (Blue Lantern) Detroit, nc.  
 Kruger, Jerry (Ernie's) NYC, nc.

Lahiri, Surat (La Salle du Bois) NYC, nc.  
 Lambert, Don (Onyx) NYC, nc.  
 Lamberti (State) NYC 21-24, t.  
 Landis, Jean (Hollywood) NYC, re.  
 Lane & Carroll (Yacht Club) Chi, nc.  
 Lane, Mary (Jimmy Kelly's) NYC, nc.  
 Lang & Lee (Strand) Salem, Ore., 25-26, t.  
 Langdon, Virginia (Cafe Bali) NYC, cb.  
 La Dolores (Gaucho) NYC, nc.  
 La Milonguita (Yumuri) NYC, nc.  
 Lamont, Laddie (Nebler's Hof Brau) Camden, N. J., nc.  
 LaRochelle, Cecile (Port Arthur) Providence, R. I., re.

La Rue, Bobby (Torch Club) Canton, O., nc.  
 La Tora (Cogan's Grill) Erie, Pa.  
 Laurie, Jack (Variety) NYC, nc.  
 Laval, Arthur (Levaggi's) Boston, re.  
 La Vallita (Valhalla) NYC, re.  
 La Von, Betty (Clover) NYC, nc.  
 Law, Jackie (Owl in the Pines) Pomona, N. J., nc.  
 Lawn & Darrow (Hollywood) NYC, h.  
 Lawrence, Lucille (Swanee) NYC, nc.  
 Lawson, Iowen (Lido Club) Long Beach, N. Y., h.  
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.

Lea, Sharon (Petroleum) Hobbs, N. M., nc.  
 Lee, Gall (Clover) NYC, nc.  
 Lee, Jerrle (Jungle Inn) Youngstown, O., nc.  
 Lee, Joe & Betty (Roney Plaza) Miami, Fla., h.  
 Lee & Roule (Saks) Detroit, nc.  
 Lee Sisters (Oetzen's) Brooklyn, nc.  
 Lei Lehua, Princess (Castle Farm) Lima, O., nc.  
 Lenora's Debutantes (Philadelphia) Phila, h.  
 Lenti, Steve (Place Elegante) New York, nc.  
 Leonard, Ada (Colosimo's) Chi, re.  
 Leonard, Harold (Biltmore) NYC, h.  
 Le Maire & Reynolds (Winter Garden Ice Arena) St. Louis.  
 Leslie Sisters (Bob White's Club) Buffalo, N. Y.

Lester, Cole & the Midshipmen (Palmer House) Chi, h.  
 Lewis, Ann (Cotton Club) NYC, nc.  
 Lewis, Jane (McVan's) Buffalo, N. Y., nc.  
 Lewis Sisters (Commodore) Detroit, nc.  
 Libuse, Frank (Hi-Hat) Chi, nc.  
 Liebling, Tod (Ambassador) St. Louis 26, t.  
 (St. Paul) St. Paul Jan. 3-9, h.  
 Lightning Flashes (Michigan) Detroit 21-24, t.  
 Lineback, Lucien (Colonial Club) Jackson, Miss.

Liptova, Schura (St. Regis) NYC, h.  
 Lisbi, Connie (Anselmo) NYC, re.  
 Lita, Mona (Variety) NYC, nc.  
 Little Words, Three (Small's) NYC, cb.  
 Lloyd, Shirley (Lexington) NYC, h.  
 Long Jr., Nick (Chez Paree) Chi, nc.  
 Lopez & Anita (Brill's) Newark, N. Y., nc.  
 Lopez, Carlos (Village Casino) NYC, nc.  
 Lorna & Carr (Capri) Lawrence, Mass., re.  
 Lorraine Sisters (Stevens) Chi, h.  
 Love, Muriel (Colosimo's) Chi, re.  
 Love, Violet (Commodore) Detroit, nc.  
 Loyal's Dogs (Earle) Washington, D. C., 21-24, t.

Lucky Sisters (Small's Paradise) NYC, cb.  
 Lumina & Lattanz (Capitol) Washington, D. C., 21-24, t.  
 Lund, Fraya (Chateau Moderne) NYC, nc.  
 Lurya, Dee (Vanderbilt) NYC, h.  
 Lyman, Tommy (Chesapeake House) NYC, re.  
 Lyons, Geo. (Drake Hotel) Chi, h.  
 Lyte, Rose & Ray (Philadelphia) Phila, h.

Mack Bros. & Rita (Pal) Chi 21-24; (RKO) Columbus, O., 25-31, t.  
 Mack, Lyle (Oasis) Detroit, nc.  
 MacLean, Ross (Adelphia) Phila, h.  
 Madison, Rudy (Gay '90s) NYC, nc.  
 Maddux, Frances (La Rue's) NYC, re.  
 Mae, Edna (Paradise) NYC, re.  
 Mahoney, Billy (Crystal Gardens) Paterson, N. J., nc.  
 Malina, Luba (Powatan) Detroit, nc.  
 Malcolm, Helen (Ambassador) Washington, D. C., h.

Mallen, Dave (Le Mirage) NYC, nc.  
 Mangini Bros. (College Inn) Chi, re.  
 Manners, Gene, & Bernice Lee (Paradise) NYC, re.  
 Manya & Drigo (Netherlands Plaza) Cincinnati, h.  
 Vanda (Original Maisonette Russe) NYC, nc.  
 Marcel & Lavone (Kit Kat) NYC, nc.  
 Marden's, Ben, Riviera Follies (Boston) Boston 21-24, t.  
 Marianne (St. Moritz) NYC, h.  
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.

Marlowe, Marilyn (Royale Follies) Chi, nc.  
 Marita (El Gaucho) NYC, nc.  
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.  
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.  
 Martin, Marian (Hollywood) NYC, re.  
 Marva & Rosita (Leon & Eddie's) NYC, nc.  
 Marvel & Fried (Colonial) Jackson, Miss., nc.  
 Maryland Singers (Chesapeake House) NYC, re.

Mathews, Babe (Ubangi Club) NYC, nc.  
 Mathues, Art (Wilson's) Phila, nc.  
 Maurice & Kallice (Melody Gardens) Elmira, N. Y., nc.  
 Maurice & Norva (Stevens) Chi, h.  
 Mauser, Irene (Philadelphia) Phila, h.  
 Maxwell, John (McVan's) Buffalo, N. Y., nc.  
 Maye, Jackie (Torch Club) Cleveland, nc.  
 Mayo, Sheila (El Bolero) NYC, nc.  
 McConnell & Moore (Beacon) Vancouver, B. C., t.  
 McCoy, Bob (Biltmore) NYC, h.  
 McCoy, Elena (Jimmy Kelly's) NYC, nc.  
 McCullough, Gene (Paddock Club) Cleveland.  
 McDonald & Ross (Harry's New York Cabaret) Chi, nc.  
 McKay, Dolores (Clover) NYC, nc.

McKenna, Joe & Jane (Shubert) Cincinnati 21-24, t.  
 McKenna, Katherine (Merry-Go-Round) Brooklyn, nc.  
 McKim, May (Book-Cadillac) Detroit, h.  
 McMahon, Larry (Village Barn) NYC, nc.  
 Med & Nona (Forum) Liege, Belgium, t.  
 Mel & Melma (Gaiety) Brussels, cb.  
 Meller, Joan (Old Roumanian) NYC, re.  
 Meller, Raquel (Cafe de Paris) London, c.  
 Mercedes (Gillis) Kansas City, nc.  
 Mercer, Maryann (Caliente) NYC, nc.  
 Merwin, Bill (Peru) Peru, Ill., cc.  
 Michel (Du Pierrot) NYC, nc.  
 Miller, Beth (1523) Phila, nc.  
 Miller, Glaser & Adams (Du Pierrot) NYC, nc.

Miller, Marty (Turf Club) Pittsburgh, nc.  
 Mills, Tommy (Beverly) NYC, h.  
 Minnevitich, Borah, Harmonica Rascals (Met.) Boston 21-24, t.  
 Minor & Root (Ambassador) NYC, h.  
 Mitchell, Charlie (Man About Town Club) NYC, nc.  
 Mitchell, Vivano (Cocoon Palm) East Detroit, nc.  
 Modernaires (Paramount) NYC 21-24, t.  
 Mogul (Memorial) Boston 21-24, t.  
 Montgomery, Anne (Brill's) Newark, N. Y., nc.  
 Montes, Nena (El Toreador) NYC, nc.  
 Monty & Carmo (Syria Mosque) Pittsburgh 25-31.

Moody, Gertrude (Variety) NYC, nc.  
 Moore, Bobby (Moon Glow) Syracuse, N. Y., re.  
 Moore, Peggy (Colosimo's) Chi, re.  
 Moore & Revel (Capitol) Washington, D. C., 21-24, t.  
 Moran, Patricia (Levaggi's) Boston, re.  
 Moreno, Conchita (Chesapeake House) NYC, re.

Morgan, Grace (Mon Paris) NYC, nc.  
 Morgan, Stuart, Dancers (Roxy) NYC 21-24, t.  
 Morris, Dwight (Gabriel's) NYC, nc.  
 Morris, Will, & Bobby (Shrine Circus) Toronto.  
 Morrison, Jack (Leon & Eddie's) NYC, nc.  
 Morrisey, Tex (Bismarck Hotel) Chi, h.  
 Mortenson, Mort (Dyer's) NYC, nc.  
 Morton, Alvira (Club Minuet) Chi, nc.  
 Morton, Eddy (Ballyhoo) Columbus, O., nc.  
 Mosley, Lois (Versailles) NYC, re.  
 Mossman & Godda (Gillis) Kansas City, nc.  
 Mundin, Nona (Bali) NYC, c.

Muriel, Mimi (Maurice) NYC, re.  
 Murray, Edith (Bali Bali) Chi, nc.  
 Murray & King (Hollywood) NYC, cb.  
 Music Hall Boys (Ritz) London, h.  
 Myers, Timmie (Town Tavern) Cleveland, O., nc.  
 Myra (Thillie's Chicken Grill) New York, nc.

Nadeau, Mlle. Rose (Mahoney's Palace Cafe) Hartford, Conn.  
 Nadine & Kirk (Merry-Go-Round) Brooklyn, nc.  
 Nally, Velva (Saks) Detroit, nc.  
 Nash, Niki (Barbizon-Plaza) NYC, c.  
 Nazarenko, Iasha (St. Regis) NYC, h.  
 Nazarro Jr., Nat (Lido) Montreal, nc.  
 Nelson & Nelson (Oriental) Chi, t.  
 Nevell, Laurene (McVan's) Buffalo, N. Y., nc.  
 New Yorkers, Three (Stork Club) NYC, nc.  
 Newdahl, Clifford (St. Regis) NYC, h.  
 Newell & Thorpe (Chez Maurice) Montreal, nc.  
 Newman, Harry (Gabriel's) NYC, re.  
 Niles, Noma (Swanee) NYC, nc.  
 Nilsson, Walter (State-Lake) Chi 21-25, t.  
 Nils & Nadyne (Brown Derby) Boston, nc.  
 Nirska (Lyric) Indianapolis, t.  
 Nirska, Howard (Tower) Kansas City, t.  
 Nolan, Paul (Commodore) Detroit, nc.  
 Noland, Nancy (Zell's) NYC, nc.

Nord, Caroline (McAlpin) NYC, h.  
 Novak, Wilma (Village Casino) NYC, nc.  
 Novelle Bros. (Shubert) Cincinnati 21-24, t.

O'Connor Sisters (Green Gables) Hazleton, Pa., nc.  
 Octaves, Three (Richman) NYC, nc.  
 O'Doherty, Molly (Chesapeake House) NYC, re.  
 O'Neill, Peggy (Barrel of Fun) NYC, nc.  
 Oden, Patsy (Yacht Club) NYC, nc.  
 O'Malley, Pat (Drake) Chi, h.  
 Olive, Dorothy (Leon & Eddie's) NYC, nc.  
 Olven Sisters (Beacon) Vancouver, B. C., 18-24, t.  
 Ojmstead, "Minto" (Number One Bar) NYC, nc.

Orlik & Lolik (Russian Troyka) Washington, D. C., nc.  
 Orlins, Toddy (Nut Club) NYC, nc.  
 Ortega, Rosita (Yumuri) NYC, nc.  
 Oshins & Lessy (Caliente) NYC, nc.  
 Owen Sisters (Colonial) Jackson, Miss., nc.

Page, Ann (Village Grove Nut) NYC, cb.  
 Page, Lucille (Met.) Boston 21-24, t.  
 Page, Marion (Hollywood) NYC, re.  
 Page, Sid, & Co. (Riverside) Milwaukee, t.  
 Paige & Jewett (Bijou) Knoxville, Tenn., t.  
 Palmer & Doreen (Ponce De Leon) Dayton, O., nc.

Pancho & Dolores (Valhalla) NYC, re.  
 Pansy the Horse (Grosvenor House) London, h.  
 Parisian Four (Regal Grill) Cleveland, nc.  
 Parker, Cecile (Steuben) Boston, re.  
 Parks, Barbara (Gibson) Cincinnati, h.  
 Paul, Charles (Montclair) NYC, h.  
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.  
 Pearl Twins (Adelphia) Phila, h.  
 Pecoraro, Dick (Monte Rosa) NYC, re.  
 Pedro & Luis (Russell) Maysville, Ky., t.  
 Fedulla, Hugo (LaRue's) NYC, re.  
 Pegue, Paul (Gloria Palast) NYC, nc.  
 Pepper, Evelyn (Stanley Grill) Montreal, Can., nc.

Pepper, Mack (Cocoon Grove) Phila, nc.  
 Perona, Anthony (Gabriel's) NYC, re.  
 Perry, Katherine, & Her Girls (Cotton Club) NYC, nc.  
 Picchiani Troupe (Michigan) Detroit 21-24, t.  
 Plekford, Murry (Torch Club) Canton, O., nc.  
 Pierce, Burton (Biltmore) NYC, h.  
 Plaut, Jerry (Dizzy Club) NYC, nc.  
 Plaza, Trini (Chateau Moderne) NYC, nc.  
 Pomeroy-Earle Girls (Zell's) NYC, nc.

Pope, Glen (Ritz-Carlton) NYC, h.  
 Pope Sisters (Three Kit Kat) NYC, nc.  
 Pope & Thompson (American Music Hall) NYC, mh.  
 Proctor, Ferne (Romance Inn) Angola, N. Y., nc.

Radigan, Aileen (Village Casino) NYC, nc.  
 Radio Ramblers (1214) Phila, nc.  
 Rand, Kathryn (Philadelphia) Phila, h.  
 Randall, Peter (Brown Derby) Boston, nc.  
 Randolph, Amanda (Black Cat) NYC, nc.  
 Ransom, Blanda (18) NYC, nc.  
 Raul & Renee (Ye Olde Tavern) Ft. Wayne, Ind.

Ray, Jole (Variety) NYC, nc.  
 Ray, Linda (1523) Phila, nc.  
 Ray, Thelma (Ball-Ball) Chi, nc.  
 Ray, Vivian (Leon & Eddie's) NYC, nc.  
 Raydine, Raymon (Melody Gardens) Elmira, N. Y., nc.  
 Raye, Buddy (Variety) NYC, nc.  
 Raye, Gilbert & Vicky (Blue Grass Inn) Newport, Ky., nc.

Raye, Prince & Clark (Esquire) Toronto, nc.  
 Readinger Twins (Hollywood) NYC, cb.  
 Reardon, Caspar (Hickory House) NYC, re.  
 Reat, Pettl & Lester (Melody Gardens) Elmira, N. Y., nc.  
 Reed, Billy (Dizzy Club) NYC, nc.  
 Reed & Blane (Wellington) NYC, h.  
 Reed & Gesner (Lake Ave. Grill) Rochester, N. Y., re.

Rees & Moran (Maria's) NYC, nc.  
 Regine & Shanley (Chez Ray Ventura) Paris, re.  
 Renaut, Francis (Palm Beach) Detroit, nc.  
 Rene & Gale (Chateau Moderne) NYC, nc.  
 Renee, Jean (Riviera Inn) Stowe, Pa., nc.  
 Rey, Alvino (Biltmore) NYC, h.  
 Reynolds, Babe (Leon & Eddie's) NYC, nc.  
 Rhodes, Dorothy (Kit Kat) NYC, nc.  
 Rhythm Boys (Weylin Hotel) NYC, h.  
 Rhythm Debs (Clover) NYC, nc.  
 Ricardo, Edward (Hollywood) NYC, re.  
 Richards, Bille (Jungle Inn) Youngstown, O., nc.

Richards, Jimmy (Paradise) NYC, re.  
 Riera, Virgen (Small's Paradise) NYC, nc.  
 Rio & West (Tower) Kansas City, t.  
 Rios, Rosita (El Chico) NYC, nc.  
 Riser, Panchito (Yumuri) NYC, nc.  
 Rishka, Irma (Venezia) NYC, c.  
 Robbins, A. (Pal) Cleveland 21-24, t.  
 Roberts, Dave & June (Rendezvous) Springfield, Mo., nc.

Robin Sisters (Park Central) NYC, h.  
 Robinson, Bob & Florence (Bismarck) Chi, h.  
 Robinson, Carson (Berkeley) London, h.  
 Robinson, Evelyn (Ubangi) NYC, nc.  
 Ross, Geraldine (Bismarck) Chi, h.  
 Robinson, Paul (Club Rio) Allentown, Pa., nc.  
 Roccos, Three (Kit Kat) NYC, nc.  
 Rock, Mildred (Riverside) Milwaukee, t.  
 Rockets, The (Show Boat) Pittsburgh, nc.  
 Rodrigo & Francine (Wm. Penn) Pittsburgh, h.

Rogers, Roy (Oriental) Chi, t.  
 Rollet & Dorothea (Colonial) Jackson, Miss., nc.  
 Rollins & Masters (Esquire) Toronto, nc.  
 Rolph, Wynne (Wivel's) NYC, re.  
 Romanova, Natacha (Nini's) NYC, nc.  
 Rook, Isabell (Richman) NYC, nc.  
 Rooks, Violetta (Met.) Boston 21-24, t.  
 Rosini, Paul (Palmer House) Chi, h.  
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.

Ross, Martin (Beverly) NYC, h.  
 Ross, Nestor (Variety) NYC, nc.  
 Rossi, Pat (Cafe Loyale) NYC, re.  
 Rowe, Dorothy (Bossert) Brooklyn, h.  
 Royal Moscovians (Gibson) Cincinnati, h.  
 Royce, Thelma (Melody Grill) Los Angeles.  
 Russell & Christine Co. Petroleum) Hobbs, N. M., nc.  
 Russell, Frank (Gay Nineties) NYC, nc.  
 Ruth, Mary & Bob Milan (Riverside) Milwaukee, t.

Ruthania & Malcolm (Park Central) NYC, h.  
 Ryans, Three (El Coronado) Houston, Tex., nc.

Saal, Al (Fox) Detroit 18-24, t.  
 Sabile, Mickey (Man About Town) NYC, nc.  
 Sae, Letty (Leonard's Toyland) Boston, nc.  
 Saiters, Dorothy (Kit Kat) NYC, nc.  
 Salvo & Gloria (Jermyn) Scranton, Pa., h.  
 Sanchi & Buckley (St. Francis) San Francisco, h.

Sandino & Fairchild (Chez Ami) Buffalo, nc.  
 Sanford, Teddy, & Jack Twain (Villegue's) Sheepshead Bay, Brooklyn, re.  
 Santelli, George (St. Regis) NYC, h.  
 Santoro & Loraine (Lookout House) Covington, Ky., nc.  
 Santos & Elvira (Jimmy Kelly's) NYC, nc.  
 Sargent, Jean (Sapphire Room) NYC, nc.  
 Savage, Jean (Southern) Baltimore, h.  
 Sawyer, Bobby (Gabriel's) NYC, nc.  
 Sawyer, Rose & Buddy (Midnight Sun) Buffalo, N. Y., nc.  
 Sayles & Lewis (Golden Grill) Rochester, N. Y., nc.

Spec & Spot (St. Paul) St. Paul, h.  
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.  
 Spurr, Horton (Casanova Club) Hollywood.  
 St. Claire & O'Day (Amer. Music Hall) NYC, t.  
 St. John Bros., Three (Capitol) Washington, D. C., 21-24, t.

Stanley, Eileen (Park Lane) NYC, h.  
 Standish, Helene (18) NYC, nc.  
 Stearn, Roger (St. Moritz) NYC, h.  
 Steele, Bill (Merry-Go-Round) Brooklyn, nc.  
 Steele, Don (Club Deauville) San Francisco, nc.

Stepsons, Three (Ubangi) NYC, nc.  
 Stone, Dick (Essex House) NYC, h.  
 Stone, Mary (Harry's New York Cabaret) Chi, nc.  
 Strickland, Peggy (Le Mirage) NYC, nc.  
 Stroud, Clarence & Claud (Oriental) Chi, t.  
 Stuart, Anne (Chateau Moderne) NYC, nc.

Sullivan, Bobby (Swanee Club) New York, nc.  
 Summerfield, Wesley (Fifth Ave.) NYC, h.  
 Sutton, Ginger (Wivel's) NYC, re.  
 Swann, Russell (Berkeley) London, h.  
 Sweeney, Bud (Chalfonte) Pinehurst, N. C., nc.

Sydell, Paul (Paradise) NYC, cb.  
 Sykes, Harry (Ben Ali) Lexington, Ky., 21-26, t.

Taft, Ted & Mary (Webster Hall) Detroit, nc.  
 Tamara (Versailles) NYC, re.  
 Tanya (Jimmy Kelly's) NYC, nc.  
 Tappen, Maxine (Essex) NYC, h.  
 Taylor, Dorothy (Airport Tavern) Cleveland, O.

Tennill, Frank (New Yorker) NYC, h.  
 Theodore & Denesha (Murray's) Tuckahoe, N. Y., re.  
 Thomas, Buddy (Peru) Peru, Ill., cc.  
 Thomas, Eddle (College Inn) Phila, nc.  
 Thomas, Jimmy (Bartlett) Rochester, N. Y., nc.

Thompson, Kay (St. Regis) NYC, h.  
 Thompson Twins (Torch Club) Canton, O., nc.  
 Thury, Iona de (Tokay) NYC, re.  
 Tiffanys, The (Blue Moon) Toledo, O., nc.  
 Titi & Mengol (Gaucho) NYC, nc.  
 Titus, Betty (Peru) Peru, Ill., cc.

Toile, Mildred (Hi-Hat) Chi, nc.  
 Tomack, Sid, & the Reiss Bros. (Royal Follies) Chi, nc.  
 Tomasso, Oria (Place Elegante) NYC, nc.  
 Todd, Mabel, & Co. (Michigan) Detroit 21-24, t.

Tonya (Harry's New York Cabaret) Chi, nc.  
 Torrence, Joe & Edna (St. Francis) San Francisco, h.  
 Tracy, Gale & Leonard (Colosimo's) Chi, re.  
 Tracy, Loren (Petroleum) Hobbs, N. M., nc.  
 Tranger, Don (Villa Valencia) Springfield, Ill., nc.

Tucker, Dan (Pioneer Nut Club) NYC, nc.  
 Tuscher, Sid (LaRue's) NYC, re.  
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

Val Dez & Peggy (Jermyn) Scranton, Pa., h.  
 Valdez, Vern (Torch Club) Canton, O., nc.  
 Vallee, Sunshine (Anselmo) NYC, re.  
 Valley, Virginia (Bali) NYC, nc.  
 Valley, Vivian (Club Normande) NYC, nc.  
 Vance, Carol (Bertolotti) NYC, re.

## THE NONCHALANTS

Opening December 16th.  
**APOLLO THEATRE, DUESELDORF, GER.**  
 Personal Direction  
**MUSIC CORPORATION OF AMERICA.**

Nord, Caroline (McAlpin) NYC, h.  
 Novak, Wilma (Village Casino) NYC, nc.  
 Novelle Bros. (Shubert) Cincinnati 21-24, t.

O'Connor Sisters (Green Gables) Hazleton, Pa., nc.  
 Octaves, Three (Richman) NYC, nc.  
 O'Doherty, Molly (Chesapeake House) NYC, re.  
 O'Neill, Peggy (Barrel of Fun) NYC, nc.  
 Oden, Patsy (Yacht Club) NYC, nc.  
 O'Malley, Pat (Drake) Chi, h.  
 Olive, Dorothy (Leon & Eddie's) NYC, nc.  
 Olven Sisters (Beacon) Vancouver, B. C., 18-24, t.  
 Ojmstead, "Minto" (Number One Bar) NYC, nc.

Orlik & Lolik (Russian Troyka) Washington, D. C., nc.  
 Orlins, Toddy (Nut Club) NYC, nc.  
 Ortega, Rosita (Yumuri) NYC, nc.  
 Oshins & Lessy (Caliente) NYC, nc.  
 Owen Sisters (Colonial) Jackson, Miss., nc.

Page, Ann (Village Grove Nut) NYC, cb.  
 Page, Lucille (Met.) Boston 21-24, t.  
 Page, Marion (Hollywood) NYC, re.  
 Page, Sid, & Co. (Riverside) Milwaukee, t.  
 Paige & Jewett (Bijou) Knoxville, Tenn., t.  
 Palmer & Doreen (Ponce De Leon) Dayton, O., nc.

Pancho & Dolores (Valhalla) NYC, re.  
 Pansy the Horse (Grosvenor House) London, h.  
 Parisian Four (Regal Grill) Cleveland, nc.  
 Parker, Cecile (Steuben) Boston, re.  
 Parks, Barbara (Gibson) Cincinnati, h.  
 Paul, Charles (Montclair) NYC, h.  
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.

Pearl Twins (Adelphia) Phila, h.  
 Pecoraro, Dick (Monte Rosa) NYC, re.  
 Pedro & Luis (Russell) Maysville, Ky., t.  
 Fedulla, Hugo (LaRue's) NYC, re.  
 Pegue, Paul (Gloria Palast) NYC, nc.  
 Pepper, Evelyn (Stanley Grill) Montreal, Can., nc.

Wodell, Lois (Elysee) NYC, h.  
 Wolfe, Tiny (New Yorker) NYC, h.  
 Wolford's Pets (Met.) Boston 21-24, t.  
 Wolman, Harold (Port Arthur) Providence, R. I., re.  
 Wood, Elenore (Teatro Encanto & Rumba) Havana, nc.  
 Woods & Bray (Royale Frolic) Chi, c.  
 Woods, Lloyd (Riviera Inn) Stowe, Pa., nc.  
 Woolsey & Wanda (Flor D'Italia) Modesto, Calif., ro.  
 Wright, Cobina (Pierre) NYC, h.  
 Wynn, Natalie (Club Beauville) NYC, nc.  
 Wynnard & Weckler (Bismarck) Chi, h.

Y

Yorke & Tracy (Tower) Kansas City, t.  
 Young, Irwin (Valhalla) NYC, nc.  
 Youngman, Henry (Yacht Club) NYC, nc.  
 Yuen, Lily (Kit Kat Club) NYC, nc.  
 Yvette (Club Minuet) Chi, nc.

Z

Zee-Zee, Mlle. (Leon & Eddie's) NYC, nc.  
 Zellner, Joe (Montclair) NYC, h.  
 Zina (Russian Kretchma) NYC, re.  
 Zorima (Saville Tavern) Johnstown, Pa.  
 Zudella & Co. (Paramount) Hammond, Ind., 21-26, t.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

A

Adams, Jackie: (Piccadilly Club) Baltimore, nc.  
 Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.  
 Adcock, Jack: (College Inn) Phila, nc.  
 Akin, Bill: (Backstage) Cleveland, nc.  
 Aldin, Jimmy: (Gino's Cedar Gardens) NYC, c.  
 Albin, Jack: (Bossert) Brooklyn, N. Y., h.  
 Allen, Dick: (Crystal) Cumberland, Md., nc.  
 Allen, Roger: (Village Casino) NYC, nc.  
 Altmiller, Jess: (Palumbo's) Phila, cb.  
 Andrews, Gordon: (18 Club) NYC, nc.  
 Arden, Harold: (Rustic Cabin) Englewood Cliffs, N. J.  
 Aristocrats of Rhythm: (Palmer House) Chi, h.  
 Arnheim, Gus: (Congress Casino) Chi, nc.  
 Atkins, Horace: (Rainbow Inn) Monroe, La., nc.

B

Bannen, Al: (Henry) Pittsburgh, h.  
 Barnett, Art: (Detroit Athletic Club) Detroit, nc.  
 Barrett, Hughie: (Robert Treat) Newark, N. J., h.  
 Barry, Al: (Venezia) NYC, c.  
 Bartel, Jean: (Lexington) NYC, h.  
 Barton, Mary: (Jimmy Kelly's) NYC, nc.  
 Basle, Count: (Grand Terrace) Chi, nc.  
 Bass, Paul: (Gabriel's) NYC, re.  
 Belasco, Leon: (Book-Cadillac) Detroit, h.  
 Bender, Val: (Blue Moon) Tulsa, Ariz., b.  
 Bennett, Dixie: (The Oaks) Winona, Minn., nc.  
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.  
 Betancourt, Louis: (Brass Rail) NYC, re.  
 Black, Bob: (Pere Marquette) Peoria, Ill., h.  
 Black, Hal: (Sarasota Terrace) Sarasota, Fla., h.  
 Blaine, Jerry: (Park Central) NYC, h.  
 Blum, Ben: (Montclair) NYC, h.  
 Bonnett, Dan: (Barkley's) Brooklyn, nc.  
 Blake, Ted: (Ritz) Pittsburgh, h.  
 Boroff, Mischa: (Morocco) Mountainside, N. J., nc.  
 Boulanger, Charles: (Coffee Dan's) NYC, nc.  
 Bradshaw, Tiny: (Kit Kat) Phila, nc.  
 Braggiotti, Mario: (Pierre) NYC, h.  
 Brandwynne, Nat: (Essex House) NYC, h.  
 Breinholt, Verd: (White City) Ogden, Utah, h.  
 Britt, Ralph: (Half Moon) Tulsa, Okla., nc.  
 Brock, George: (Gotham) NYC, h.  
 Brooks, Billie: (Patrick Henry) Roanoke, Va., Jan. 1, nc.  
 Bulowski, Count Josef: (Blossom Heath) Shreveport, La., nc.  
 Bundy, Rudy: (Flamingo Room of Lavagis) Boston, nc.  
 Burnside, Dave: (Savarin) Buffalo, re.  
 Busse, Henry: (Chez Patee) Chicago, nc.

C

Calloway, Cab: (Cotton Club) NYC, nc.  
 Campus Jesters: (Cypress Arms) West Hartford, Conn., nc.  
 Carlton, Duke: (Goetsch's) Merrill, Wis., nc.  
 Carroll, Frank: (Maier's) Bronx, NYC, cb.  
 Carter, Miles: (Showboat) St. Louis, b.  
 Casey, Ken: (Oetjen's) Brooklyn, N. Y., re.  
 Chaikin, Louis: (Hofbrau) Camden, N. J., re.  
 Chandler, Chan: (Colonial Club) Evansville, Ind.  
 Cleff, Pat: (Brightview) Rochester, N. Y., nc.  
 Codeban, Cornelius: (St. Regis) New York, h.  
 Colmer, Ted: (Rittenhouse) Phila, h.  
 Comfort, Roy: (Winroy Park) St. Petersburg, Fla., h.  
 Coogan, Mal: (Clover) NYC, nc.  
 Cornelius, Paul: (Club Royle) Little Rock, Ark., nc.  
 Corsi, George: (Riverside Club) Iron Mountain, Mich.  
 Costello, Jimmie: (Jimmy Kelly's) NYC, nc.  
 Crandall, Clair: (Wagner) Bath, N. Y., h.  
 Crickert, Ernie: (Unique Grill) Delawanna, N. J., re.  
 Crocker, Mel: (Torch) Cleveland, O., nc.  
 Cromwell, Chauncey: (Darling) Wilmington, Del., h.  
 Crosby, Bob: (Roosevelt) New Orleans, h.  
 Cugat, Xavier: (Stevens) Chicago, h.

D

Danny & His Boys: (Aell's) NYC, re.  
 Dantzig, Eli: (St. George) Brooklyn, h.  
 Dare, Ronald: (Hilton) El Paso, Tex., h.  
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.  
 Davis, Billy: (Anzac) NYC, nc.  
 Davis, Joe: (Chickasaw Gardens) Albany, Ga., nc.  
 Davy, Arthur: (Cotton Club) NYC, cb.  
 Davis, Eddie: (LaRue) NYC, re.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
 DeDroit, Johnny: (Crystal) Natchez, Miss., nc.  
 De George, Nicky: (Walber's) Essington, Pa., ro.  
 De La Plante, Peggy: (Jimmy Kelly's) NYC, nc.  
 DeRose, Tommy: (Holland Tavern) NYC, nc.  
 De Salvo, Emile: (L'Aiglon) Chi, c.  
 Dee, Don: (Moonglow) Syracuse, N. Y., re.  
 Delmar, Jack: (La Casa) Phila, b.  
 Denny, Jack: (Peabody) Memphis, h.

Dibert, Sammy: (Webster Hall) Detroit, h.  
 Digger, Carl: (Casino) Memphis, nc.  
 Dinsmore, Frank: (Artie's) Brooklyn, nc.  
 Dixon, Dick: (Gloria Palast) NYC, nc.  
 Dolens, Bernie: (Sherry's) NYC, re.  
 Donahue, Al: (Bermudiana) Bermuda, h.  
 Donaljon Boys: (Lawrence) Erie, Pa., h.  
 Drew, Charlie: (Lombardy) NYC, h.  
 Duchin, Eddy: (Plaza) NYC, h.  
 Duerr, Dolph: (Green Derby) Cleveland, nc.  
 Dugoll, Ben: (Medinah Club) Chi, re.

E

Eckel, Charley: (Childs-59th St.) NYC, re.  
 Edmund, George: (Loyale) NYC, c.  
 Ellington, Duke: (Cotton Club) Culver City, Calif., nc.  
 Engel, Freddy: (University Grill) Albany, N. Y., c.  
 Essex Troubadours: (Essex) NYC, h.  
 Evans, Nate: (Silver Slipper) Memphis, nc.

F

Fair, Allan: (High Hat) Pittsburgh, Pa., nc.  
 Fairfax, Frankie: (Ubangi) Phila, nc.  
 Familant, Mickey: (Silver Lake Inn) Clementon, N. J., ro.  
 Fenton, Ray: (Hitchin' Post) Union, N. Y., nc.  
 Fiddler, Max: (10-40) Detroit, nc.  
 Finch, George: (Shore Road Barn) Brooklyn, nc.  
 Fischer, Art: (Casino) Chi, nc.  
 Fisher, Jack: (Steuben) Boston, h.  
 Fitzpatrick, Eddie: (St. Francis) San Francisco, b.  
 Fodor, Jerry: (Frank Bros.) Toledo, O., nc.  
 Foster, Bob: (Eola) Natchez, Miss., h.  
 Fox, Earl: (Princess) Bermuda, h.  
 Frassetto, Joe: (Philadelphia) Phila, h.  
 Freeman, Jerry: (Paradise) NYC, cb.  
 Frisco, Sammy: (Thompson's 16 Club) Chi, nc.  
 Funk, Larry: (Claridge) Memphis, h.

G

Gardner, Richard: (Casa Madrid) Louisville, nc.  
 Gardella, Tess: (New Yorker) NYC, h.  
 Gentry, Tom: (Adolphus) Dallas, h.  
 Gilbert, Irwin: (Coq Rouge) NYC, nc.  
 Gilberto, Don: (Toreador) New York, nc.  
 Gill, Emerson: (William Penn) Pittsburgh, h.  
 Giroux, Lew: (Wagner's) Phila, b.  
 Goetz, Lou: (Golden Grill) Rochester, N. Y.  
 Goho, Billy: (Checker Box) Buffalo, c.  
 Godoy: (Ball) NYC, c.  
 Golly, Cecile: (Chez Maurice) Dallas, Tex., nc.  
 Graff, Johnny: (Chez Michaud) Phila, re.  
 Grayson, Bob: (Lakeworth Casino) Ft. Worth, nc.  
 Greer, Eddie: (Carlisle Club) Pittsburgh, nc.  
 Griffin, Jack: (Little Rathskeller) Phila, nc.

H

Hail, Ewen: (Plaza) San Antonio, h.  
 Hal, Munro: (Ivanhoe Gardens) Chi, nc.  
 Hall, George: (Taft) New York, h.  
 Hallet, Mal: (Commodore) NYC, h.  
 Hamilton, George: (Waldorf-Astoria) NYC, h.  
 Handelman, Phil: (Fifth Avenue) NYC, h.  
 Hauck, Carlton: (Sak's) Detroit, nc.  
 Hauser, Johnny: (Brass Rail) NYC, re.  
 Hardie, Dick: (Club Frolics) Albany, N. Y., nc.  
 Harold, Lou: (Republic) NYC, re.  
 Harris, Claude: (Joey's Stables) Detroit, nc.  
 Harris, Ted: (Royal Grove) Lincoln, Neb., nc.  
 Hart, Ruth: (Spanish Villa) Detroit, nc.  
 Hawaiian Serenaders: (Versailles) NYC, re.  
 Hayden, Ernie: (Gayosa) Memphis, Tenn., h.  
 Haymes, Joe: (Laurel in the Pines) Lakewood, N. J., h.  
 Hayton, Lennie: (Hollywood) NYC, cb.  
 Hays, Billy: (Studio) Phila, b.  
 Headrick, Pearl: (The Pines) Somerset, Pa., nc.  
 Heldt, Horace: (Biltmore) NYC, h.  
 Helene & Her Boys: (Palmetto) Detroit, nc.  
 Hendrick, Warren: (Ball) NYC, c.  
 Hermanos, Le Betard: (San Sonce) Havana, Cuba, nc.  
 Herren, Ken: (Chalfonte) Pinehurst, N. C., nc.  
 Hi Mar: (Bungalov Inn) Norristown, Pa.  
 Hill, Harry: (Inglatera) Peoria, Ill., b.  
 Hill, Teddy: (Ubangi) New York, nc.  
 Hoagland, Claude: (Biltmore) Dayton, O., h.  
 Hoffner, Mildred: (Show Bar) Forest Hills, Long Island, N. Y., cb.  
 Holmes, Herbie: (Plaza) San Antonio, h.  
 Holst, Ernie: (El Morocco) NYC, nc.  
 Hope, Hal: (Montclair) NYC, h.  
 Humphries, Charlie: (Oasis) NYC, nc.  
 Huntley, Lloyd: (Mount Royal) Montreal, h.

I

Imperial Trio: (Imperial) NYC, h.  
 Ivan's Band: (Pines) Somerset, Pa., nc.  
 Jaffe, M. C.: (Ben Franklin) Phila, h.  
 Jay, Jerry: (Willows) Pittsburgh, h.  
 Jelenik, Eugene: (Venezia) NYC, c.  
 Jesters, The: (So-Ho Club) Springfield, Ill., nc.  
 Johnson, Jerry: (Radison) Minneapolis, h.  
 Johnson, Paul: (Buena Vista) Brockway, Pa., nc.  
 Jones' Rhythm Masters: (Mill Basin Hofbrau) Brooklyn, re.  
 Juele, Frank: (Bellevue-Stratford) Phila, h.

K

Kassel, Art: (Cosmopolitan) Denver, h.  
 Katz, Mickey: (Roosevelt) Pittsburgh, h.  
 Keener, Lee: (Madison) Jefferson City, Mo., h.  
 Keller, Leonard: (Adolphus) Dallas, Tex., h.  
 Kemp, Hal: (Arcadia) Phila, re.  
 Kendis, Sully: (Stork) NYC, nc.  
 Kerr, Charlie: (Continental) Phila, nc.  
 King, Al: (Shaker Ridge Club) Albany, N. Y.  
 King, Don: (Alamo Club) Green Bay, Wis., nc.  
 King, Henry: (Casa Del Mar) Santa Monica, Calif., nc.  
 King, Tempo: (Mammy's Chicken Koop) NYC, re.  
 King's Jesters: (Bismarck) Chi, h.  
 Kirkham, Don: (Blakeland Inn) Denver, nc.  
 Klaiss, Viola: (Rathskeller) Phila, nc.  
 Klein, Jules: (Statler) Detroit, h.  
 Knight, Harold: (Adelphi) Phila, h.  
 Koretzky, Boris: (Original Maisonette Russe) NYC, nc.  
 Kramer, Charles: (Esquire) Toronto, nc.  
 Kress, Andy: (Avon Inn) Asbury Park, N. J.  
 Kurx, George: (Corso) NYC, nc.  
 Krumin, Costya: (Russian Bear) New York, re.  
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.  
 Kyser, Kay: (Tranon) Chi, b.

L

L'Ambassadeur Band: (Wine Cellar) NYC, nc.  
 La Salle, Frank: (Wivel) New York, nc.

Lagman, Bill: (Club Trianon) Mobile, Ala., nc.  
 Lande, Jules: (St. Regis) NYC, h.  
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.  
 LeBrun, Duke: (LaSalle) South Bend, Ind., h.  
 Leba, Bert: (Green Lantern) Covington, Tenn., nc.  
 Lazaro, Leo: (Place Elegante) NYC, nc.  
 Leonard, Irwin: (Samson House) Phila, re.  
 Leroy, Howard: (Jermyn) Scranton, Pa., h.  
 Lewis, Van: (Ritz-Carlton) Phila, h.  
 Light, Enocn: (McAlpin) New York, h.  
 Lindeman, Udo: (Gloria Palast) New York, cb.  
 Lishon, Henri: (Royale Frolics) Chi, nc.  
 Lombardo, Ralph: (Dinty's Garden) Albany-Saratoga road, nc.  
 Lopez, Vincent: (Astor) NYC, h.  
 Lossez, Billy: (Stork) Providence, nc.  
 Lyman, Abe: (New Yorker) NYC, h.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.  
 McCune, Will: (Plaza) NYC, h.  
 McDermott, Tom: (Gillis) Kansas City, nc.  
 McFarlane, Frank: (Chateau Moderne) NYC, nc.  
 McGill, Billie: (Logler's Cozy Grove) Detroit, nc.  
 McGrew, Robert Fletcher: (LaSalle) Chi, h.  
 McHale, Jimmy: (Brown Derby) Boston, nc.  
 McKenna, Red: (Rendezvous) Battle Creek, Mich., nc.  
 McKenzie, Red: (Red McKenzie's) NYC, nc.  
 McLean, Connie: (Kit Kat) NYC, nc.  
 Mack, Austin: (Harry's New York Bar) Chi, nc.  
 Mack, Eddie: (Martin's) Lima, O., nc.  
 Madden, William: (Traymore) Atlantic City, h.  
 Malengo Bros.: (Village Casino) NYC, nc.  
 Mamman, Steve: (Riviera Club) Averhill Park, NYC, nc.  
 Mann, Milt: (Village Barn) NYC, nc.  
 Manning, Sam: (Seneca Terrace) Rochester, N. Y., nc.  
 Mannone, Wingy: (Famous Door) Hollywood, Pa., nc.  
 Manuti, Al: (Man About Town) New York, re.  
 Maples, Nelson: (Byerl Crest) Pittsburgh, nc.  
 Mareno, Frank: (Sweeney) Baltimore, c.  
 Mariani, Hugo: (Ritz-Carlton) NYC, h.  
 Martel, Gus: (Stark) NYC, re.  
 Martell, Paul: (Arcadia) New York, b.  
 Martin, Freddy: (Aragon) Chi, b.  
 Martin, Ted: (Childramount) NYC, re.  
 Martone, Johnny: (Semler) Akron, O., h.  
 Martucci, Tony: (Marla's) NYC, nc.  
 Masters, Frankie: (Stevens) Chi, h.  
 Matthews, Steve: (Longview Farms) Pittsburgh, re.  
 Mayehoff, Eddie: (Wellington) NYC, h.  
 Mayhew, Art: (Statler) Boston, h.  
 Mayo, Nye: (Belmont Grill) Bridgeport, Conn., re.  
 Maynard, Jack: (Palm Gardens) Syracuse, N. Y., nc.  
 Mazie & Her Melody Boys: (Elks) Elizabeth, N. J., 19; Dunellen Elks) Dunellen, N. J., 31, h.  
 Meadowbrook Boys: (Versailles) NYC, re.  
 Meroff, Benny: (Netherland Plaza) Cincinnati, h.  
 Merten, Marat: (Jaeger's) NYC, re.  
 Meyers, Jack: (Club New Yorker) New York, nc.  
 Middleman, Herman: (Nixon) Pittsburgh, c.  
 Miller, Walter: (Breakers) Palm Beach, h.  
 Mills, Dick: (Heidelberg) Baton Rouge, La., h.  
 Mills, Floyd: (Du Pont) Wilmington, Del., h.  
 Monroe, Jerry: (Green Tavern) Bronx, N. Y.  
 Montmartre Boys, Four: (Jimmy Kelly's) NYC, nc.  
 Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.  
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.  
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.

N

Nagel, Joe: (Moon Glow) Syracuse, N. Y., re.  
 Namaro, Jimmie: (Esquire) Toronto, nc.  
 Navarra, Leon: (Roosevelt) New Orleans, h.  
 Navarro, Al: (Belvedere) Baltimore, h.  
 Nelson, Chet: (Bradford) Boston, h.  
 Newlin, Ted: (Fort Pitt) Pittsburgh, h.  
 Nichols, Frank: (Riverside Club) Riverside, N. Y., nc.  
 Nickles, Billie: (Midway) Los Angeles, nc.  
 Noury, Walt: (Roma) Haverhill, Mass., re.

O

O'Hare, Husk: (Ball Ball) NYC, nc.  
 Ohman, Phil: (Troadero) Hollywood  
 Olson, George: (Edgewater Beach) Chi, h.  
 Olson, Walter: (New Julius) Gardenville, N. Y., re.  
 Owens, Bob: (Minikahda) Minneapolis, Minn., co.  
 Pablo, Don: (Rendezvous) Battle Creek, Mich., b.  
 Padern, Sid: (Plaza) Brooklyn, N. Y., re.  
 Padula, Vincent: (18 Club) NYC, nc.  
 Paige, Pauleene: (Little Ritz) Center Square, Pa., c.  
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.  
 Palmer, Kay: (Murray's) Tuckahoe, N. Y., nc.  
 Panico, Louis: (Oriental Gardens) Chi, re.  
 Papalia, Russ: (Club Crystal) Natchez, Miss., nc.  
 Parress, Eddie: (1214 Club) Phila, nc.  
 Patone, Mike: (Ambassador) Albany, N. Y., nc.  
 Pearl, Ray: (Tranon) Cleveland, b.  
 Pecoraro, Dick: (Monte Rosa) NYC, re.  
 Pendarvis, Paul: (Casino) St. Paul, Minn., nc.  
 Perry, Ron: (Lord Baltimore) Baltimore, h.  
 Peterson, Dee: (Villa D) Detroit, nc.  
 Peterson, Eric: (Woodlands) Ardley, N. Y., nc.  
 Petti, Emil: (Savoy Plaza) NYC, h.  
 Phalen, Jimmy: (Romance Inn) Angola, N. Y., nc.  
 Pineda, Juan: (Monte Cristo) Chi, c.  
 Pitman, Jack: (Port Arthur) Providence, R. I., re.  
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.  
 Pollack, Ben: (Sebastian's Cotton Club) Los Angeles, nc.  
 Provost, Eddie: (Penthouse) Baltimore, nc.

R

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.  
 Ramos, Rainon: (Ambassador) NYC, h.  
 Ransdall, Slaz: (Silver Slipper) Memphis, nc.  
 Raphael Jr.: (Park Lane) NYC, h.  
 Ravel, Arthur: (New Yorker) NYC, h.  
 Read, Kemp: (Casino) Fall River, Mass., 21-23, b. (Danny Dugan's) Worcester, Mass., 28-Jan. 3, nc.; (Spartan Club) New Bedford, Mass., Jan. 4-10, nc.

Reader, Charles: (Fort Montague) Nassau, B. W. I., h.  
 Regal, Tommy: (Syracuse) Syracuse, N. Y., h.  
 Reichman, Joe: (Baker) Dallas, h.  
 Reisman, Leo: (Waldorf-Astoria) NYC, h.  
 Reser, Harry: (Biltmore) Providence, h.  
 Resh, Benny: (Orlando) Decatur, Ill., h.  
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.  
 Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.  
 Ricardo, Don: (Ben All) Lexington, Ky., 24-26, t.  
 Rice, Arline: (Town Tavern) Cleveland, O., nc.  
 Rice, Johnny: (Brinkley's) Washington, D. C., nc.  
 Richardson, Florence: (Zit's Little Casino) NYC, nc.  
 Rinaldo, Nino: (Yacht Club) Chi, nc.  
 Rio, Rita: (Governor Clinton) NYC, h.  
 Rizzo, Vincent: (Adelphi) Phila, h.  
 Rodrigo, Nano: (Rainbow Room) Rockefeller Center, N. Y., h.  
 Rodriguez, Chago: (Hildebrecht) Trenton, h.  
 Rodriguez, Jose: (Montparnasse) NYC, nc.  
 Rogers, Buddy: (State) NYC, t.  
 Romano, Phil: (Jack Dempsey's) NYC, re.  
 Romer, Bill: (State) Pontiac, Mich., 24-27, t.  
 Rosen, Tommy: (Wisteria Garden) Atlanta, c.  
 Royal Hawaiians: (Dizzy Club) NYC, nc.  
 Rutin, Yury: (Russian Bear) NYC, nc.

S

Scoggin, Chic: (El Tivoli) Dallas, nc.  
 Sears, Walt: (Indian Roof) Indianapolis, b.  
 Septeto, Canto: (San Souci) Havana, nc.  
 Shapiro, Zeke: (Rose) Mishawaka, Ind., b.  
 Shaw, Art: (Paramount) NYC, t.  
 Shaw, Ira: (Anselmo's) NYC, re.  
 Shelvin, Pat: (Pierre's) Phila, re.  
 Sillman, Phil: (Commodore) Detroit, nc.  
 Smith, Joseph C.: (Montparnasse) NYC, nc.  
 Smith, Little Jack: (Sky Club) Wilkes-Barre, Pa., nc.  
 Smith, Stuff: (Onyx) NYC, nc.  
 Smith, Willie: (Man About Town) NYC, nc.  
 Snyder, Dick: (Colonial) Jackson, Miss., nc.  
 Snyder, Floyd: (Schneider's Garden Cafe) Detroit.  
 Soccarres, The: (Small's Paradise) NYC, cb.  
 Stabile, Dick: (Lincoln) New York, h.  
 Stanley, Stan: (Jungl) New Orleans, h.  
 Staulcup, Jack: (Arcadia) St. Louis, b.  
 Steele, Gus: (Chanticleer) Milburn, N. J., nc.  
 Steele, Leo: (Chateau) Phila, nc.  
 Stelt, Marvel: (Utah) Salt Lake City, h.  
 Sten, Elinore: (New York Exchange) Tampa, Fla., nc.  
 Stern, Harold: (Merry-Go-Round) Brooklyn, nc.  
 Stevens, Bernie: (Bagdad) Providence, nc.  
 Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.  
 Strollers, The: (Chateau Moderne) NYC, nc.  
 Stibel, Allan: (Bedford Springs) Bedford Springs, Pa., h.

T

Terry, Frank: (McVan's) Buffalo, N. Y., nc.  
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.  
 Three Ts: (Hickory House) NYC, re.  
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.  
 Tomson, Ellis: (Zell's) NYC, nc.  
 Toimey, Bob: (Cesa Loma) South Bend, Ind., nc.  
 Trace, Al: (Sherman) Chi, h.  
 Tramp Band: (Powatan) Detroit, nc.  
 Tyldesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.  
 Tucker, George: (New Albany) Albany, Ga., h.  
 Tucker, Orrin: (Lookout House) Covington, Ky., nc.  
 Tucker's Kings of Syncopation: Mahoney's Palace Cafe) Hartford, Conn.  
 Tuttle, Elisha: (Le Mirage) NYC, nc.

V

Van Olman: (Congress) Chi, h.  
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
 Varone, Joe: (Seneca Terrace) Rochester, N. Y., nc.  
 Varsity Club Ork.: (Albuquerque) Albuquerque, N. M., cc.  
 Venezia, Chiquita: (Jimmy Kelly's) NYC, nc.  
 Venuti, Joe: (Muehlebach) Kansas City, Mo., h.  
 Vouzens, Nick: (Sapphire Room) NYC, nc.

W

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.  
 Wald, Jean: (Broadhead) Beaver Fall, Pa., h.  
 Warmack, Captain: (Vendome) Buffalo, N. Y., h.  
 Warner, Billy: (Twilight Inn) East Paterson, N. J., re.  
 Warren, Arthur: (Hollywood) NYC, cb.  
 Warren, Frank: (Cocoanut Grove) Phila, nc.  
 Watts, Kenny: (Dicky Wells) Harlem, New York, nc.  
 Webb, Chic: (Savoy) NYC, b.  
 Webb, Joe: (Queen Mary) NYC, re.  
 Webb, Howdy: (Villa Rosa) Johnstown, Pa., nc.  
 Weber, Curt: (Weismantel's) Brooklyn, nc.  
 Webster, Ralph: (Rainbow Gardens) Denver, h.  
 Weeks, Anson: (Gibson) Cincinnati, h.  
 Weeks, Ranny: (Cocoanut Grove) Boston, re.  
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.  
 Whalen, Jimmy: (Bertolotti) NYC, cb.  
 Whidden, Jay: (Washington-Youree) Shreveport, La., h.  
 Widmer, Bus: (Ben Lomond) Ogden, Utah, h.  
 White, Dave: (Oasis Grill) New York City, re.  
 Whitney, Palmer: (Baker) St. Charles, Ill., h.  
 Wiener, Michael: (Old Rumanian) NYC, re.  
 Wiley, Hod: (Braznell) Miami Beach, Fla., h.  
 Wilkins & Walters: (New Yorker) NYC, h.  
 Williams, Emerson: (Lido Club) Youngstown, O., nc.  
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.  
 Wilson, Ray: (Conneaut Recreation) Conneaut, O., c.  
 Wintz, Julie: (Top Hat) Union City, N. J., nc.

Y

Yates, Billy: (Show Boat) Pittsburgh, nc.  
 Young, Bob: (Utah) Salt Lake City, h.

Z

Zarin, Michael: (Waldorf-Astoria) New York  
 Zatur, Joseph: (Larue's) NYC, re.  
 Zeeman, Barney: (20th Century) Phila, nc.  
 Zeiman, Rubin: (Caravan) NYC, nc.

(See ROUTES on page 132)

# New Acts - Bands Reviews

## Francis Lederer and Joan Woodbury

Reviewed at the Metropolitan Theater, Boston. Style—Dramatic. Setting—Full stage (special). Time—Seven minutes.

Francis Lederer, stage and screen romancer, and Joan Woodbury, of Woodbury Soap and hotel clan, do a portion of Paul Zinner's *Satan's Mass*. Lederer translated this scene from German and personally directed. Cut from the first show's 15-minute stanza to a seven-minute frame, the incident in the life of an actor-producer runs better at the quickened pace.

Elaborate setting has Lederer entering his apartment to answer the phone, conversation developing into his debunking love. Miss Woodbury appears and re-

quests a role opposite him. For an audition she plays the piano and sings. She discloses her love for him. Suddenly Lederer finds his love ripened for her. She then brazenly ridicules him for his admission of love. Enraged, Lederer shoots the gal. He endeavors to find avenues of escape. The gal, frightened, pops up and says he missed her. He puts on an act pleading insanity. Finally Lederer exits off, after "firing" the gal, querying, now who is the better actor.

Miss Woodbury, 20-year-old, bubbling with ambition, vivacious and pretty, is grand. The piece did not afford her ample time to disclose her true histrionic ability, but she has the stuff.

Lederer clicks in his workout and his passionate bit of lovemaking. With mike volume toned down, the stint can be worked into a fast, serio-amusing frame. A slight departure for Lederer. His European accent is fading fast.

S. P.

## Four King Sisters

Reviewed at the Biltmore Hotel, New York. Style—Singing.

Four pretty young girls are the King Sisters. Featured with the Horace Heidt band unit here, they are given prominent parts in the varied program. Most of the time, they are spotted for harmonizing the pop tunes for the band. In addition, Alice, brunet, and Yvonne, small blond, step out for solo work. Yvonne, in particular, is a cute youngster, and is used to excellent advantage in the hotcha numbers.

The other two girls are Dotty and Louise. When working together, the quartet produces thoroly pleasing vocalizing, aided by smiling personalities. Four pretty gals are hard to beat, especially when there's only one other girl in a big unit.

P. D.

## King Tuffy, the Hollywood Lion

Reviewed at Folly Theater, Brooklyn. Style—Animal act. Setting—Full stage. Time—Sixteen minutes.

Tuffy, a vigorous lion just five years old, is put thru his paces by Bob Mathews, who prefixes the turn with an interesting spiel on the technique of training lions. Holding only a short stick, Mathews then enters Tuffy's cage, opens the animal's mouth to display his teeth, has him sit on a swing, walk a barrel, etc. Ace turns are jumping thru a hoop and landing on a small table, walking parallel tight wires and leaping from a height on to Mathews, who lies prone on a table.

Act goes over big, particularly so in view of Tuffy's apparent fits of temper.

P. A.

## Rudy Bundy and Orchestra

Reviewed at Levaggi's Flamingo Room, Boston. Style—Dance band.

Rudy Bundy's Orchestra, a Mid-Western aggregation composed of 12 men, comes to this swank spot in its initial Hub appearance, and is steadily gaining popularity. Booked here six weeks ago under management of Charles Shribman, New York.

Instrumentation: Dick Bixby, piano and clarinet; Joe Wayand, drums; Russ Goltry, bass and trombone; Paul Helvey, electric guitar; Russ Thomas, first alto sax and trumpet; Elston Linderman, tenor sax; Sam Simon, third alto sax; Johnny Weiler, Trierweiler; Al Kollatt and Bud Swallow, trumpet, and Barney O'Reilly, trombone. Rudy Bundy leads and fingers a sizzling clarinet of the first order.

Bundy features a medley of instrumental units of six trumpets, four clarinets, and four saxes, participating in all.

The vocal contingent includes a trio composed of Bundy, Helvey and O'Reilly, with Kollatt added for a quartet. Kollatt supplies the comedy and musical novelties and does well.

Bundy is a neat looking blond-haired chap, shaping up well on the rostrum. Has been on the road for 12 years. He left the Brittons to form his present versatile organization, and has already played top spots thruout the country.

His music has that classy swing. Yet

his musicians are capable of dishing out anything the songsmiths turn out in a style that is distinctive. The key to Bundy's success here is that he feels out his crowd and gives them just what they crave.

Bundy's music is aired via the Yankee Network (WNAC) and the Colonial Network (WAAB). His appearance inaugurated a floor-show policy here, his playing for the acts adding a punch to the show.

S. P.

## The Charioteers

Reviewed at the Roxy Theater, New York. Style—Singing. Setting—In two. Time—Nine minutes.

This colored quartet, with one colored boy at piano, broadcasts over NBC. Current spot at the Roxy is their first stage appearance and act goes over okeh. To this reviewer, however, turn seemed to go in too strongly for nonsense lyrics, substituting meaningless sounds for the words. Otherwise, the boys satisfy.

Tunes included *I've Got Swing for Sale*, *Chapel in the Moonlight*, *Ride, Red, Ride* and *Old Man River*. Went off nicely.

P. A.

## Cappy Barra Harmonica Swing Ensemble

Reviewed at the Roxy Theater, New York. Style—Instrumental. Setting—In two. Time—Eight minutes.

Seven men in this ensemble, Cappy Barra stepping out for solos. Open with a medley including *Chinatown*, follow with *Pennies From Heaven*, then go classical with Rimsky-Korsakow's *Flight of the Bumblebee*, and go to the other extreme with *Tiger Rag*.

Outfit displays great virtuosity, but has a tendency to play around the melody too much, to the detriment of the latter. Good musicians, tho, and can probably vary their turn to suit any audience. Also manage to put a bit of comedy into their routines. Received fair hand here.

P. A.

## Three Giants of Rhythm

Reviewed at the 125th St. Apollo Theater, New York. Style—Dancing. Setting—In two. Time—Six minutes.

Three boys, all tall, who do tap numbers in unison and singly; they open together, engage in a challenge dance and close together again. Work with great ease, each differing from the other in style, and employing bits of eccentric to break up solid tap work.

Neatly attired in white flannel evening clothes, they make a nice appearance and did very well when caught. Should have no trouble doing likewise at all times.

G. C.

## Bessie Smith

Reviewed at the 125th St. Apollo Theater, New York. Style—Singing. Setting—In two. Time—Eight minutes.

Ample colored gal, who offers shady blues numbers, some specially written, in a husky, throaty voice. Vocal ability is just fair, but she certainly knows how to sell her shouting, and the type of lyrics she employs finds eager and usually enthusiastic listeners. One typical number that went big was *One Hour Mama, One Minute Papa*. She attempts a few steps several times. She closed to a thunderous hand with a broadly worded tune.

A hot mama dishing out sizzling stuff with expert and accomplished delivery.

G. C.

## Phantom Steppers

Reviewed at the 125th St. Apollo Theater, New York. Style—Straight and novelty dancing. Setting—In two. Time—Five minutes.

A trio of colored male tappers. After a short opening together, one boy remains for a fast routine of straight taps and is followed by the other two on skates. This pair performs an assortment of tricky and difficult steps, keeping up good rhythm and the simulation of taps. Other member returns for another routine of tap, is joined in it by the other two just before the close, and

all exit attempting cute poses of truckin' and the like.

A short act, acceptable thruout and the novelty bit on skates added for good measure and punch.

G. C.

## Ullaine Malloy

Reviewed at the Penthouse, Boston. Style—Aerialist. Time—Five minutes.

This 23-year-old gal is one of the youngest in the biz, beginning her active career as a tumbler with the Alexander Troupe in 1928. She is now pioneering with this type of act in a night club, working on rings and bars strung over the diners. A dainty 120-pound blond gal, she presents a pretty picture. Clicked heavily and made a solid impression here with contortion acts on rings, 62 muscle grinds; foot-head kicks, ring splits, circular body designs and backbends. In the finale she does rapid-fire teeth swiveling.

Has perfect control, a nice shape and should click anywhere. Her timing of various bits is interestingly systematic and jells into a continuous performance.

S. P.

## CHICAGO

(Continued from page 36)

longer routes; but, unfortunately, we have found out that it is difficult and risky to work with other agencies; that it is better to play safe and remain strictly independent. We would not want to be responsible for the tactics of the other agencies over whom we have no control.

Another sore spot with which we had to contend is the difficulty of procuring exceptionally good talent because of the too-low salary scale in the night club field. We find that most of the talent is working in clubs, but some acts go forward while others remain in the same category week after week. The ones we think have possibilities for better things, we concentrate on. In many cases our recommendations for new wardrobe, change of numbers, etc., have taken an act out of the small club class and put them into the better spots for more money. Ofttimes we have found it necessary to turn them over to bigger agencies that can accomplish more for them than we can. In that way, we get the confidence of other acts, because one will tell the other of the considerate manner in which they were treated.

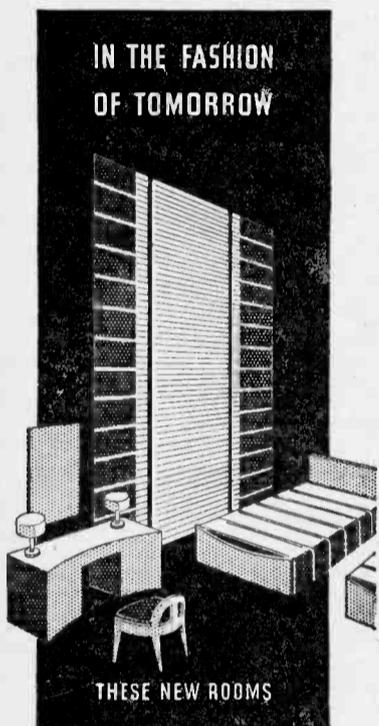
It has been our experience that night club owners want youth and talent even above "mixing" girls. The ability to mix is not as important as some people claim. About one-third of the clubs around Chicago want the performers to mix; but, even in these instances, it only means sitting with patrons and accepting any food or drinks they might want to buy for them. The clubs do not encourage drinking of hard liquor, preferring the girls to drink "downers." In no case, to my knowledge, is it compulsory for a girl to leave the club with any of the patrons. In fact, in all our clubs this is discouraged. Any male performer, of course, whether he be an emcee or entertainer, usually lives up to the accepted conception of a hale fellow and a mixer.

As to the type of talent most in demand, we find that most of the smaller clubs like dance teams, soubret types, blues singers and novelty acts. Some clubs like prima donnas, but they are very few in number. The hotel rooms are going in more and more for novelties, jugglers, magicians and the like. Nudity and stripping are dying merely because there is a great scarcity of such girls. There is a great demand for lines of from four to six girls doing good dancing and good specialties, and a still greater demand for fast tap teams, probably because each dancer usually does a solo specialty as well.

In conclusion, I say night club conditions will never be straightened out unless the agents form an organization strong enough to compel a code of ethics for the entire field.

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# New York Rep Theater Asked

Editorial in Equity Magazine cites the advantages of a system of repertory

NEW YORK, Dec. 19.—Idea of a local repertory company, a plan for which *The Billboard* has long campaigned, has been advanced in the December issue of *Equity Magazine*, official organ of the actors' association. Proposition is suggested as one that might make the public road-conscious again, a point particularly apropos in view of the current save-legit propaganda. Editorial follows:

"There has been much discussion not only by Equity but also by various other groups as to what methods might be efficacious in building up the theater, and it appears that the subject has as many facets as a perfectly cut precious gem. In order to arrive at a remedy for any ailment you first have to diagnose the ailment. And the theater appears to have as many symptoms as the most chronic hypochondriac.

"Amid all the talk about the return of the 'roadshow,' involving, as it does, an effort to get transportation systems to reduce the rates for traveling companies, there comes up the question of 'what sort of plays will appeal to the non-New York audience?'"

"It is perhaps unfortunate that New York has so definitely come to be the theatrical center of the country. Naturally, that means that any play must wear the cachet of 'Broadway success' before it is considered worth seeing elsewhere, with the paradoxical truth underlying that those very Broadway plays are really not what those other people want to see. New York has acquired what is broadly spoken of as 'sophistication' in such a degree that to click with the city's audiences a play must be written with one foot in a Manhattan theater and the other in a twin bed on the Pacific Coast, and with an eye turned in either direction. That is a pretty hard thing to do, be he ever so acrobatic! This has been brought about by Hollywood's eagerness to buy motion picture rights.

"After all—a playwright wants to eat, the same as other people.

"But in toeing his mark, or his two marks—and it's a pretty far spread—he can't look at the country in between. And it is the country in between that could put the American Theater back where it belongs. Also, it is the country in between which now resents the fact that it is not getting any theater.

"Katharine Cornell and a few others have proved that the country up and down and in between was not only ready and willing, but crying out for the chance to see real theater.

"With the re-establishment of the road, playwrights would be spurred on to give their time to writing plays which New York, with its changing taste, might not care for at all, but which would be eagerly received by and heartily enjoyed by the rest of the country. It is something to be hoped for, for the actor, for the playwright, and certainly not least of all, for the citizens of the United States. It may not be Broadway they are (See *NEW YORK REP* on page 52)

## "Glory" Tryout Impresses

NEW YORK, Dec. 19.—Winifred Carter's *Escape From Glory*, originally entitled *Moloch*, impressed during its short run at the Bard Theater, near Poughkeepsie, recently. Piece, which played 2,000 provincial spots in England with Nancy Price in the lead, is reputedly being angled for here by screen companies. Also rumored that Florence Reed is giving the script the once over. Martin Rennick, of the Georgia Wolfe office, handles the American rights.

## Drama School for Paris

PARIS, Dec. 12.—The Comediens de Paris, co-operative drama group operating the Theater Sarah Bernhardt, have opened a dramatic art school to train young artists for the stage. Talented students will be given opportunity to play small parts in the productions at the Sarah Bernhardt.

# From Out Front

By EUGENE BURR

Each yuletide it is this reporter's self-imposed and pleasant task to thank those players who, during the fall and early winter season, have made the duties of a professional playgoer less onerous than they are generally apt to be. Always, of course, there are more players to be thanked than can be accommodated in the space allotted to thank-yous; always there are some inadvertent slips of a harassed memory; always, of course, only those players are included who were seen by this reporter, leaving out those in dramas committed to the tender mercies of Messrs. Ackerman and Denis. With such omissions duly brought to mind and as duly regretted, this corner offers its list.

Many thanks, then:

To the D'Oyly Carte Opera Company, which returned to New York early in the fall with its inimitable renditions of the Gilbert and Sullivan repertoire; to Fannie Brice, for retaining in the revised edition of the *Follies* all of the many humors she so hilariously displayed in last winter's version; to Bobby Clark, in the same show, for taking the place of two other comedians and doing a better job than both of them put together; to Cherry and June Preisler, my favorite sister team, who many years ago made my first week of enforced vaudeville reviewing almost endurable, and who are better than ever in the current *Follies*; and to Marvin Lawler, also in the same show, a dancing juvenile with more promise than nine-tenths of his fellows—and with most of it already fulfilled; to Raymond Roe, a tiny tot whose ingenious and delightful antics gave passing interest to *Seen But Not Heard*, a tidy tidbit in which children and murder and Christmas were all mixed together; to Eleanor Lynn, who has had praise here before for her work in hill-billy roles, for her cute, pert and attractive little Southern belle in *The Golden Journey*, the end of which was Cain's warehouse; to Richard Cromwell, for a sensitive and highly effective portrait of an embattled adolescent in *So Proudly We Hail*, a performance which came as a thrice-welcome surprise to those of us who had watched his work upon the screen; to Roland Brogan for an outstanding job as an enforced young junker in the same play, which dealt with the rigors of military school, and to Jessie Royce Landis, for her splendid display of horror crescendo in *Love From a Stranger*, wherein an amorous gentleman went around murdering a series of wives.

To Emyln Williams, for his portrait of a homicidal bellhop in *Night Must Fall*, a spine-chiller of his own invention, and to Dame May Whitty, in the same play, for her detailed and in the end blood-curdling portrayal of an old lady who unwittingly clasped a snake to her bosom; to Leon Ames, for what is probably the nicest performance I have ever seen brought to the aid of an impossible play—namely, Mr. Ames' playing of the English instructor in *Bright Honor*, the season's second play to suggest that military schools can show trumps to the Black Hole of Calcutta, and to little Ruth Gilbert, in the same play, for making a small and tritely written part stand out as a real characterization; to Melissa Mason and Buster West, for their hilarious dancing in *White Horse Inn*, dancing that provided the only near approach to hilarity in that expansive, expensive and exasperating spectacle; to Kitty Carlisle, for being as pretty as she is in the same theatrical Gargantua—even the most of the customers in the huge Center Theater can't see her well enough to know the difference; and to Arnold Korff, one of the stage's truly fine actors, for his quiet, tender and dignified portrayal of Franz Joseph, which is buried under scenery and chorus people in the same show; to Arthur Byron, for the greatest Polonius that ever supported a bad Hamlet (or even a good Hamlet) in the Gleigud version of the tragedy—an unusual, detailed, interesting, authentic and tremendously effective interpretation; to Lillian Gish in the same production, the first Ophelia ever to make the mad scenes seem like anything but the morning-after extravaganzas of an Elizabethan bawd, and to Judith Anderson, also in the same production, for the authority and sympathy of her performance as Gertrude, whom she made, for the first time, an understandable and unfortunate woman.

To Maurice Evans, for his much-publicized yet none the less excellent portrait of the Emperor in *St. Helena*, wherein Napoleon and Max Gordon both met defeat; to Reginald Mason, Joseph Macauley and Stephen Ker Appleby, for fine jobs as various of the dying hero's henchmen in the same play; to Maria Ouspenskaya, for the authority of her performance in *Daughters of Atrous*, which saw Delos Chappel smothering a fine play with a pillow made of swansdown and cloth-of-gold; to Helen Menken, for very nearly bringing belief to the embattled heroine of *The Laughing Woman*, a lady whose titular attribute was unshared by either audiences or producer; to Marta Abba, one of the few foreign importations who lived up to pre-arrival ballyhoo, for her charming work in Gilbert Miller's production of *Tovarich*, wherein nothing in particular is made to seem graciously amusing by virtue of Mr. Miller's well-known suave direction; to John Halliday, for ably abetting her; to Jay Fasset, in the same play, for his portrait of a middle-class family-man confronted with royalty in the butler's pantry; and to Cecil Humphreys, also in the same play, for his Soviet commissar who might have been a representative of the Czars.

To Lee Patrick, for the zest and effect with which she delivers the best Kaufman-Ferber wisecracks in *Stage Door*, a comedy that understandingly and delightfully presents the case of the stage versus the screen, as seen thru the eyes of a castful of ingenues; to Onslow Stevens, in the same play, for proving that a man may appear on the screen and yet remain charming on the stage; to Kathleen Fitz, for an effective bit in *Iron Men*, wherein Norman Bel Geddes had a lot of fun with an oversized set of Mechnano, and the customers in the orchestra got cricks in their necks; to William Haade, a steel worker who was brought into the parlous environs of the theater by Mr. Bel Geddes to lend a touch of artistic verisimilitude to that same otherwise bald and uninteresting narrative, and who managed, surprisingly enough, to turn in a good workmanlike performance with his lines as well as his girders; to John Alexander, whose overwrought wrestler in *Swing Your Lady* is a masterpiece of pantomimic hilarity; to Jimmy Durante, for the cross-examination scene in which he is both accused and accuser, one of the few high spots in the generally bottom-bound humors of *Red, Hot and Blue*; to Ethel Merman, for singing Cole Porter's not-quite-topflight tunes in the same extravaganza; and to Bob Hope, in the same show, for being Bob Hope and therefore taking one's mind off the intricacies of the musicalized quest for a griddle-marked posterior; to Grace George, for skimming so delightfully and so amazingly upon the mud-bordered ice of *Matrimony, Ltd.*, which she took from the French but, unfortunately, didn't give back quickly enough; and to Jose Ruben, for an adroit and amusing performance in support of Miss George.

To Leslie Howard, for the most intelligent, thoughtful, understandable and generally excellent *Hamlet* I have ever seen; to Clifford Evans, for his Laertes in Mr. Howard's production, a Laertes that very nearly reached the all-time high set by Colin Keith-Johnston in the role; to George Curzon, an Arliss in the making, for his mannered underplaying in *Black Limelight*; to Teddy Bergman, for his hilarious dumb thug in *Double Dummy*, the title of which, the two producers still insist, did not refer to themselves; to Charles D. Brown for his usual breezy performance in the same play; to Carrie Weller, for a querulous and effective character study of a rooming-house keeper in the same play; and to Barbara Weeks, for a fresh and funny portrayal of a stock Dumb Dora, still in the same play; to Amelia Romano, for the quiet sensitivity of her Virginia in *Plumes in the Dust*, wherein Miss Sophie Treadwell and Mr. Arthur Hopkins discovered that the (See *FROM OUT FRONT* on page 53)

# Equity Hits Old Billing

Council passes resolution deploring practice of leaving signs long after closing

NEW YORK, Dec. 19.—Council of Actors' Equity has passed a resolution inaugurating a drive against outlawed billing. Practice of leaving on the marquee the names of a cast and show which has been closed for some months is stated to be unfair not only to the actor and the production but also the public, particularly out-of-towners, who feel taken in by what they consider a trick.

Resolution follows:

"Whereas, the new era in the theater will demand an absolute fairness of treatment towards the public in small things as well as large, and

"Whereas, it is no credit to a metropolitan theater that billing of closed shows should continue to be displayed in front of the house, and

"Whereas, as our members are hurt and humiliated by seeing themselves still advertised to appear in theaters that are dark;

"Now, therefore, be it resolved that the theater owners and managers be advised that any continuance of this practice will be regarded by this association as an infringement upon the rights of certain of our members and will be treated accordingly;

"And be it furthermore resolved that the League of New York Theaters be advised of this action on the part of Equity's council in the hope that all theater owners and lessees will cooperate in ending an undignified and unethical practice."

## Drama School for Stanford

PALO ALTO, Calif., Dec. 19.—Rockefeller Foundation has given Stanford University \$42,000 for the new Memorial Theater and the creation of a school of drama, which President Ray Lyman Wilbur, president, said will be founded shortly. Rockefeller money will give the theater the most complete and modern stage facilities in the world, university officials said. College will also inaugurate a new course in the history of the development of the motion picture as a dramatic medium on January 5.

## Washington State's Dramatic Tour

OLYMPIA, Wash., Dec. 19.—Washington State's venture into the legitimate theater field has met with outstanding success, Burton James, director of the Washington State Theater, informed N. D. Showalter, State school superintendent. Financed by a \$35,000 grant from Rockefeller Foundation, the touring troupe from the Seattle Repertory Theater, co-operating with the State Department of Education, played before 30,000 persons in 45 performances on its fall tour.

Twenty-three cities and towns were visited and matinee and evening performances given. Admissions ranged from 25 cents to 75 cents. A second tour will be undertaken in the spring. Shakespeare's *Comedy of Errors* was presented on the fall tour.

The Rockefeller grant will subsidize the State theater for three years, after which the State School Department hopes it will have become self-supporting. Other States are watching the Washington venture with interest, since this is the first time in history such a plan of bringing legitimate drama to students on a large scale has been attempted.

Chief difficulties met in the fall tour, according to Director James' report to the Department of Education, were improper preparation for the plays in the classroom, poor acoustics in school auditoriums and inability of some parts of the audience to see properly.

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# An American Gilbert & Sullivan Repertory

By S. M. Chartock

WHY is it that America has no permanent Gilbert and Sullivan repertory company? This has long been one of the mysteries of the contemporary American light opera theater.

The success of the visiting D'Oyly Carte Opera Company here has not only stimulated our love for the Savoyard extravaganzas, but it has more prominently brought to the fore the inexplicable puzzle as to why a representative American company has not, long before this, been established.



S. M. Chartock

Talk of such a commendable institution has long filled the air. Real music lovers have, from time to time, raised the moot question. Unfortunately, whatever agitation has been raised in this respect has come to naught; not because of an apathy on the part of theatergoers, but primarily because

such a project has never really been considered except in a mild way by Broadway's professional play producers.

Only recently Eugene Burr, Legitimate Stage Editor of *The Billboard*, encouraged—at least I hope so—by my productions of an American Gilbert and Sullivan repertory season at the Majestic Theater in New York, took pen in hand to bring once again to the attention of managers and playgoers generally the fact that a permanent organization comprised chiefly of American singers should tour the land very much after the manner of the D'Oyly Carte troupe in England.

Speaking of this company, headed by Frank Moulan, William Danforth, Herbert Waterous, Vera Ross, Roy Cropper, Vivian Hart, Margaret Daum, Dean Dickens, John Eaton and Frances Baviello, he writes: "Of course, it may be argued that this present troupe approximates a permanent company, since its members vary very little from year to year—but that is not the point. What is meant is a company that performs constantly, year in and year out, establishing a tradition of the Savoy classics thruout the country.

"In such a company the members would have no outside connections; they would, of course, be always available; and, most important of all, new singers could work their way up to leading roles, absorbing the tradition of Savoy performances. Thus a real permanent company could be established.

"For, tho we have the present company, there is no guarantee that we will have it for long." Mr. Burr then discusses the artists who have played and others who might be recruited in organizing a permanent company. He concludes his article: "The talent is here. Surely America can guarantee 52 weeks a year to a first-line Gilbert and Sullivan company of its own.

"That is really a challenge." Perhaps this is a challenge aimed directly at me, since for the last three years I have presented the American favorites in these comic operas, not only in New York City, but in some of the principal cities in the United States as well. If I have taken the mantle worn by the late Milton Aborn on my own shoulders, it is not because I feel that I alone am qualified to sponsor these merry musical satires, but principally because it is a labor of love. A Savoyard fan since early childhood, it is veritably a dream come true that I should, in my managerial capacity, be in a position to launch these works professionally. And so I take Mr. Burr's appeal not only as a challenge but as a plea for such a national Gilbert and Sullivan institution as he so benevolently urges.

But this is more than an appeal to an individual or a group of individuals. It is a cry which all genuine Savoyards who enjoy and revere the works of these two great masters of satirical operettas must take up and re-echo. It must be sounded and resounded daily until it awakens the American people to the void. And with the awakening the void will be filled.

Unfortunately, the last few years have

not been propitious for crystallizing sentiment thruout the country in supporting a Savoyard company on a national scale. The inexorable law of economics has made such a project a hazardous one. While four or five important cities have withstood the financial debacle that suddenly struck the land, what we know as the road, which supported the living theater for so many years, has in the main been in the doldrums. Only now do we hear of a revival of not only heretofore quiescent week-stands, but there has been an awakening in the one-night stands for dramas and musical comedies in the flesh. With a revived nation keenly alert to the theater, and with money to support the drama, the time is now ripe for discussing ways and means to launch a permanent G & S organization.

It must be remembered that the theater is an enormous gamble. It would be a gift from heaven if some music-loving philanthropist would endow such an idealistic dream. In the absence of such philanthropist, it becomes incumbent upon a manager to produce such a project with his own limited resources. The risk involved is tremendous; and, tho the heart is willing, the pocketbook is often weak. It therefore becomes essential that such an institution must come as an expression from lovers of G & S everywhere. By this I do not mean that playgoers should personally back such a project by money. I do mean that they should back such a project by showing their willingness to attend performances of the repertory season when it plays their home town.

Established as perennials for decades, interest in the G & S pieces has been renewed and augmented by the new educational trend in primary and secondary schools, that of teaching music appreciation rather than the scales and a song or two as the curriculum of the Music Departments. The Gilbert and Sullivan operettas have proved the most successful media.

And to know them is to love them. As a result adolescents, youth and even infants, from the age of three, became more noticeable in the audiences of the professional theater, and as performers in amateur enterprises.

The growing popularity with the youngsters of these operettas is due to the fact that here is something which reads as easily and as well as it is played; that here are works which are hailed as outstanding literature by the adults, recommended for cultural purposes, and still are as interesting and as easy to understand as Aesop's Fables.

The operettas are as timely today as when first written. For who can deny that the genuine satire of Sir W. S. Gilbert is not as fresh, as biting today as when he first conceived it? His analogies and witticisms are still the highlights of every after-dinner speaker who has the good fortune to be acquainted with them. And Sullivan is not forgotten today, either. His haunting music is not only the inspiration, but, in many instances, the very theme of some of the outstanding popular songs of today.

My devotion to these masters was climaxed when I was given the opportunity to act as student producer for *The Sorcerer*, and a year later *The Mikado*, at Boys' High School in Brooklyn. But my joy and pride knew no bounds when the critics hailed the operettas at the Majestic Theater in 1934 as the outstanding American productions.

It was really a triumph of inspired youth, but the superb cast, enumerated in a previous paragraph, was the chief factor in the success.

Nowhere else in America are there to be found today men and women so well versed as these in the Gilbert and Sullivan roles. They have devoted long years of service and have given lavishly of their talent to something which has not only supported them, but which, to them, has become an ideal.

In addition to those already named there is but a mere handful prepared today to augment the company, and these are only men, such as Joseph Macauley, John Cherry, Charles Gallagher, Bertram Peacock and Frederick Persson. But with the establishment of a permanent company additional members can be re-

S. M. CHARTOCK is a New Yorker. He attended school in Brooklyn and then entered New York University, where he prepared to teach economics. While studying law, Milton Aborn, the operetta impresario, died and Chartock took over the Aborn company.

He has worked in every possible capacity—front and back-stage—in the professional theater. He has been a musician and even a singer and emcee in night clubs and radio. In addition he has directed legitimate semi-professional shows and stock. He confesses his desire "is to create beauty" and this led him to an ambition to write and direct. And so, when he became a producer he did so not only to give himself an opportunity in these fields but also to prevent a breaking up of the Gilbert & Sullivan company, for whom he was handling publicity.

Altho one of the youngest producers on the Big Street, his cultural background, practical experience and natural ability all point to a brilliant future.

cruciated from the ranks. Each member of the company would be given the opportunity to train for the roles best suited for them, and a plan of alternating repertoire would give them the opportunity to perfect themselves in the various roles.

Even today every member of the company has spent many years in vocal training, and the only possible adverse criticism can definitely be traced to the lack of sufficient rehearsal period for the ensemble. Unfortunately, when conducted as strictly a business venture, the budget must be strictly adhered to, and naturally production costs must be curtailed. This evil, and any other shortcomings, would automatically disappear with the foundation of a successful permanent company.

The old adage about "grass always being greener on the other side of the fence" seems to be responsible for the fashion that leads some to sneer a bit at the available American talent. Home talent never seems as good as that from abroad in the minds of self-conscious arbiters of so-called sophisticated taste.

As an answer, permit me once again to quote Mr. Burr.

"This reporter is no flagwaver, as past records should indicate. He saw the performances of the D'Oyly Carte troupe when it appeared here, and he gave the players the tremendous praise that was their due. Yet he is firmly convinced that the talent available here generally equals and in many cases surpasses that offered by the English troupe. That statement, undoubtedly, is heresy, but it stems from a firm conviction. Discounting the superiority of the English production and orchestra, and taking in the obvious advantages of a permanent company, the American singers can hold their own.

"Mr. Moulan, except for his annoying extravagances in *The Mikado*, is surely a more effective buffoon than Martyn Green of the English company—tho Green's rendition of the patter songs has the edge. Mr. Danforth's *Mikado* is the ace of all Gilbert and Sullivan interpretations; tho his Dick Deadeye tends to over-mug, he is in general more effective than the well-known Sydney Granville of the D'Oyly Cartians. Mr. Danforth's Grand Inquisitor, for example, may be lower comedy than Granville's, but it is far more intriguingly fiendish. As for Mr. Waterous' basso profundo, it, like Katisha's tooth, almost stands alone.

"And others can bear comparison, too. Miss Vivian Hart is as fine, and certainly as charming, a G & S soprano as is to be found anywhere. Miss Ruth Altman, not with the company now, is acceptable in certain parts. Miss Dean Dickens is as

charming and as vocally gifted as any of her English counterparts. And Miss Vera Ross is, despite the praise lavished on Miss Dorothy Gill, still by long odds the most effective G & S contralto, in this reporter's opinion. It is true that the tenor department is, in general, weak, but Roy Cropper is coming along nicely in the current series of revivals.

"And the replacements mentioned above, almost all of whom would be parts of a permanent company, are far from being inferior talent. As a matter of fact, some of them are topnotch.

"The talent is here, despite commentators who think it fashionable to rap native players as compared to the great artists from overseas. The talent is here."

The enthusiasm which greeted the appearance of our company in every major city in this country firmly convinces me that the talent is indeed here. And the opinions of some of the critics that individually our artists are at least on a par with, if not better than, foreign talent leads me to reiterate that the talent is here. I can assure you that, when guaranteed a permanency, the players can concentrate towards that degree of perfection which is responsible for the extreme joy experienced when listening to a thoroly prepared presentation of the Savoy operas. And with the permanency we can start building for the future by creating a group, organized and developed in the true Savoyard tradition, with each member of the company trained in the different roles.

What a bright aspect the future holds when our ambitious youngsters can pattern themselves after such artists as Moulan, Danforth, Waterous, Ross, Cropper, Hart et al.

All that is needed is the support of the music lovers and those who appreciate the finer things in the theater. If each Savoyard would appoint himself a deputy to arouse these people and organize into groups, ready, willing and able to support a permanent company, we cannot fail.

Therefore, whether the challenge was aimed directly at me or not, I take pride in accepting it in the name of every true Gilbert and Sullivanite, and, in turn, doing my share in trying to echo and re-echo this cry.

In the name of our common interest—our mutual love for the Gilbert and Sullivan operettas—I repeat this challenge to the American Savoyards: Do you want a permanent Gilbert and Sullivan repertory company?

If you do—organize!

## NEW YORK REP—

(Continued from page 51)

seeing, but it is American Theater.

"Until such a revival comes to pass aren't we overlooking a few other small opportunities?

"Why not some revivals that would not involve waking up whole railroad companies, spurring to effort—or even subsidizing—new and even old playwrights, trying out new material? Why not some of the grand old musical favorites? St. Louis, Columbus, other cities have tried it, happily.

"We are not referring to such plays as *The Drunkard*, which does not necessarily command respect from a histrionic point of view, altho generally referred to as a 'revival.'

"What we do refer to is a genuine and sincere performance of some of the tried and true 'great.'

"The D'Oyly Carte we have with us—to our great delight—now and then perhaps not often enough. Surely no one can ever get enough Gilbert and Sullivan. Mr. Will Shakespeare, a gentleman who wrote some fairly successful plays, has been staging a few revivals himself these last few months—at the moment of going to press we are told a third *Hamlet* is coming to town. *Abie's Irish Rose* promises to return.

"But—what's happened to *Erminie*? What's become of *The Fortune Teller*? Can't She Tell Them Any More? Who Wouldn't listen to the *Love Tales of Hoffman*? The *Belle of New York* isn't dead. And—perhaps the most beautiful of all, why not hear once again the magical ring of *The Chimes of Normandy*?

"Old friends are worth seeing once again!

"Wouldn't just ONE good company in repertory of some of these old favorites do much to make the public road-conscious again? Isn't it worth a try?"

# Chorus Equity Notes

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

Chorus Equity is holding checks in settlement of claims for Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Ruthy Dennis, Edith Fleming, Emerson Frome, Lela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holme, Bunnie Jaymes, Lorraine Jannee, Jerry Koban, Dorothy Mellor, Gertrude Medwin, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Every possible effort is being made for the protection of Chorus Equity's members working on WPA. Such effort and action must not be weakened by the individual action of individual members working on the WPA. Your grievances should be brought to your association for settlement, not to unrecognized and unauthorized groups among yourselves; such action destroys the impression of unity and weakens your cause. The Chorus Equity office is the place to bring your troubles.

We urge all members of Chorus Equity who have pink slips to report to Chorus Equity immediately.

Again and again—we remind members that they must register at Chorus

Equity headquarters before going into rehearsal on the day of their first rehearsal. There is a rumor of a production which may be made by a manager who is on Equity's unfair list. Chorus Equity places a manager on an unfair list only when he has failed to observe some clause of Chorus Equity's contract. When that manager is on our unfair list no member of Chorus Equity may work for him until the breach of contract for which he has been posted has been rectified.

Any member who breaks this rule will be suspended from Chorus Equity. Ignorance cannot be an excuse. The names of defaulting managers are posted on our bulletin board. We know that in some cases, while a production may be made or may be attempted by a defaulting manager, his name may not appear in such a way that our members know of his connection with the production. There is still no excuse of ignorance. If our members obey the rule of reporting at headquarters before going into rehearsal they will be told whether Equity members are permitted to work in the contemplated production.

Do you hold a card paid to May 1, 1937? If your card is not paid at least until that date you are in bad standing. If you are out of work and unable to pay you should apply for an extension of time. If you are leaving the profession you should apply for an honorable withdrawal card.

DOROTHY BRYANT,  
Executive Secretary.

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## Cowl Postpones Chi Opening for "Hamlet"

CHICAGO, Dec. 19.—In order that her opening on Christmas night would not conflict with that of Leslie Howard's *Hamlet*, Jane Cowl has postponed the first performance of *First Lady* here until Saturday matinee, December 26.

It is said that this is the first time in many years that a legitimate production has opened its run here with a matinee.

## DeNeergaard Wins Arb

NEW YORK, Dec. 19.—Dispute involving Sam Levey and Beatrice DeNeergaard, the latter claiming that a letter understanding with the former for a role in *Ghosts* and *Hedda Gabler* was tantamount to an Equity contract, was decided in favor of Miss DeNeergaard in an arbitration at American Arbitration Association. Award was \$400.

On the board were General Samuel McRoberts, George Backer and John A. Rumsey.

## \$5.70 "Follies" Top in Pitt

PITTSBURGH, Dec. 19.—A sign of the improved times here is the \$5.70 top to be in effect at the Nixon Theater New Year's Eve. The admission represents a new high for the theater since 1929. The attraction is *Ziegfeld Follies*.

## FROM OUT FRONT

(Continued from page 51)

genius of Poe cannot be confined to the tinsel limits of the stage; and to Paula Bauersmith (whose performance is one of the best of the season), Anthony Ross and many others in the cast of *200 Were Chosen*, the season's only serious drama that managed to display any real reason for having been produced.

To Russell Collins, for heroically undergoing the tortures that any actor of ability would have to undergo in order to play the title role in *Johnny Johnson*, the Group Theater's spavined bow in the general direction of New Art; to Art Smith, for a couple of amusing bit characterizations in the same pool of attic-scented hogwash; to Gertrude Lawrence, for her sensitive portrayal of a woman who mistakes cowardice for courage in *Still Life*, the only one of Noel Coward's nine short plays, lumped under the title of *Tonight at 8:30*, in which Mr. Coward forgot to be painfully self-conscious; to Evelyn Varden, for her straightforward, clear-cut, honest performance in *Prelude to Ecstasy*, wherein the Theater Guild nodded curtly to the love-life of Wagner, and wherein Miss Varden walked off with top honors in the face of a name-filled cast; to Ruth Gordon, for her mannered, charming and very funny burlesque of Mrs. Pinchwife in Gilbert Miller's revival of Wycherley's *The Country Wife*, which brings Restoration humors to a street badly in need of a Restoration; to Roger Livesey, for his mannered and charming performance as Mr. Horner, wisest of the rakehells in the same piece; to Helen Trenholme and

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WINTER TERM BEGINS JANUARY 15

For Catalog address the Secretary, Room 145, Carnegie Hall, N.Y.

Jane Vaughan, for their extreme loveliness and pleasant ability, as two of the prettiest of the charmers Mr. Miller assembled in his production; and to Cissy Loftus, that grand trouper, for working like a mad Trojan to make something out of the dull comedy of *The Holmeses of Baker Street*, wherein a fellow who is obviously an imposter usurps the place of the immortal Sherlock.

Sincere thanks to them, every one.

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# Thru Sugar's Domino



## STRAY SHOTS

**T**HAT amateur promotions on the air and in theaters have greatly declined—as borne out by the results of The Billboard's recent survey of the situation—is no surprise to this commentator. It is a source of jubilation, however, that the decline has manifested itself so definitely within a comparatively short time since the peak had been reached. With amateur shows waning thru the medium of hari-kari and with the possibility still alive of double features being abandoned as a steady policy of nabe houses, the chances of stage shows making a comeback are better than they have been for some time. It is a good omen for the new year that these tendencies should manifest themselves at Christmastide.

Talking about the Christmas season, without mushy sentiment and lofty rhetoric it is possible to impress even smug Americans that they have much to be thankful for nineteen hundred and thirty-six years after the birth of a Great Teacher whose precepts seem to have been permanently shelved by the submissive peoples of formerly great nations. In a world of chaos, fear, hate and menacing war clouds America stands practically alone as a land that has applied the principles of Christ. American performers are not held back by race, color or devotion to a creed. In a nation that is regarded as being highly materialistic there is still plenty of room for the flowering of culture and for the practice of all religions. A man can still say what he thinks with impunity in a land that not long ago was drawn into the hysteria and disillusionment of a world conflict. At Christmastide we can pray to all of our gods—who is One—that what is happening over most of the so-called civilized world should never happen here. It is highly probable that our prayers will be answered if we guard zealously the liberties (not license) that we now enjoy.

Screen song slides are returning, we note. Showing that the world moves around as it moves forward. Soon there will be few things of the past left to sigh over by graying men like us. Because most of them will be back with us—in new clothes and ultra-modern fixings but the selfsame stuff that formed a vital part of the business life of our predecessors in the amusement arena. The man who said there is nothing new on the face of the earth was evidently right. He should have added, however, that man devises new slants on old things and leaves it to the showman to sell it to the humanity Barnum knew well as brand-new.

The figures released last week on the flop benefit held on the Coast for the Actors' Fund should constitute the strongest argument that can possibly be laid before actors against playing benefits that are not indorsed by established organizations of the show business such as the Theater Authority in New York. A peculiar way of reasoning since the Coast benefit is not being condemned as such. Our point is that the figures released (which limited space does not permit us to reprint here) show graphically how it is possible for talent worth four figures to corral a staggering gross—with nobody benefiting but the promoters. There have been perhaps millions of words written about the benefit evil and this commentator has, according to some of his friendly critics, contributed more than his share. But the gist of the whole thing can be boiled down into a few lines of type—Actors should not play any show gratis unless they are definitely assured by every reasonable means of investigation that actor charities are getting a fair share of the take. Any actor who plays a benefit for any other reason is a vain pup, a stupid lummoX—or thinks he stands a chance of getting into politics.

We listened in a few Sundays ago to Seth Parker's *We, the People* program. If our two readers have leisure time Sundays and fail to take advantage of it by listening to this program stemming from WJZ they are missing a treat of a lifetime. Here, indeed, is the ideal program. It is expertly staged. It has humor, paths and all the ingredients of a radio show designed for the most heterogeneous audience in the world. It has none of the bunk of similar programs exploiting human foibles. It stands four square on the gospel of common sense and good taste. Mr. Parker has our salute and congratulations on having given radio a new and vigorous twist.

We recently showed the Broadway sector of the town to a company of Parisian showmen. These were men who are responsible for the revues that attract American tourists with greater force than any single item of Paris's kaleidoscopic show. One would stamp these gentry as sophisticated and wise—even on their first visit to these shores. They walked with the eagerness of children into the leading night clubs of Broadway. They came away greatly disappointed—suffering a severe letdown after a tremendous buildup. They liked the spots, they thought well of the shows and talent. Everything was simply grand. But they were disappointed because their viewing of Hollywood films for many years gave them the very definite impression that all America and particularly Broadway is very much like the elaborate scenes in American films. Which should give one a pretty good idea of what the supercolossal product turned out on the Coast is doing to the American public that used to be well satisfied with a silent horse opera on the screen and five acts on the stage.

# The Broadway Beat

By GEORGE SPELVIN

**B**ILL ROBINSON'S 58th birthday last week brought loads of publicity and topped the biz at the Cotton Club, where he's featured. . . . He's been in show biz for 50 years, and one of its greatest performers all the way. . . . Incidentally, he says he considers Fred Astaire and Eleanor Powell the best dancers in the country, with James Barton a close second. . . . Jerry Goff has just had his picture test and is waiting hopefully. . . . Ditto Edith Roark. . . . Jack Stutz, son of the auto magnate, has turned cafe owner and is now operating the Game Cock on 44th street. . . . AFL officials who presided over the exciting WPA protest meeting last week were jittery all the way, and could hardly wait for it to end, being afraid that militant non-AFL workers on WPA would raise Cain because the AFL unions were obviously making a meek protest, and, even worse, trying to restrict the meeting to their own members only. . . . Things did hum after the meeting was over, with a chair hurtling thru the air and reports claiming that a pistol was drawn. . . . Pat Rooney is playing night spots as a single, Pat Jr. being busy making film shorts. . . . The Furniture Handlers' Union is circularizing theatrical unions, informing them that Steinway pianos are being handled by non-union men. . . . Interesting, but there doesn't seem much that the theatrical outfits can do about it. . . . Virginia Verrill, singer, who has just signed with Goldwyn to appear in the *Follies of 1937*, will branch out and do acting and dancing, too. . . . Dave Driscoll, of WOR, has been unanimously selected as the smoker of the worst cigars in radio. . . . Two days after she left the hospital, where she bid au revoir to her appendix, Loretta Clemens was back on the air again, singing. . . . Milton Pickman, of MCA, has been hopping in and out of New York so often that he's thinking of installing a cot for himself in the Newark airport hangar.

How many fathers are going to give their sons electric trains this Christmas—so that the fathers can play with them? . . . Senator Ford has finally moved back to New York from the fastnesses of Long Island—and where the senator lives it's really fastnesses. . . . Add championships: A barber in the shop under the Palace Building won the shave-and-haircut ribbon some eight years ago by negotiating the double chore in something like 12 minutes—and without cutting up the customer, which would have been a foul. . . . But where do they get subjects for contests like that? . . . Mack Millar, who spent plenty of time in the night clubs he agented, doesn't drink or smoke. . . . Gags about the ex-king and Mrs. Simpson are now coming out in the open, especially at the night spots, tho comics were at first afraid to tackle the subject. . . . There's a Mrs. Simpson sketch in the forthcoming *The Show Is On*, tho she's not mentioned by name, and Harry Gourfain, vaude producer, is again putting out his *King's Scandals* unit which toured three years ago, but which is now just about ripe to cash in on the name. . . . WPA workers are worried, claiming that the theater project is infested by G men who spy on alleged malcontents. . . . But it seems as tho Mr. Hoover's boys have more to worry about than that. . . . Oliver Saylor, writing a book about Morris Gest, wanted to get some info from Evelyn Nesbit Thaw, who once crashed all sorts of headlines with regularity; he found her entertaining in a small Bronx nitery. . . . Tops in incongruity: vigorous strip teasers who sing sentimental ballads. . . . Question raised in all earnestness by a non-pro, after reading a trade paper ad: Is this an ad or a complaint?

# Chicago Chat

By NAT GREEN

**S**TATE STREET is gay with trees, spangles and Santas, to say nothing of the milling throngs streaming in and out of the department stores. . . . And the overflows from the shopping crowds are filling the B. & K. houses—there are practically no others left in the Loop—to near capacity. . . . It must be the bargain-hunter's instinct that leads thousands of people to submit to being herded like sheep into the huge cinemas, which with all the ingenuity of the builders are still a nightmare to anyone who likes to take his entertainment in comfort. . . . To be pushed and shoved around for an hour before securing a seat, then squirm uncomfortably while trying to see the show and at the same time dodge the hoofs of the incoming and outgoing mob is enough to take all the pleasure out of the performance. . . . Maybe some day we'll have theaters where we can sit in comfort and watch a show without annoyance, but not as long as the public meekly submits and keeps the cash registers merrily jingling.

Memories of the old diamond-horseshoe days were revived by this year's season of opera. . . . It was the most brilliant in a decade and but for a few ill-timed productions would have paid out—something almost unheard of in the opera field. . . . As it was, the deficit was under \$50,000. . . . Two weeks of popular-priced opera is scheduled for January, and next spring a sponsored season of 14 weeks directed by the Chicago City Opera Company. . . . Before the '37 fall season of seven weeks opens next October the company plans a three-week road tour.

Morgan Eastman, the radio baton-waver, leaves Chi January 1 for a real vacation—the first he will have enjoyed in 15 years. . . . After motor-ing to New York he plans to take a leisurely boat trip to Havana and Colon, then thru the Panama Canal to California, where he will stay until spring. . . . Edward Mahlike has arrived from New York to complete arrangements for the Ice Carnival, which opens at the Stadium the day after Christmas. . . . Idi Papez and Karl Zwack, Vienna figure skating champs, will be the featured guest artists. . . . After Chi the congealed aqua stars have a 10-week tour of 20 cities. . . . Rosa Ponselle nearly wrecked the *Then and Now* show the other night by insisting on talking to Maestro Carlton Kelsey during the broadcast.

Norva, of Maurine and Norva, creators of the new Royalty Rhythm dance, celebrated her 25th birthday Friday. . . . The team, by the way, will be heading for one of the major Hollywood studios next April, having been signed for a picture, in which they will have speaking as well as dancing parts. . . . Lester, costumer, spending some time in New York. . . . Morris Silver, manager of the William Morris office here, just back from the big town. . . . Lottie Falkenstein, Sligh & Terrell receptionist, back on the job after having been laid up for seven months because of a broken leg. . . . College Inn patrons had a lot of fun taking candid camera shots at the Inn when a special night was set aside for that purpose. . . . The Inn is still going for novelties, and on Christmas night will introduce Coleman Clark, former table tennis champ, and Yoshro Fushimi, Japanese table tennis champ. . . . *Grand Hotel* sponsors are reported to be frantically looking for a night spot.

**"Pennies From Heaven"**

(COLUMBIA)

TIME—79 minutes.

RELEASE DATE—November 25.

**PLOT**—Bing Crosby is a wandering minstrel. Twanging an antique lute and singing for pennies thrown from apartment houses, he loves to consider himself the last of the troubadours. But, of course, he meets up with a saucy little girl (Edith Fellows) and he lingers. Sure enough, he falls in love with lovely but prim Madge Evans, who is a social welfare worker determined to find a respectable home for a little waif. Bing opens a night club, just to prove he's respectable and thus prevent the social welfare board from sending the little girl to the orphan's home. But the club fails, the girl goes to the orphan's home and Bing has to go thru a lot of interesting escapades to win back the little girl and wed the big girl. It all comes out all right at the end.

**CAST**—Bing Crosby, singing in his usual pleasant and nonchalant fashion; Madge Evans, looking tired, but pretty; Edith Fellows, who just about steals the picture; Donald Meek, who is pleasantly unobtrusive, and Louis Armstrong and band, who are hot stuff.

**DIRECTOR**—Norman Z. McLeod. Has given the film an easy-flowing quality.

**ARTHUR**—A Jo Swerling screen play based on the novel *Peacock Feathers*.

**COMMENT**—A pleasing, sweet and innocuous light comedy, with Crosby as the chief attraction. There are several swell songs and there are some grand circus scenes, in addition to the swell Armstrong performance.

**APPEAL**—For the entire family.

**EXPLOITATION**—Crosby, the circus, Armstrong and the songs.

**"Banjo on My Knee"**

(20TH CENTURY-FOX)

TIME—80 minutes.

RELEASE DATE—December 10.

**PLOT**—A tale of shanty-boat dwellers on the Mississippi River. Pearl, a land woman, marries Ernie Holley. They are separated on their wedding night when the latter, after throwing a villain in the water, runs away to escape police. Ernie comes back but leaves again after a slight tiff with Pearl. Pearl, struck with remorse, goes to New Orleans to search for him, is unsuccessful, and makes her living washing dishes. Newt Holley, father of Ernie, sets out to look for both in order to persuade them to settle down and provide him with a grandchild, his ruling ambition. Newt finds Pearl doing an act in a night club with a song-and-dance man and is persuaded to join up with his banjo and musical glasses. Ernie finally arrives in town and starts a riot when he sees a phony Casanova making advances to Pearl. Lands in jail, is released and goes home to the shanty boat with Pearl.

**CAST**—Barbara Stanwyck, Joel McCrea, Buddy Ebsen, Walter Brennan, Walter Catlett and others. Best of these river hillbillies is Brennan. Ebsen comes thru with a nice bit of eccentric hoofing. Rest fair.

**DIRECTOR**—John Cromwell. Pleasant enough job, particularly the river storm scene.

**AUTHORS**—Screen play by Nunnally Johnson, from novel by Harry Hamilton.

**COMMENT**—A bit of Americana, not very significant, but entertaining.

**APPEAL**—General.

**EXPLOITATION**—A hybrid musical with Stanwyck singing and dancing.

**"More Than a Secretary"**

(COLUMBIA)

TIME—76 minutes.

RELEASE DATE—December 24.

**PLOT**—Running a secretarial school, a prim gal is told the facts of life on how to get your men by a dumb but enterprising student. She takes heed and gets the bright idea of secretarialing to a handsome editor of a physical culture magazine. She's capable and becomes appealing enough to humanize the editor, who carries his physical culture idea too far. In going human he takes to a blond frill, which brings a

peeve from his secretary, who is now associate editor. She walks out on him after jumping the sales of his mag, and makes his jump thru hoops before returning to the office and into his heart.

**CAST**—Jean Arthur, George Brent, Lionel Stander, Ruth Donnelly, Reginald Denny, Dorothea Kent, Charles Halton, Geraldine Hall. A tough break in being saddled with this pix. Stander and Kent are standouts in comedy jobs. Arthur and Brent do as well as can be expected.

**DIRECTOR**—Alfred E. Green. A tough assignment and hard to make anything worth while of it. And he didn't. In fact, the directorial treatment sank to the same level as the story.

**ARTHURS**—Story (based on Matt Taylor's *Safari in Manhattan*) by Ethel Hill and Aben Kandel. Screen play by Dale Van Every and Lynn Sterling. Very bad, resembling a script for a burlesque show, considering situations and dialog. No substance to it at all.

**COMMENT**—Just something that finds its way into a film company's schedule. You'll have to take it, but you won't like it.

**APPEAL**—None; but on the tailend of a double-feature bill it'll get some laughs. Sure thing that mothers won't like their youngsters to see this. Over-plays sex in secretary.

**EXPLOITATION**—Secretarial angles and physical culture.

**"The Man Who Lived Again"**

(GB)

TIME—65 minutes.

RELEASE DATE—November 1.

**PLOT**—A famous scientist discovers a method of draining brain energy into a jar, and is thus enabled to transfer the essential motivating power of one brain to another—brain transference, as they put it. He experiments successfully with animals, but when the scientific world laughs at him he goes haywire and decides to benefit himself by swapping brains with a younger man. The younger man he selects has a pretty gal as assistant and sweetheart, and the great scientist has designs on her too. Of course, he's felled in the end.

**CAST**—Boris Karloff, Anna Lee, John Loder, Frank Cellier, Donald Calthrop, Lynn Harding and others. Karloff properly bogey-mannish, tho with not so much horrific makeup as usual. Others okeh.

**DIRECTOR**—Robert Stevenson. A nice horror job.

**AUTHORS**—Screen play by L. duGarde Peach, Sidney Gilliat and John Balderston. More intelligent than most scare-operas—or at least it gives the impression of more intelligence.

**COMMENT**—Rather scary and rather silly, yet for the most part it is effective in the line it sets out to follow.

**APPEAL**—Horror fans.

**EXPLOITATION**—Karloff and the central situation.

**Coast Musicians Battle Election**

LOS ANGELES, Dec. 19.—Annual election of Musicians' Local 47, AFM, will be held December 21, with promise of becoming one of the most bitter contests in recent years. Stiff opposition has developed for all offices excepting recording secretary, held by Fred W. Forbes, and financial secretary, filled by Ward B. Harrington.

Post of business representative, left vacant by Cliff Webster, who resigned in October to join Coast office of Consolidated Radio, is being fought over by six candidates. Acting Business Representative J. A. Spencer will hold office until January 25 and then will probably be reappointed to his former assistant spot. The six candidates are Ed L. Smith, George Teasdale, H. C. Green, Eddie Sullivan, Dr. Leonard Stallcup and Herbert Wilkings.

Harry Baldwin is opposing Frank Pendleton for the latter's office as president. Jack Tenney and John Cronshaw are opposing Max Sturgis for vice-president.

**AFM Meet in Louisville**

LOUISVILLE, Ky., Dec. 19.—Official headquarters of the American Federation of Musicians, during its 42d annual convention, beginning June 14 here, will be at the Kentucky Hotel. Accommodations for approximately 600 delegates and guests will be provided by the hotel.

**"Make Way for a Lady"**

(RADIO)

TIME—68 minutes.

RELEASE DATE—November 13.

**PLOT**—A father spends all his time with his motherless daughter, and there is a great love between them. He finally meets and loves a nice woman, however, and wants to marry her. Meanwhile the daughter overhears someone say that papa hasn't remarried because daughter takes up all his time. Daughter also finds a book of papa's which has an endearing dedication from a lady writer and jumps to the conclusion that papa and the writer love each other. Therefore she sets out to fix things for them, and almost succeeds in upsetting papa's real romance. She finds out the true state of affairs, however, and patches everything up.

**CAST**—Herbert Marshall, Anne Shirley, Gertrude Michael, Margot Grahame, Clara Blandick and others. Marshall and Michael okeh. Shirley too sweet for words as the daughter.

**DIRECTOR**—David Burton. He poured out all his store of sweetness and light.

**AUTHORS**—Screen play by Gertrude Purcell, from a novel by Elizabeth Jordan. A cute, clean, wholesome idea, pleasantly worked out.

**COMMENT**—There's an overdose of saccharine, but it's a cute and pleasant film none the less.

**APPEAL**—Okeh for the kids on this one.

**EXPLOITATION**—Central situation.

**"Flying Hostess"**

(UNIVERSAL)

TIME—66 minutes.

RELEASE DATE—November 22.

**PLOT**—A gal wants to be an air hostess, but faints on her trial flight. However, she succeeds on her next attempt, and gets into endless lovers' squabbles with a young pilot, who feels that woman's place is on the ground. In the plane that he is piloting and she is hostessing are bandits, who order that the plane be flown to Mexico. The pilot and his assistant refuse, and in the fight that follows the bandits are killed, but both pilots are knocked out. So the brave little hostess lands the plane and saves the customers all by herself, aided only by a voice from the head office which gives her her instructions.

**CAST**—William Gargan, Judith Barrett, William Hall, Astrid Allwyn, Ella Logan, Andy Devine and others. Gargan reliable as always. Some of the newcomers show real promise, with Barrett and Hall, in the juve leads, both looking like comers. Logan will go far in pix as a singing comedienne.

**AUTHORS**—Screen play by Brown Holmes, Harvey Gates and Harry Clork, from an original by George Sayre. The office boy could probably have done as well, but it's an innocuous enough waste of time regardless.

**COMMENT**—If you have an hour that you simply have to spend, this one won't do you any harm.

**APPEAL**—Lower brackets.

**EXPLOITATION**—Air hostess stuff.

season's greetings

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## Actor Groups Make Protests

NEW YORK, Dec. 19.—Jail sentences meted out to burlesque performers last week in the police complaint against the Burbank Theater, Los Angeles, have brought protests from actor organizations here. Burlesque Artists' Association contacted Equity on the matter, and both have taken steps to help the performers, also calling on the Screen Actors' Guild for aid.

Equity has contacted its attorney on the Coast to get the complete facts of the case and to see what can be done. BAA also wrote the attorney to act in its behalf. Tom Phillips, head of BAA, also wrote William Bledsoe, editor of the Screen Actors' Guild magazine, for his support.

## Indie Recasting For Second Trip

NEW YORK, Dec. 19.—Finishing the first half of its season in January, the Independent Burlesk Circuit is starting to recast its shows for a second trip around the wheel. Second trip will complete the season late in May. New at-

tractions are being signed up, as are the better comics in the field.

Among those signed for the second trip are Beef Trust Billy Watson, Charles Red Marshall, Happy Hyatt, Jack Diamond, Yvette and Zarita.

Most of the operators on the circuit report that the first half of this season was their most successful in the last seven or eight years.

BOWER SISTERS closed with *Hindu Belles*, Indie show, in Detroit December 11. Return to their Newark (N. J.) home after Toledo week of December 24. Marion booked to open at the Blue Moon Tavern, Waterbury, Conn., January 1, while Florence is booked to wed a nonpro shortly.

# Burlesque Reviews

## Old Howard, Boston

(Reviewed Monday Afternoon, Dec. 14)

*Modes and Models* is easily one of the best this season, even tho the line (16) messed up the *Brooms* number. Stripping contingent, headed by the lovely and beautifully shaped Chinese gal, Amy Fong, with auburn-haired Sunny Nash and blond Louise Phelps, specialize in the art of undressing and display of their feminine charms, with not a bump to be had either from these gals or the line. Each gal twice out does her parading nicely and most effectively, with Miss Nash nixing vocals and on her first appearance only stripping to the waist. Miss Fong possesses nice voice and enunciation, with Miss Phelps offering pleasant warbling.

The comic section clicked to advantage, with Billy (Scratch) Wallace, Al Hillier and Jack Lamont. Their hoke had some solid basis to it and proved they were tried and true disciples of the comique.

Opening was impressive, with all the principals doing the intro vocal chores. Production numbers were plentiful and received their quota of laughs in *Flowers, Running for Mayor, Hello Bill, Red Rose, Room 44, Union, Good Bye, Hammers, Sonnia Plurk* and *Bumble Bees*. Working in most of these were Clara Hendricks, who did a nice job as straight; John Head, Harry Ryan, Miss Nash and Miss Phelps, in addition to the trio of comics.

John Head took care of front and backstage vocaling and did a mighty good job at it. Did much to pep up and spice the wheels of production from the wings. Ryan, of nice appearance, is okeh as a straight.

Line works *Butterflies, Legs* and *Jewels* routines, and a *Sailor* opening for the second half. *Butterflies* numbers is effectively portrayed by the gals via their butterfly wing-waving, and they semaphore nicely in the *Sailor* number. In general, the gals should bolster up on their routines and brush away any weak spots.

Carlton and Miller appear singly and together for fast tap terp and distinctive acrobatics, in which hoke is plentiful.

## Indie Appoints General Counsel

NEW YORK, Dec. 19.—Independent Burlesk Circuit appointed I. Robert Broder as its general counsel last week. All individual members of the circuit approving the appointment, which entails handling all matters for them locally. Broder, a theatrical attorney, has already had several meetings with the Burlesque Artists' Association.

Broder and the BAA are going to work out a basic agreement for the circuit. He is also discussing with Tom Phillips, head of the BAA, the problem of midnight shows at the three-day stand, Grand, Canton, O.

# U-Notes

By UNO

MICKEY DENNIS, with *Garden of Girls*, Indie show, who in private life is Mrs. Chuck Gregory, wife of the Chicago producer, recalls when she chorused as Mickey Rhodes at the American, New York, alongside Celia Jackson, Billie Kane and Bonnie Brooks.

HARRY BAUM is new leader of six-piece ork at the Star, Brooklyn. Started December 11 when Star released non-union ork and stage crew. Bill Connors is new stage carpenter.

BEE POWERS doubling in chorus and in apache dance with comic Jack Sobol in an Evyleen Ramsay-produced ballet picture at People's, New York.

JACK KELLY, former quartet singer and more recently straight man at People's, New York, now stage manager for Weinstock shows.

TILLIE GRIFFIN, with the Liberty stock, San Francisco, sends word of the passing of Doc Lyle, connected for many years with the Dalton Brothers on the Coast.

BUDDY ABBOTT and Lou Costello finish seven more weeks for the Wilners as per contract and then set sail for London to open at the Palladium for Harry Sherman with the same comedy material they used while on the Steel Pier, Atlantic City, last summer.

PAUL KANE, producer, doubling at the Star and Century, Brooklyn, celebrated a birthday December 13 at his New York home.

MANDY KAY and George Rose joined *Red Rhythm*, Indie show, December 18 in Canton, O., after *Red Hot* Company disbanded. Ditto Julian and Corinne Hall and Sugar Farrell. Dorothy Morgan opened with *Speed and Sparkle* in Toronto December 13, and Harry Stratton and Eddie Lloyd moved into Philadelphia. Mae Brown switched to *Too Hot for Paris*, and Herbie Barris opens with the new Indie company at the Century, Brooklyn, December 27. Jimmie Gerard and Tille Marco and Dorothy Johnson (See U-NOTES on page 64)

SID PAINE

## Republic, New York

(Reviewed Monday Afternoon, Dec. 14)

Republic's show, *Can't Take It*, socks heavily thru its comedy sketches featuring Joe Freed. Latter is capably aided by Mac Dennison, with George Murray and Brownie Sick straightening. Material is decidedly on the rough side, but gags go over because they are really funny. Two bits in particular wowed the patrons, one in which Murray was heckled by Freed sitting in a box, the other being the gold hunting expedition interrupted by ghosts.

Production otherwise is fair burlesque, line of girls numbering 10, and at times 11, and the showgirls varying between five and seven. Latter have been well chosen and are an asset. Most pretentious number had the girls dressed in rose-colored hoop skirts and white wigs.

Strips all satisfied, some of the later ones not having time for encores owing to the length of the show. Contingent featured Toots Brawner, local favorite, and included White Sisters, two blondes who did a double strip, and Gertie Forman, Paula Lind and Dorothy Ahearn. Betty Rowland, specialty dancer, clicked okeh in a combination toe and fan dance.

Pal Brandeau, who produced the show, is to be congratulated in putting together such a swell bunch of laugh-getters. Tunes, by both men and women, were on the weak side, however. Original intention had been to book a quartet into the show, but this failed to materialize.

House, for the 1:30 p.m. show, was very crowded, the boys getting a swell break for their money.

PAUL ACKERMAN.

# Burly Briefs

EDDIE KAPLAN was betwixt and between for holding two contracts, one from the Irving Place, New York, and the other from Indie Circuit. BAA ruled that he was to fulfill Irving contract and he opened there Friday. . . . Charlie Lauk has left the Eltinge, New York, as manager, while over in Philadelphia Fred Sears is no longer at the Shubert. . . . Harold Weinstock flew to Miami Beach last week. . . . Brisco and Raynor are not going into the Oriental, New York, cast, remaining with the Indie Circuit instead. . . . Hazel Miller bowed out at the Star, Brooklyn, cast last week. . . . Dot Dabney closed Sunday at Minsky's Gotham, and Phyllis Vaughn closes there this Sunday.

DEWEY MICHAELS, manager of the Palace, Buffalo, and Lou Appleby, manager of the Roxy, Toronto, were Chicago visitors last week, lining up extra added attractions at the Schuster office. . . . Marion Morgan has been held over for

a second week at the Casino, Toronto. . . . Marian LaMar is back in Chicago, having closed with the road company she was with. . . . Anna Mei Lee, who is under personal contract to Milt Schuster, has been signed for 12 weeks on the Metropolitan Circuit and will play at the National, Detroit, following her engagement at the Palace, Buffalo. . . . Jerry McCawley opens at the Palace, Buffalo, week of December 31. . . . Frances Mylie opens on the Independent Circuit December 25. . . . Charles Country, of the Rialto, Chicago, has been suffering with laryngitis. . . . Billy Monroe, who recently closed at the Avenue, Detroit, has been meeting with success as emcee in Chicago night clubs, booked by Bert Peck, associated with the Schuster office.

JIMMY MARR is directing the dance routines for the new Oriental Theater, New York, being opened by H. K. and (See BURLY BRIEFS on page 67)

★ **NADJA** ★  
Thanks for Eastern Offers. Expect to Return East Soon.  
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## GREETINGS

# BERT MARKS

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in Stock, Indefinitely.  
Direction—Phil Rosenberg

## HOLIDAY GREETINGS TO EVERYBODY

# WALT STANFORD

MAKING 'EM LAFF AT  
MINSKY'S GOTHAM THEATER,  
NEW YORK CITY.

## GREETINGS

# Andy Anderson

STILL THE TOPS IN STRAIGHTS  
BELIEVE IT OR NOT

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# Burlesque Today

By Allen Gilbert

**D**ESPITE all its critics burlesque has a definite place in the show business, particularly emphasized with the decline of vaudeville and the vanishing of stage shows from motion picture palaces. But despite the fact that I like burlesque and think a lot of it, burlesque producers are miffing the opportunity of a lifetime by sticking to staid, conservative tricks, instead of taking advantage of their opportunities to experiment.

Before going any further let me explain that I do not refer to the strip act.



Allen Gilbert

To me the strip act becomes more important as time goes on. It is, as *Time* magazine mentioned some months ago, the only American contribution to the entertainment world, excluding jazz. Other more important opportunities are being wasted.

The average burlesque show today is run on the same pattern in most theaters. Costumes, scenery and lighting play unimportant parts. In the 42d Street Apollo we pay attention to these necessary details and find it pays good dividends. Herbert Schultz, who has designed the sets for innumerable productions on Broadway, does my sets, and Billi Livingston, whose costumes grace musical comedies, designs every stitch of clothing that sets off my choruses. But try to sell that idea to the average burlesque theater operator. They will tell you, "Stop bothering about how to dress up the show and instead worry about how to undress it." Altho undress plays its part, dressing is still important. Put a child in a candy factory and he gets sick inside of an hour and doesn't want any more candy. The same thing holds with nudity.

Bernard Sobel, one-time dramatic editor of *The Mirror*, wrote an article some time ago which annoys me every time I read it. He took it upon himself to bemoan the passing of old-time burlesque. Tenderly he reminisced about his childhood days, the smoke-filled theater, the beer bottles and boxing bouts. He was sad because the days of Brice, Jolson and Lehr in burlesque were gone forever. He did admit, however, that burlesque, which had fallen to a pretty low level with the depression, has made a surprising recovery. He credits the strip act with having caused this revival. But in the same breath he denounces the strip act as a means of giving a vicarious thrill to an audience of "epileptics."

In building my own reputation as a producer in burlesque, I have definitely set its foundation upon the right use of nudity and strip acts. It needs no defense, but an explanation may be of some help to other producers. The strip act, as performed in burlesque today, leaves its proponents with as much clothing on as most night club chorines. Day by day it becomes more important and in a four-a-day show six strips are not too much if your strippers are varied as to technique.

The trouble with Mr. Sobel's denunciation is that it was based on his failure to change with the times. The strip act of today affords no more "vicarious thrill" than the showing of a baby-blue garter in his youth. Burlesque's primary appeal has been its emphasis on sex, naughty to Mr. Sobel. The audience that watches a strip act is no more "epileptic" than was this same Mr. Sobel 30 years ago, gazing at the tight-covered legs of what he described as a blond amazon.

It is obvious that the baby-blue garter has completely lost its appeal. A young entertainment seeker can sit on the beach all day without paying an admission price. The strict moral codes of 30 years ago were slightly evaded by old producers and that is why Mr. Sobel went to see burlesque shows "every week." Today the strip act does the same



Dancer

**ALLEN GILBERT** is regarded by many as the most successful producer of burlesque shows today. Altho only 26, his salary is tops in the field. Starting 10 years ago as a dancer in the Bandbox Theater, Cleveland, it did not take him long to graduate to assistant producer and then producer. He left school to join the show despite parental objection. After the Bandbox came jobs producing the A. B. Marcus musical revue, then Chicago, New Orleans, St. Paul, Milwaukee and Atlanta saw samples of Gilbert's work. He came to New York for the Wilners and there were times when he produced four completely different shows in one week. At present he does two stock shows a week, 42d Street Apollo, New York, and Shubert, Philadelphia. *Fortune Magazine*, discussing burlesque, said: "The man who produces Mr. Wilner's show is Allen Gilbert, young and most likely candidate for the late Billy Minsky's title of No. 1 Showman."

thing, and that accounts for the revival of interest in burlesque. But Mr. Sobel and other critics are wrong when they object to the strip act as being wicked, just as wrong as when the blue noses in his youth raided burlesque houses for showing a baby-blue garter (with a woman's leg inside it).

With radio playing so important a part in the lives of the American public, with the night clubs adopting the strip act, with books and magazines free from censorship (thank God!), the trade once referred to as "family trade" has vanished as completely as the Wild West. Sophistication, pseudo tho it may be, has taken its place. And these people want stage shows.

Walk along Broadway and see where you can find one. The Paramount, State, Roxy and Radio City. Four where forty flourished before. People who haven't the \$3.30 for musicals are turning to burlesque. People who once viewed vaudeville weekly are getting the burlesque habit. But if the policy pursued by many operators continues they will be turning away from burlesque.

Burlesque producers should realize that they are the future of the American theater. Burlesque in itself is never an end. It is a means. Performers, directors and producers of musical comedies must come from somewhere, and burlesque is the only training ground today. But instead of grasping the opportunity and showing what can be done with lighting, with additional types of acts, with proper selection of music, with excellent dance routines, instead of varying the old stand-bys, burly producers plod along.

We tried an experiment in the 42d Street Apollo that gratified me. I put in a line of 16 dancers, who had ballet training and who insisted on being thoroughly dressed, to see what the burlesque audience reaction would be to completely clothed chorines. The ballet's toe dancing routines were as precise as anything the Radio City ballet does. The applause for the girls was tremendous and it brought in more audience letters than I have ever received. Their original two-week engagement has lasted 14 weeks so far and they are continuing indefinitely.

The outstanding problem of burlesque today is to make it a popular low-priced stage entertainment. An entertainment for everyone, not just the "regulars" associated with a burlesque theater. But in doing this no burlesque producer can afford to take a chance on losing the

"regular" who is still his bread and butter.

To do this in the only possible way one must continue with the old ingredients and gradually add more of the new. New talent, better scenery, costumes, lighting, skits, dance routines.

The most important ingredients of a burlesque show are girls, comedy, music and glamour—with the greatest accent on girls. The age of piano-legged queens and choruses ranging from 15 to 50 is definitely a thing of the past. It was these two things that gave so-called humorists and cartoonists their greatest opportunities to satirize and ridicule burlesque. This impression still remains fixed in the minds of young entertainment seekers.

There are innumerable burlesque producers who can't see beyond their noses and are under the impression that the old type of production, with untrained and decrepit-looking choruses, can go on indefinitely. A burlesque show of today that lacks smartness and finish and girls who have something more to recommend than just the fact that they are girls is about as outdated as the 1915 *Follies*.

One of the most neglected spots in the layout of a show today is comedy. This is so even in the so-called top houses. I think the trouble here lies in two things. Burlesque is still, for the most part, struggling along with old stand-by comedians. You must spend some time on your younger comics for results that will pay.

Regular burlesque patrons are so used to seeing the same skits that they can



**GYPSY ROSE LEE**, who stepped from burlesque into a much-publicized role in the "Ziegfeld Follies." Miss Lee is one of Allen Gilbert's former stars.

call the laughs a second before they break. And by regular I do not refer to the "regulars" who visit the theater only for a glimpse of nudity. The standard skits should have a rest. I am not saying that producers should hire George Kaufmann or Dave Freedman to do their sketches. It is possible, tho, to interest writers in trying out their scripts in burlesque. It was only a short time ago that Hugh Wedlock and Howard Snyder Jr., who are now writing Jack Benny's program, were trying to sell burlesque managers their skits.

Granted that there are impressive obstacles to overcome, remember that every part of a burlesque show does not have to click. Remember that only by experimentation can one find the really satisfactory ingredients for burlesque.

Burlesque has to fight innumerable things. No. 1: Its own reputation founded on poor shows, little dressing, strip teasers, who sang when they should have shut up, and choruses that looked like an elephant herd.

Remember also that it is hard to get the younger people who are without any

other flesh shows to become interested in burlesque except from a "sex-curiosity" angle. That generation weaned on movie choruses of 100 gorgeous women, shot at angles ranging from the ceiling to under glass tables, will naturally think an ordinary routine is putrid. And don't forget you are competing with such publicized figures as Crawford, West and Dietrich, who can be seen for a quarter. Remember that nothing can ever actually take the place of flesh and blood entertainment if that entertainment is good! Remember that at the present time burlesque is in a position to take advantage of this opportunity—if burlesquers would only wake up!

Despite the fact that producers have to fight against three things—time, money and scarcity of entertainers—they can still do good jobs.

While on the problems of the producer, every one of them owes a debt of gratitude to the Burlesque Artists' Association and to Tom Phillips, its president. That organization has not only relieved artists of the worry about their pay and unfair treatment, but it has also aided the producer in keeping his performers under discipline.

To anyone who knows the problems that beset a producer a week's time for a show is trivial. Particularly when that week is time snatched between shows, before shows and after shows. But a show can be worked out in that time with the proper assistance. Don't let any burlesque producer think he is the wonder boy and doesn't need assistance. He needs help in costumes, scenery, lighting, dance routines and sketches if he's not too pig headed to admit it.

As far as getting entertainers and keeping them, it is a tough problem. Last year Gypsy Rose Lee was taken from me for the *Follies*, as was Marvin Lawler, and Jimmy Richards went to the Paradise Restaurant. Keeping a chorus after a raid by night club producers is as tough as a non-Aryan holding a political office in Germany.

But realize that burlesque is actually the only opening for a novice in the theater to get his training today. There is a constant need for a new stream of talent and burly producers should baby that talent. Don't be afraid to give a newcomer a chance in your show. Granted that the minute they show promise they'll be gobbled up by other interests, remember you are not running a theater for a week or two or even a year. If enough of the talent you develop gets big-time breaks you'll have the customers lined up for blocks around the theater waiting to see your new discoveries before they are taken to other branches of the show business. There is no thrill to an audience comparable to discovering someone.

In conclusion, a word to the vaudevillians and other performers looking for work. Burlesque work is not disgraceful. It is as important to the show business as a box office is to any theater. The work is steady, salaries are good and the BAA a policing power. Where can a comedian find the opportunity offered him in a stock company to try out his material, to get large audience reaction and to get paid—not vaudeville break-in date money but real wages? Only in burlesque.

But in calling to vaudeville and legitimate actors we call in this way: "Come into burlesque as either a stepping stone to better things or a chance to tide yourself over until the break with the right attitude, in the right state of mind. . . . You are not stepping down to burlesque, you are coming over to it."

New York, Dec. 19.—Burlesque is being lifted to highbrow standards by H. K. and Morton Minsky. For the opening of their Oriental Theater Christmas night they sent out neatly engraved invitations that mention the premiere as being "formal." All rating invites must come in soup-and-fish.



Parade

Costume designs on this page are reproduced from drawings done by Billi Livingston, who designs all the Allen Gilbert ensemble costumes.

greetings



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BURLESQUE ARTISTS ASSOCIATION

Extends its greetings for a very Merry Christmas and a Happy and Prosperous New Year to each and every member of the Burlesque Artists' Association and to the entire theatrical profession.

To all deputies for their loyal services, our sincere thanks.

THOMAS J. PHILLIPS

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season's greetings



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520TH WEEK

JERRY McCAWLEY

STILL HAVE "IT"



Greetings to Everyone

DIANE  
JOHNSON

The Blond Bombshell

We send our holiday greetings to our many friends  
in the theater. While we would like to thank you  
individually, we take this means of conveying our  
thanks for your holiday expressions.

I. H. Herk — Abe Minsky — Harold Minsky

Minsky's Gaiety Theater, New York.  
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BETTY NOVAK

A  
Western  
Sensation  
In the East

— AND —

BILLY CROOKS

Straight  
and  
Characters  
Weinstock Stocks

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CHAS "RED" — MARSHALL AND LEONARD — MURRAY  
"GRETCHEN"

INDIE CIRCUIT,

EN ROUTE

SEASON'S GREETINGS

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THANKS TO MR. HIRST

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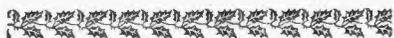
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*season's*  
*greetings*

**ALLEN**  
**GILBERT**

**producer**

42<sup>nd</sup> ST. APOLLO, N. Y.  
SHUBERT THEATER, PHILA.



1937 best greetings  
TO ALL MY FRIENDS



**MAE**  
**BROWN**



*greetings*

★ **ANN** ★  
**VALENTINE**

Direction—DAVE COHN



*Holiday Greetings*

FROM

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*Producer of Shows Beautiful*  
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FOR A HAPPY AND PROSPEROUS NEW YEAR

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Xmas Greetings

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2d Year Popkin & Ringer

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Tab Tattles

A MERRY CHRISTMAS to all tab-loiders of the past and present. May you all enjoy a bang-up holiday season. . . . With his *Broadway Novelties* clicking in good style in South Carolina and Georgia, "SeaBee" Hayworth is adding to his winter's activity by launching two new units. The first, a revival of his old *Pepper Box Revue*, opens at the Carolina Theater, Hickory, N. C., December 31 with a three-day stand and will continue thru the Carolinas and Georgia. The second, a circle rep, opens January 4 on a six-day lineup out of Hickory, N. C. His wife, Marion Andrews, will manage and be featured with the latter unit. . . . Corinne Burns, who recently closed the season with the *Streets of All Nations* at the Texas Centennial, Dallas, has opened with the tab stock at the State Theater, Fort Worth. . . . Bumpy Anthony, well-known circus clown, has joined Crider & Nelson's *Ladies in Lingerie* to do his comedy bicycle turn. The Crider & Nelson unit is now booked considerably ahead by Bob Shaw, of the Sun office. . . . Kid Koster, who is well known in practically every branch of show business and who boasts a host of friends in tabdom, postcards from Frisco that *Boy Meets Girl*, for which he is handling the advance billing, is doing capacity business along the Coast. . . . The Rialto Theater, on Cincinnati's Vine street, this week inaugurates a policy of tabs, using the units each Saturday, booked thru Bob Shaw, of the Sun firm. First in is Linton DeWolfe's *Girl in Platinum*. . . . Harry Clark's *Paramount Club Revue* played the Ritz Theater, Macon, Ga., for two days last week, the first stage show to play the house in several months. Lucas & Jenkins, which operates both the Ritz and Capitol in Macon, may bring tabs to the latter house regularly after the first of the year.

IN THE roster of the tab stock at the Joy Theater, Dallas, are Jack Moore, straights; Bob (Casey) Greer, comic; Buford Gambol, musical director; Mr. and Mrs. Monroe Kirkland, Helen Phil-

lips, Toots Wiley, Opal Mullins, Imogene Eastman, Nellie Handley, Bobbie Arnold, Polly Blanchard, Francis Shaefer, Ruby Hutchins, Jessie Mae and Nerle Briand. Elmo Phelps is the Joy manager; Florence Pratt, cashier, with John Bennett handling the front of the house. . . . Honey Hank Harris and Happy Bennett are putting on a ramble at the Palace, San Antonio, New Year's Eve. . . . Harry and Kitty Poole, operators of the Happy Hour, Houston tab stand, are this week celebrating their fourth anniversary at the house. . . . Bob (Casey) Greer and his new bride, Edith Teeter, both of the Joy Theater cast, Dallas, are at present honeymooning at Journey's End, George, Tex. They will rejoin the Joy cast late this week. . . . Nellie Handley, also of the Joy in Dallas, and her mother have gone into the cafe business in that city. . . . "Dink" Kirkland, of the Joy company, has acquired an attractive night spot in Dallas, known as the Showboat. . . . *Bird of Paradise Revue*, with Mac's South Sea Islanders, played the Mishler Theater, Altoona, Pa., last week. . . . Blanche James has closed with the troupe at the Joy, Dallas, to join the tab at the Joy Theater, Oklahoma City. . . . Besides J. L. Greenwood, manager, others in the Oklahoma City Joy lineup are Sid Winters, Kenneth Cantrell, Sid Preston, Jesse Mae Cantrell, Blanche Jones, Lucille Hodge, Juanita Prewitt, Mildred Preston, Ora Lee Bledsoe, Alma Mae Jones, Bee Williams, Alma Jones, Red St. Clair; Syl (Red) Johnson, musical director; Harold Tomlin, Art Kenney, Anna Lee Eubank, Lorine Tomlin, Herbert Stevens, electrician; Prentiss Campbell, front end, and Paul Jones, back stage.

U-NOTES

(Continued from page 58)

scheduled to open in another new indie outfit.

BOBBY TRACY, comic, is now at the Burbank, Los Angeles.

SAMMY SMITH and Stanley Simmonds are now at the Troc, Philadelphia, and will be until the Bijou reopens.

MITCH TODD granted a week off from the Irving, New York, to spend the pre-holidays with the folks in Canton, O. Also Marie Cord, who goes to her Boston home for two weeks. George Pronath, producer at the Eltinge-Casino, is enjoying a week with his family in Chicago. Emmett Callahan, general manager for the Wilners, and Ann Corio will be at the Corio home in Hartford over the yuletide period.

BEN HAMILTON, vocalist with the Wilners, was formerly in legit. Dad is Harry Hamill, formerly with the *Rain* cast and now rehearsing for *Eternal Road*.

PATRICIA PAIGE left Minsky's Gotham, New York, to return to the Rudnick shows. Gene Baylos, new Jimmie Savo-type comic at Minsky's Gotham, recently closed with *Red Hot*, indie show. Formerly of Mills and Marin in vaude. Gordon Clark returned to the Gotham, replacing Jack Lyons, who moved into the Irving, farther downtown. Mary Marvin replaced Patricia Paige. Dot Dabney still another release from the Gotham. Opens Christmas day at the Star, Brooklyn. Diane Johnson, who just closed with an indie show, reopened at the Gotham December 6. Bonita Germaine comes to the Gotham December 27 from the Metropolitan Circuit.

BRUCE HEALEY, former Columbia wheel ork leader, installed as house director over a seven-piece band at the Century, Brooklyn, opening December 27.

JUNE TAYLOR, one of the Allen Gilbert showgirl eye-fuls, to be promoted to principal early next month.

ARLINE SELBY, new stripper with the Wilners, was formerly with the vaude act of Arline and Norman Selby.

LOVEY (COOKIE) LANE, dancer with the Weinstock shows, still another burly principal adept at the picture-painting art.

GEORGIA ST. GEORGE, former burlesque producer, now doing a dance specialty under the name of Georgette at the Holland Tavern, New York, where Tiny Huff recently returned after four week of rest.

SEASON'S GREETINGS

**ROXANNE**

GREETINGS

from

**MIKE AZZARA**

AND HIS ORCHESTRA

AT BILLY MINSKY'S BROOKLYN, N. Y., THEATRE

COMPLIMENTS

ELTINGE THEATER  
NEW YORK CITY

CASINO THEATER  
BROOKLYN, N. Y.

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MARKIE WOOD

ONE OF BURLESK'S

"HIGHLIGHTS"

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Season's Greetings

**EVYLEEN RAMSAY**

PRODUCER OF  
GLORIFIED BURLESQUE

AT THE  
PEOPLE'S THEATRE  
NEW YORK CITY

SEASON'S GREETINGS

**CHAS. EVANS**

Straight-ing at the

Republic, N. Y. City  
and Minsky's, Brooklyn

GREETINGS FROM

**EVA COLLINS**

Costumer to the Profession

447 BROADWAY, PHONE, CA-nal 6-9782, NEW YORK CITY

season's greetings

**BILLY KOUD**

starting my FOURTH YEAR  
producing for  
ABE and HAROLD MINSKY

BE A BOOSTER FOR

**MILTON SCHUSTER**

Merry Christmas and Happy New Year to All

POPKIN & RINGER THEATERS

SEASON'S GREETINGS TO ALL

BURBANK THEATER,  
LOS ANGELES

CAPITOL THEATER,  
SAN FRANCISCO

GAYETY THEATER, LOS ANGELES

HOLIDAY GREETINGS

**BEN HAMILTON**

JUVENILE—TENOR

WITH THE WILNER SHOWS

Is Your Subscription to The Billboard About To Expire?

Lone Star Gleanings

SAN ANTONIO, Dec. 19.—Kathleen Reeder, Dallasite, has been visiting her mother, Mrs. Lillian Tucker, wardrobe mistress with the local Federal Theater unit. . . . Jimmie Joe Reeder has been selected for a part in Federal Theater's forthcoming production, *Christmas Carols*. . . . "Possum" Jones is a San Antonio visitor and will probably locate here with Federal Theater. . . . Doc LaSalle has his tent opry in West Texas territory. Show carries nine people and has a program of vaudeville and short scripts. Motorized and showing under a new top. . . . Cauble's Tent Theater Company is in San Antonio territory and is pleasing the customers. Show has all the earmarks of a prosperous, well-managed outfit. . . . J. Burt Burton and the missus recently entertained their daughter, who was a visitor from Chicago. Burton is connected with Texas Federal Theaters. . . . Sam C. Major recently won another prize with his pet dog, Chiquito. . . . Madge Ayres has been on the ailing list, but is up and about as this is written. . . . Patricia and Gill Jr., offsprings of Gill and Gladys Johnstone, have been selected for parts in *Christmas Carols*, Federal Theater production.

Albert and Robert Cauble, accompanied by their wives, were in Austin last week lining up affairs whereby they may take their television show to Mexico City. They stopped over for a day to visit friends in Houston and San Antonio and to look after matters pertaining to their tent theaters operating in West Texas. . . . Tommy O'Keefe, for 12 years featured comic on the W. I. Swain Shows, is temporarily out of the business due to an eye ailment. He has made San Antonio his home since the loss of his wife some years ago. . . . Robert (Doc) Hood and wife have moved their residence from Houston to this city, where Doc is connected with the Federal Theater unit. . . . Leo Claud Powers, who remained off the road the past season account his music connections in San Antonio, will again take the road coming season with a motorized tent show featuring *Law West of the Pecos*, Roy Bean's successful offering at the Centennial. . . . Harley Sadler, after closing his circus, has also taken his dramatic outfit into Sweetwater for the present. He will announce his plans "after doing some resting up."

Billroy Show Briefs

BROWNSVILLE, Tex., Dec. 19.—With Ol' Man Weather having seen fit to deal a little more kindly with us—business has shown a decided improvement. It is, in fact, nearly back to normal; anyway, that famous smile of "Billy" Wehle's may be seen on display once more.

If I may be pardoned the atrociousness of the pun: the customs in these border towns have become the custom on Billroy's. As a matter of record, there isn't a member of our company who hasn't taken advantage of the opportunity afforded by our recent itinerary to pay at least one visit to Old Mexico, some as many as three and four. Our baggage, too, has become laden with Mexican and Indian curios of every description.

A recent letter from ex-Billroyian Bob (Quicker-Than-the-Eye) Fisher discloses the info that he is at present tickling the ivories in and around Detroit.

Billy Wehle, Shorty Duncan, Harry Rollins and several other members of our "shrimp dunking" fraternity have been giving the old tackle fits of late—but seem to have no luck other than bad. At least the only fish we've seen have been on sale in markets.

We don't wish to alarm Cal (Silver-Dome) West by disclosing this information, but Mr. Billroy was recently heard to remark that he's "getting in touch with a black-face comedian who plays pinocle and has no "farm or trailer notes to meet." JOHN D. FINCH.

Bryants Vacationing in Miami

MIAMI, Dec. 19.—Billy Bryant and his dad, Sam, of the Bryant Showboat, are in Miami to spend at least part of the winter. Billy is spending his spare time working on another book, and may even be influenced to do some of his showboat mellers during his stay here. He plans on making a trip east before returning to Point Pleasant, W. Va., to ready the boat for the spring opening.

Rep Ripples

BURKE AND GORDON SHOW closed at State Line, Ind., recently and has been placed in storage in its home town of Paris, Ill. According to Burke, the company plans an early opening in April and will be routed thru Illinois and Iowa.

HEFFNER-VINSON PLAYERS, under management Jim Heffner, continue on tour in Florida. John S. Baughman, who caught the show at Leesburg recently, reports that the troupe is well equipped and seems to be doing excellently.

LAWRENCE AND DEBORAH DEMING are at their home in Lakeland, Fla., for the winter after closing a six months' engagement with the Hal Stone Show.

HAL STONE SHOW, which closed recently, opened the season at its headquarters, Murray, Ia., and played that State exclusively, with the exception of two fair dates in Nebraska, until September 7, when the show jumped from Hooper, Neb., to Des Arc, Ark., nearly 1,000 miles, losing only three days on the hop. The season, altho a bit spotty, was good as a whole.

Forecast of Show Biz for 1937

By MAC JOHNSTON

THE PERFORMER asks nothing and usually gets about what he asks. . . . Occasionally he gets it with a few benefit dates thrown in for good measure. He seldom knows what to expect between dates and he is constantly called upon to take the bitter without the sweet. It is high time he was told what the morrow has in store for him.

Hence my prognostications. In behalf of the veteran repertoire, vaudeville, tabloid and burlesque performers and for the benefit of those who scan *The Billboard* weekly, I forecast the following events for the coming year. Each event a spoke in the wheel of progressive entertainment. Show business marches on!

Two hundred and twelve child actors will find that their voices are changing; their parents will be forced back into employment.

Burlesque audiences will know the answers to all the jokes. Comedians will "wow 'em" by merely asking the questions.

Thirteen rep managers will read their scripts at an angle and claim they have a new slant on producing Toby bills.

A performer will say "no" to a \$25-a-week job. . . . An amateur will take his place, the manager will be satisfied and the show will go on (the rocks).

Billy (Boob) Reed will blow 1,586 fuses and use "Mug No. 10" 3,247 times. (This is subject to change).

Soft shoe will be the rage again under the name of "swing" dancing.

Acrobatic dancers will be in demand for clubs and cafes. A well-known contortionist will take 17 bows at a supper show in Omaha. They will be taken during his act and not at the finish.

A prominent rep manager will bally his show from a balloon over one of his towns. The balloon will come down, but the rep manager's gas will keep him suspended in mid-air. For the first time in history actors will look up to a rep manager.

Someone will identify "that lady I saw you with" and 318 comedians will be thrown out of work.

One hundred and fifty-six dancers will cut down shoe expenses by using just one foot; 156 dances will only sound half as bad.

A well-known 65-year-old leading man will marry one of the celebrated 63-year-old ingenues. In 1938 a baby will be born with gray hair. In 1940 the baby will die of old age.

Four thousand one hundred and forty-two performers will return from a two weeks' vacation (after a 30-week layoff) in 1937, bettering their all-time record of 3,286 vacations in 1936.

A favorite song-and-dance team will answer *The Final Curtain*, leaving an estate of 1,000 towels, 500 cakes of soap, 200 silver spoons and 100 hotel keys. Performers will be required to prove

Alfred Comedians End Season

McCAMEY, Tex., Dec. 19.—Jack and June Alfred Comedians will wind up their season here tonight. Management reports that the show will reopen in February with an all new cast. Jack and June Alfred and Jackie Jr. will motor to the West Coast.

South May Get Stock Shows

NEW ORLEANS, Dec. 19.—Negotiations are under way in New Orleans and several other larger communities of the South to bring in a series of stock traveling units. Edward Kaplan, agent for a New York interest, is in town looking for a suitable spot. Kaplan intends to leave when business is completed here for leasing of theaters in other Southern cities, including Memphis, Houston, Birmingham and Atlanta.

Plans for Providence Stock

PROVIDENCE, Dec. 19.—A. A. Spitz and Anthony Romano, of Associated Theaters, spent several days in New York last week looking over play market and visiting agents' offices in search of material and performers for the dramatic stock planned for their Empire Theater here in the spring.

Stock Notes

HERBERT V. GELLENDRE is directing the third production of the Pittsburgh Playhouse season which opens a three-week engagement at the Playhouse Theater, Pittsburgh, December 29. It is *The Scarlet Letter* and features a large cast, including Freeman Hammond, Muriel Brassler, Franklin Gray, Peter Joray, Frank Furlong, Margaret Doescher, John McQuade and John J. Davis.

AL GOLDEN, director of the Y Playhouse, Pittsburgh, has been given a six-month writing contract with 20th Century-Fox. Golden left for Hollywood Sunday and will be joined by his wife there next month. Golden's last writing venture was *Mimi Scheller*, which was presented on Broadway earlier this season.

PHILIP VAN ZANDT, formerly with the old East End Stock Company, Pittsburgh, joined the cast of *In the Bag*, Don Carle Gillette's play which opened on Broadway last week.

KILBUCK THEATER, Pittsburgh, closed a six weeks' revival of Ibsen's *A Doll's House* December 19. In the cast were Eula Mae Jackson, Clayton Gearhart, Mary Jo Rodrigues, Stewart Phillips, Jay Keith Lundy, Kay Harmon and Andrew Wise. Kilbuck, will be dark until January 18, at which time a sophisticated comedy, *Jack and Jill*, by Harry William Pedicord, will world-premiere and play for the ensuing six weeks.

S. DON MOLL is the new director for the Y Playhouse, Pittsburgh, replacing Al Golden, who left for the West Coast. Moll is now working on *Awake and Sing*.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for *The Billboard*.

will take the two bits and organize a tab show again.

One thousand two hundred and twelve chorus girls will go on a diet; 1,212 Scotchmen will propose to them; 426 of the girls will accept and spend their honeymoon at home listening to the roar of Niagara Falls over the radio.

*The Billboard* will be printed in the same color every week so that musicians who can't read will be able to recognize their favorite magazine.

A 14-year-old school boy will be expelled because his teachers claimed he was incapable of telling the truth. A one-nighter will pick him up and he will promptly become one of the greatest advance men in show business.

These things shall come to pass in 1937. Veterans of future entertainment, be prepared! These events will happen in 1938! Show business marches on! (on to cafes, department stores, high schools, etc.)

MERRY XMAS AND HAPPY NEW YEAR TO EVERYONE "SEABEE" HAYWORTH AND MARION ANDREWS

Greetings Happy 1937 CURTISS SHOPPRINT "Real Show Printers" CONTINENTAL OHIO Quick Service — "Since 1905" — Low Prices

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Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 188 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

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10,000	.. \$5.00
20,000	.. 8.75
50,000	.. 10.00

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**BUD GWYNNE** has recovered from a recent appendectomy and with his mother, Ann Apel Gwynne, rejoined the Gwynne act at the Commodore Club, Detroit, last week. Jack Gwynne and company closed a three weeks' stay at the Commodore December 20, having been held over there an extra week. The Gwynnes will spend Christmas at their home near Pittsburgh for the first time in 10 years before hitting out for Florida for a New Year's opening at the Roney-Plaza, Miami.

**AMONG THE MAGIC** turns working in Detroit these days are Palmer and Doreen, Raymond and Ann, Kenn Raymond, Martini, Cardini, Kingston, Howard and Cecil.

**WISHING ALL** in the magic and mental fields a joyous Christmas and a Happy and Prosperous 1937. And to all you who during the past year have contributed to this column and who have sent us samples of your new magic tricks and paper, photographs and copies of new books and publications—many thanks for your kindness and co-operation. May the pleasant association continue.

**LLOYD R. PRIDDY JR.**, who recently closed with the Johnny Jones Exposition, where he made openings and worked magic with George Lafolette's illusion show, has teamed with Phil Foxwell and the two are set on school dates in the Dakotas, Iowa, Illinois, Minnesota, Indiana and Wisconsin. Foxwell does magic and Priddy is presenting his vent and Punch turn.

**JUST RECEIVED** the latest issue of *Goldston's Magical Quarterly*, published in London, containing interesting contributions from Patrice, Brian MacCarthy, Okito, Tan Hock Chuan, Arthur Prince, Hilaire White, J. M. P., Houdi, Johny Holyday, Caryl S. Fleming, T.

Brownlow, J. Latarche, Howard Jones, Charles Dickens, Winifred Seymour, F. Stephen de Soboll, C. V. Seymour, Will Scott and Hay and Welshneck. Issue also carries an open letter from Will Goldston to Joseph Dunninger, wherein the former takes Dunninger to task for allegedly making an attack upon him in his recent book, *Inside the Medium's Cabinet*. The whole thing makes for interesting reading.

**A REAL MAGICIAN** never cries over his losses, neither does he crow over his winnings.

**MAX TERHUNE**, well-known magish, vent artist and mimic, has just started his sixth picture for Republic and the fourth in which he is co-featured with Bob Livingston and Ray Corrigan as The Three Mesquiteers. Writing from the Coast, Max says: "Tell Cincy magicians that Charlie Miller is a wizard at gambling routines and a wonderful second dealer. Gang out here are okeh."

**LINDEN COWARD**, magician-ventriloquist, closed his season in Ludowici, Ga., December 19 and motored to Ware Shoals, S. C., to spend the holidays with his parents. Says he had a good fall season in the schools in South Georgia.

**PRINCESS ZULIEKA**, mentalist, is being featured at the new Carolina Pines Clubhouse, Raleigh, N. C. She appears in the floor shows twice nightly. Sid Austin is emcee and ork leader at the spot.

**W. P. FORSTON**, veteran mystery worker, writes from Little Rock, Ark., under date of December 11: "Have been playing this section since 1920 and find business okeh this year. Saw Henry a few weeks ago and he has a good show. My company consists of myself; my

daughter, Florine, and son, Billy. We present musical novelties, marionettes, ventriloquism, magic and spirit paintings. D. L. Rainey is property man and electrician."

**MOSES CHANGED** a staff into a snake, got water out of a rock and turned the Red Sea into a sand pile, yet he had to do one-night stands for 40 years and then died broke when he was finally set to crash the big stem. And yet we know of some magicians who are still squawking because they never got to play the Palace.

**DOLORES DU SHANE**, ventriloquist, currently at O'Neil's department store, Akron, O., opens Christmas Day at Public Auditorium, Cleveland, for the National Children's Exhibitions. She will work in the act, Dolores and Leander, featuring "the little man who knows."

**OLD SANTA** dropped a bagful of presents around the Christmas tree at the annual yuletide party of Rhode Island Assembly No. 26, SAM, held at the Providence-Biltmore December 14. Every one of the 50 members present received a gift. Meeting marked the first of a series of exchange visits planned between the Rhode Island Assembly and Worcester Assembly No. 16. The Massachusetts group was represented in the two-hour magic show presented by President Norman Todd, Vice-President Bob Porter, Secretary William Munro, Ernie Miske and Howard Deery. C. Foster Fenner and Harry Belleville worked for the host assembly, and Mystic Wallace, of R. I. Ring 44, IBM, closed the show with his mental and thought-transference routine. Providence plans to visit Worcester at its meeting January 25.

**THE STERLINGS**, Detroit magicians, are playing in and around Chicago.

**PAUL ROSINI**, currently in the floor show at the Palmer House, Chicago, was guest of honor at the regular meeting of the Wizard's Club held last week at the Morrison Hotel, Chicago.

**TO ESCAPE FROM** a packing box is one thing, but to make a graceful exit from a 10th floor apartment when Dear George arrives home unexpectedly is quite another matter.

**W. O. DORNFIELD** (Dorny) has opened an engagement at the Hotel Schroeder, Milwaukee.

**JOE BERG**, Chicago magician, while playing at the Hermitage Hotel, Nashville, recently, was tendered a party, with the following in attendance; Pink Lawrence, James Grigsby, T. J. Crawford, Howard Sweat, Rev. J. P. Follman and Curretti.

**J. ELDER BLACKLEDGE**, Indianapolis magician-lecturer, spoke before large audiences at Goodwyn Institute, Memphis, last week on *This Something Called Magic*. So popular were his demonstrations on the first night that he was forced to repeat the following night before a full house.

**ALFRED P. SAAL**, Toledo (O.) sleight-of-hand artist, opened last Friday (18) at the Fox Theater, Detroit, for a week's run, presenting his shadowgraph act. Plenty of work this month in Toledo

and Detroit," Saal typewrites. "Just returned from Detroit this morning (15), where I worked the Harmony Club, located right across the street from the D. A. C., where I understand Cardini is going over big. Great reports also forthcoming from the Commodore Club, Detroit, where Jack Gwynne and Company are holding forth."

**SIGMAR**, magician, entertained the Kiwanis Club, Galveston, Tex., December 8 with a fine assortment of tricks. He is touring South Texas in the interests of a chain bakery.

**IF YOU CAN** still laugh at yourself you have nothing to worry about. There's still hope.

**DE ROZE**, water magician, during his recent engagement at the Capitol Theater, Washington, was the guest of the Washington Assembly, SAM, at a breakfast at the National Press Club. De Roze was accompanied by his assistant, Ben Frommer. Following the breakfast De Roze and Frommer demonstrated their wares.

**ROY HOWARD**, magician, entertained the patients at Leech Farm, tubercular hospital in Pittsburgh, last week.

**PROFESSOR VENEKO**, mentalist, has opened an indefinite engagement at the Cocktail Lounge, Hotel Webster Hall, Pittsburgh.

**THERE ARE THOSE** who believe that the success of magic turns in the night spots is merely something that will wear out in a hurry—like miniature golf. We are inclined to disagree. To our mind, night clubs and the like are a natural for magic and will continue as such as long as the night spots remain a part of our daily life. A night club crowd, mellowed by a few drinks, is far easier to work to than a cold-sober vaude audience with that "come on and try and fool me" attitude. That is one of the reasons why magic has always enjoyed great popularity in many foreign countries where drinking has long been permitted in the theaters.

**PROF. EUGENE SONDA**, mentalist, who recently jumped to Sunny California to get things in shape for his new season, is currently working a few dates in North Oregon and Washington. His real season, however, commences right after the first of the year. Writing from the Coast, Sonda says: "Many of the boys and girls are here, some working, some resting. Business looks very good here and many theaters are using flesh, even tho it doesn't seem to get into the papers."

**ANTHONY MARKS**, after a successful four weeks at the Brown Hotel, Louisville, has jumped to Kansas City, Mo., for an indefinite run at Buddy Fisher's Club there.

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We specialize in them: in fact nothing but! Quick Service, Low Prices. Write for **BIG FREE CATALOG**, showing several hundred stock designs in color.  
**BOWER SHOW PRINT 12 ADE STREET FOWLER, IND.**

I wish to thank all the individuals and magic societies that joined in the final Houdini seance that encircled the world October 31, 1936.

Those names and records will live forever in the Houdini room in the Congressional Library at Washington, D. C.

Since the failure of the ten-year test and the seventeen seances held simultaneously in all parts of the world with Hollywood, it is my opinion that all concerned have struck a mighty world-wide blow at superstition.

**MRS. HARRY HOUDINI**

**EDW SAINT, Director**  
Final Houdini Seance.

"I Predict a Merry Xmas and a Happy and Prosperous New Year for All My Friends"

**RAJAH RABOID**  
THE MASTER MIND OF MYSTERY

**Season's Greetings**  
from  
**BLACKSTONE**  
whose magic has entertained millions  
**1936-7 SENSATION**  
Fully protected  
Everything New  
**SCENERY, ILLUSIONS, COSTUMES**  
direction: **WILLIAM MORRIS Agency**  
Double Greetings to **AL GROSSMAN**

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

A MERRY CHRISTMAS and Happy New Year to all those in Minstrelsy.

J. D. HUTCHINSON, who recently closed with Uncle Ezra Stebbins' company, info from his home in Sidney, N. Y., where he is spending the holidays, that he, Gus Schopp and Max Rogers will take out the All-American Minstrels (25 people) to tour the New England territory, opening about May 1. Rogers, a film salesman for 15 years, will handle the booking; Hutchinson, an old-time agent, will manage the company, and Schoop will lead the orchestra, according to the plans.

MORALE BROS. AND DAISY, formerly with Rue Bros.' Minstrels, are playing night clubs in and around Detroit.

EDDIE LEAHY, formerly with Neil O'Brien's Minstrels, has formed a new act known as Leahy and Fernando, which is playing night clubs in Buffalo.

VOGEL'S MINSTRELS began rehearsals December 20 and plan an early opening at Circleville, O.

ROY FRANCIS and Billy Adams, formerly with the Al G. Field Minstrels, were in Chicago last week on their way to Kansas City, Mo., where they are being booked by the Amy Cox Agency.

SLIM LIVINGSTON, blackface comedian and former minstrel, was named chairman of the publicity committee of the newly organized Entertainers' Association of Pittsburgh during a meeting held at Mildred Leo's Studios, that city, last week.

CARL GRAVES, born at West Monroe, N. Y., April 6, 1884. First minstrel engagement with John W. Vogel—four years with Gus Hill's Minstrels—five years with Jimmy Wall's Minstrels—several seasons with Al G. Field. Last appeared with John R. Van Arnam. Graves was a ballad singer. He now resides at 59 Miller street, Plattsburg, N. Y.

IN THIS ISSUE APPEARS the first of a series of thumbnail biographies of old-time minstrel men. Others will appear from time to time, supplied by Prof. Walter Brown Leonard, a constant and welcome contributor to this department.

EARL D. BACKER'S Famous Colored Minstrels closed a 46-week season under canvas at Laurinburg, N. C., recently and went into quarters at Lilesville, N. C. Show, owned by Earl D. Backer and E. S. Winstead, was transported on four trucks and two semi-trailers and two busses. Dutch Meyers was boss canvasman and Sidney Perrin producer and arranger. Albert Vaughn served as stage manager and straight man. Oliver Mecheaux conducted the 12-man band. Cast included George Dennis, "Spark Plug" Jones, Billy Cross, Happy Daunveaur, George Coleman, Solomon Daughtry, Louisiana Red, the Ebony Twins, David Shaw, Lily Mae Purcell and Lucille Bullard. There were eight chorines in the line. Mr. and Mrs. Backer left December 14 on a trip that will take them to St. Louis to visit Mr.

Backer's mother, after which they will jump into Chicago to purchase wardrobe and scenery and visit Bob Hofeller, and finally to Sidney, Neb., to be with Mrs. Backer's relatives. Show will reopen February 22 in Columbia, S. C.

DR. C. M. CLOUGH, now a practicing optometrist in Plainview, Tex., but for many years a devotee of the burnt-cork opra, pens a nostalgic offering. "I am an ex-trouper, having worked stock and vaudeville for years, worked with old friends George Clark (now in Los Angeles), Ed Gardiner, Jimmie Allard, Harry Poole, "Peg Leg" Copeland, Bert Swor, Charles Broderick, Lassies White, LeRoy Williams and many others. My specialty was cork and I worked as a blackface comedian for many years—what sweet memories.

"Still get my feet on the boards every year, worked a booking with Harley Sadler Stock Company in Dallas last summer—once one gets grease paint in the hair—well it just won't wash out.

"Also direct the annual Lions Club Minstrels here and always get a great kick out of it after passing the point where I want to shoot the entire circle. Always use cork and not black grease paint and our shows begin at the beginning as they should and not with the olio.

"Would certainly like to hear from my old friends of trouper days.

This is indeed a fitting time for a tribute to all minstrels past and present, for not only have they brought much joy and laughter to the world, but it was from the minstrels and troubadours of the Middle Ages that the modern stage received much of its original impetus. The American or black-face type of minstrel is, of course, far removed from its medieval progenitor, but the soul and spirit of the minnesinger have never died.

## London Magic Briefs

LONDON, Dec. 15.—The smaller magicians and conjurers are reaping a rich harvest by reason of the heavy demand for magical performances in departmental stores and at children's and private parties this Christmas and nearly all of them report full date books over this period.

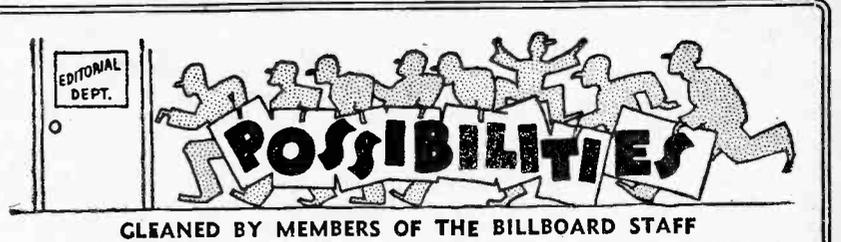
Jasper Maskelyne, foremost English magician, heads a strong vaude bill at the Empire, Kingston, where his several new illusions are winners.

Kuda Bux, "the man with the X-ray eyes," playing his last few weeks here before sailing for his first American tour, is hitting at local vaude theaters.

After a brief and successful tour of the "sticks" Horace Goldin, the "Royal Magician," is back in London presenting his own vaude unit at the Palace, Walthamstow. Goldin does a 60-minute act that is versatile and entertaining.

Recent Ladies' Night of the Magicians' Club of England drew capacity attendance at the Palace Hotel, London, with Louis Gautier acting as chairman. Betty Ross, American authoress, was a guest of honor and read several of her poems. Some 20 acts, with 15 of them magicians, appeared during the evening.

Dante, internationally known magician, still tours the Moss Empires with



The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For VAUDE

THE CHARIOTEERS—colored vocal quartet caught recently at the Roxy, New York, that being their first stage appearance. Known to radio audiences over NBC. Impressed as substantial vaude talent despite habit of relying too much on nonsense syllables. With proper song arrangements, however, quartet should click handily.

## For LEGIT MUSICAL

JOE FREED—comic saught recently at the Republic, New York burly house. Slapstick comedy is excellent. When caught, his material was rough, but he got plenty of laughs with it on the merits of his delivery. His mugging is perfect also, and his voice issues forth with a booming unexpectedness that results from excellent timing.

## DRAMATIC

MITZI GREEN—former kid star of piz, recently at the Versailles, New York night spot. Altho her singing

voice is not unusual, she has developed into a swell little dramatic actress. Should be ready for a try in legit. Name value would be excellent, and the youngster has ability.

## For NIGHT SPOTS

BROWN AND BROWN—colored apache team who can jack up the temperature of any club that wants a torrid, fast floor show. Not a question of ability so much as of out-and-out salesmanship, with the team doing what it does do in such a way as to leave a vivid and lasting impression.

## For RADIO

ERSKINE HAWKINS AND BAND—outfit now working vaude, which impresses with sizzling swing and sweet background accompaniment equally. Besides the leader, band possesses several men who give creditable instrumental solos—and it has a veritable radio find in Billy Daniels, vocalist. Boy's high-pitched warbling should alone clinch the outfit on the air.

## BURLY BRIEFS

(Continued from page 58)  
Morton Minsky Christmas Day. . . . Rumors of Leo (Pop) Stevens' death were all wrong; he's so successfully battling pneumonia that he's now on the road to recovery. . . . Lea Perrin was released from her contract with the Abe Minsky-I. H. Herk firm and moved into the Roxy, Toronto. . . . Billie Diamond still at the Capitol, San Francisco, together with Parker Gee, Leonard Kramer, Joe Miller, Harold Davis, Rags Ragland, Maxine DuShon and Kitty Campbell. . . . Nadja left Frisco to drive to Baltimore to spend the holidays with her folks. She'll probably come into New York after the holiday period. . . . Helen Colby went into the Eltinge, New York, last week. . . . Minnie Mae Moore moved from Shubert, Philadelphia, to Apollo, New York, last week.

APOLLO, NEW YORK, stages basketball games on its stage occasionally. Other houses with smaller stages will probably go in for other freak stunts soon. . . . I. H. Herk, co-partner at the Gaiety, New York, is ailing again; weak heart. . . . Gypsy Rose Lee's steady rise to prominence is the talk among burlesquers, her latest boost being the story anent her in the current Collier's.

ACTIVITIES of former members of Bob Burch's stock company at Grand, Canton, O., now running Indie shows: Hazel Miller went east to open at Star, Brooklyn; Rance and Gordon laying off in Canton, but due to open soon in Philadelphia; Charlie Goldie, a Burch comic, is scenic artist at the Grand, Akron, O.

BOBBIE MASON, who left the Eltinge, New York, chorus to become a dancer in a cage of lions under the names of Gladys Cote and Mlle. Mazone, was the girl fatally attacked by one of the animals while the act *Cirque de Patee* played Baltimore recently.

## DUD NELSON PAT ALLSMAN

OPENING  
SHERMAN, TEXAS — JAN. 5, 1937

Want SPRINT TEAMS Who Can Take a Short, Fast Show.

Walter Grafsky, Billy and Billie Curtis, Pee Wee Pinker, Johnnie Reed and Frenchy, Joe and Cloris, Jimmie Parker and others that we know write care of

Grayson Hotel, Sherman, Tex.

# Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

SEASON'S GREETINGS to all the lads and lassies of the endurance show field.

JIMMIE HORAN writes that he will be at home in Minneapolis for the holidays and would like to hear from Carol Courtney, Hughie Hendrixson, Billie Willis, Eleanor Johnson, Bee McKay and other fans and friends thru the Letter List.

MR. AND MRS. WILLIAM G. SEELEY letter from Akron, O., that they would like to hear from Dick Edwards, Larry Troy, Ernie Steele, Bill Waltz, Elmer Dupree, Hobo and Patsy Hobaugh and other walkie friends via the Letter List.

MRS. JAMES S. BECKLEY, of Crestwood, Ky., writes in requesting that Billy Willis get in touch with his home at once as his mother is sick.

JOHNNIE KENEVAN, now in Austin, Minn., and would like to hear from Billy Farmer, Marie Robin and Rene Casper.

JERRY (THE BUG) BRESNAHAN,

working Chicago night clubs, would like to hear from Moon Mullins, Slim Hansen, Frankie Demita, Joe Palooka, Mickey Thayer and Elmer Dufree thru the Letter List.

MARGARET GILLEN lines from Des Moines that she would like to hear from Miriam (Pat) Rogers, Paul O'Dell and Bernie Shopoff via *The Billboard* Letter List.

R. M. (DICK) EDWARDS, general manager for the "Pop" Dunlap org, announced he will spend the winter in Canton, O. Edwards has identified himself with the Little Hofbrau, downtown night club there, and will handle the local and out-of-town exploitation in addition to special promotions. He plans to remain in Canton until about May 1, when he will rejoin Dunlap.

TOMMY GREENHOUSE is requested to contact Vincent Jacovetty at 102 16th street, Wheeling, W. Va. The matter concerns a death, Jacovetty says.



## FAST, FURIOUS FUN for Your Minstrel Show

Complete selection of Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

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623 S. Wabash Ave., Dept. 150, Chicago, Ill.

# Events of the Year --- From the Files of The Billboard

## VAUDEVILLE

### JANUARY

Flesh in New York's metropolitan area on upgrade, Paramount and Jefferson theaters opening big and Metropolitan, Brooklyn, due in also.

Independent bookers expect good season. *Vanities* unit booked at 10 grand a week.

Stagehands' union plugs Save Vaudeville campaign.

Start of new year finds flesh aiding box offices. State, New York, breaks 41 grand record; Fordham, Bronx, does four grand on two shows, and Jefferson does 11 grand in week.

Europe host to 265 American acts in 1935, 96 over 1934.

WPA to send vaude units on road in auditoriums and CCC camps.

Theaters guard against using Warner Brothers' music.

Paramount Circuit profits with "name" bookings.

Mosque, Newark, getting started anew with fresh bank roll.

Detroit agents made to toe mark by State authorities.

### FEBRUARY

Mosque, Newark, folds despite aid of new bank roll.

Vaude called "Microphony" by exec listing its faults.

Picture interests farm out talent to vaude. Fanchon, of F. & M., says field will boom because of this value to films.

Midwest in good health, with Chicago booking nine full weeks, three four-dayers, four three-dayers and 12 Sundays. Indie booker almost loses three houses to WPA units.

General Theaters Circuit and Moss Empire in England lift ban against acts playing Piccadilly Theater.

Burns and Allen set new record of \$42,945 at State, New York.

Artists' representative bill goes to New York Board of Aldermen.

Basket-ball games new rival to theater gambling nights.

RKO left with three days as Tillyou, Coney Island, goes pix.

Arthur Fisher plans Eastern small-time unit circuit.

Amateur promoters rebuked by American Federation of Actors and Sophie Tucker.

Kill move to ban Sunday vaude in Massachusetts.

RKO again sloughs flesh, shows exiting from Chicago, Rochester, Jefferson and Trenton.

WPA brings much work nationally.

AFA attacks Henry Chesterfield on Mosque, Newark, salary jam.

Non-French acts in Paris brings trouble.

### MARCH

Pix "names" in favor of personal appearances, F. & M. handling bulk of import. Harold Kemp becomes firm's Coast representative.

RKO producing own unit, *Folies Comiques*.

Pickup of French playing time, more spots being added.

New York laymen group formed to bring back flesh, but skeptics ask authorities to investigate.

Conventions, expositions and trade events proving good vaude outlet, with outdoor field drawing extensively on vaude.

Only "names" and specialty acts today, standard acts gone.

Success of RKO's *Folies Comiques* perks up field.

Publix closes Detroit agency.

### APRIL

Season's heavy booking sees field as anything but dead.

Hold up WPA shows to avoid opposition.

Pennsylvania flood loss to acts estimated at \$75,000.

New York Paramount's band success may lure Center Theater to idea Easter Week.

Charles Freeman plans Southern unit tour of Publix affiliates.

Palace, Chicago, to get vaude back.

Gus Edwards working on "Sho-Win-dow" vaude in New York.

WPA vaude and minstrel units to tour non-competitive theaters.

Leo Spitz elected president of Keith-Albee-Orpheum.

Europeans are act-lifters, complain U. S. acts.

Will Rogers Memorial Fund drive starts.

Arthur Fisher delays small-time circuit plans.

Agents deserting field and many trek to Coast.

RKO Boston dropping flesh May 13.

Edwards' "Sho-Window" into red on first week.

Major Bowes splits with NBC Artists' Bureau.

AFA annual meeting May 5 in New York.

### MAY

More than 40 "name" orks invaded vaude this season.

Riot closes Alhambra, Paris, in resentment against foreign acts.

Edwards' "Sho-Window" accepts AFA "closed shop" agreement.

Ralph Whitehead made head of government's vaude-musical-circus project.

George Godfrey and Jack Linder split after three years.

Booking of film "names" a hit-and-miss proposition.

NBC plans unit splurge, shows tied in with Ripley, Vallee, Wallington and NTG.

Gus Edwards' New York flop tough on acts.

RKO down to three and a half weeks; worst in history.

Costly flops make circuits look to percentage deals.

License Commissioner Moss of New York unable to get legislation on artists' representatives.

RKO calls hand on next season, promising flesh houses will reopen in August.

Hal Sands plans pioneering by using canned music for flesh act.

### JUNE

Loew putting flesh into Metropolitan, Brooklyn, for two weeks, avoiding pit ork.

Interstate Circuit has union trouble which nixes flesh.

WPA vaude in Brooklyn house.

Musicians' union and AFA plan building units for New York indies.

F. & M. intend using stage shows in three St. Louis houses.

Comerford Circuit goes in for amateur shows.

Loew leaning more to flesh. Extends Brooklyn house third week.

Unit tour in Catskill Mountains.

License Department loses first round in court on Shilling agency case.

Simon Agency into unit producing, with RKO interested.

Chevrolet auto firm stages vaude show in White Plains.

Friars in bad way.

### JULY

Dows put straight vaude policy into Alden, Jamaica.

Heavy passenger traffic hurts seagoing acts, number employed on cruises this summer tumbling from 400 to 120.

Cafe interest in "names" new headache for theater bookers.

Morris Agency beckons attractions for tour of sticks.

Local 802 of musicians' union and AFA in battle to put music into theaters, planning own units and picketing of non-flesh houses.

WPA clarifies vaude policies, denying discrimination against AFA.

AFA death benefit plan goes into effect August 5.

Friars form new organization as old clubs fades from inactivity.

Change of times sees bookers covering cabarets and radio.

### AUGUST

Eddie Sherman leads indie bookers with 10 houses.

London vaude bright, with five West End houses to add flesh.

Seek to have all unions work together in attempt to bring back flesh.

Tilt Cushman Circuit units from \$150 to \$175 a day.

Steve Trilling made Warner film talent scout.

Billy Jackson and Charlie Mack seek

## RADIO

### JANUARY

NBC expands its Blue (WJZ) network to the West Coast.

M. H. Aylesworth resigns as NBC president. Succeeded by Lenox R. Lohr.

NBC and CBS gross, together, \$48,786,735 during 1935.

Fred Waring wins his suit against WDAS, Philadelphia, for using a record he made. Precedent in Pennsylvania.

Music copyright owners, thru the MPPA, cannot reach an agreement as to their e. t. policy.

### FEBRUARY

Doubt whether CBS-Yankee contract will be renewed.

Edgar Kobak, NBC sales head, resigns to join Lord & Thomas.

Fred Waring wins three additional Pennsylvania injunctions restraining others from using the performing rights of his phonograph recordings. Those restrained are Robinson Recording Laboratories; Studio Ballroom, Inc.; Uhr's Roumanian Restaurant.

### MARCH

Duffy copyright bill hearings start. Gene Buck, ASCAP prez, and Nathan Burkan, counsel, assert that broadcasters and others sought to destroy the society.

Harry Warner states that Warner Bros. would establish a third Coast-to-Coast web.

Samuel Insull, Affiliated Broadcasting Company head, announces he has 17 Midwest stations lined up for his new network, to go on air April 14.

Herman Starr, representative of Warner group of publishers, informs NAB that he does not see the way clear to working out a "per piece" plan of licensing fees.

Radio columns and art killed in all Hearst newspapers. Program listings retained. Said to have been caused by a Mary Pickford-Louella Parsons feud, a Hearst mad at NBC and CBS and advertising office pressure.

### APRIL

NAB members told to use own judgment in signing Warner Bros.' five-year contracts for Warner music air privileges.

Reported that NBC was considering covering South America by short wave. This confirmed months later.

ASCAP 1935 gross is \$4,505,829.

CBS drops band-booking department of its Artists' Bureau; MCA to handle its bookings. A week later AFM recalls all band-booking franchises held by radio stations and networks. Reason is that stations offered unfair competition to regular ork bookers. Employers not to be bookers.

NBC in midst of lesser shakeup. Fifty minor employees dropped by Lenox R. Lohr, new NBC prez.

Copyright hearings close but no quick action anticipated.

to set up Eastern unit tour a la Cushman.

Stanley, Pittsburgh, goes pix because of tiff with musicians.

F. & M. put flesh into St. Louis, St. Louis.

Bookers anticipate a late new season. Units invade South Africa.

Specialty acts afforded season's work in burlesque.

### SEPTEMBER

Mayor La Guardia of New York to aid in bring-back-flesh drive.

Gus Sun's 50-town unit tour.

Warner shorts again lively outlet for acts and agents.

RKO putting flesh into Troy, Schenectady and Albany.

New York's mayor rules midgets are not kids in Paul Remos case.

Local 802-AFA start battle to restore live talent and picket ex-vaude houses.

Philadelphia flesh seems doomed as Warner opposes musician demands.

Australian Tivoli Circuit signs up flock of acts.

Unions stage picketing in makeup in battle to restore flesh.

Popularity of girl units sees agents raiding likely sources.

(See VAUDEVILLE on page 73)

### MAY

NBC closed deal for Coast outlets of McClatchy newspaper chain.

Estimated 22,869,000 families own radios.

NBC signs agreement with Consolidated Radio Artists, Inc., for CRA to handle ork contracts.

Waring's injunction, granted in January against three Pennsylvania concerns from using his phonograph recordings, substantiated by Philadelphia Common Pleas Court No. 1.

### JUNE

CBS buys a plot of land on Park avenue and 58th and 59th streets for its future home.

Pan-American Radio Sales, Inc. (James H. Rand III, prez), formed as an Eastern web.

Estimated radio industry would drop a cool million due to time loss caused by political conventions.

Mutual Broadcasting System finally announces that it will hook up with the Don Lee network on the Pacific Coast.

Reported several months ago, but denied—of course. Hitching date will be December 29, when Don Lee ends relations with CBS.

### JULY

NAB convention in Chicago. C. W. Myers, of KOIN, Portland, Ore., elected prez.

Eight radio and ork stars sue three stations, a recording firm and Teleflash for broadcasting phonograph records.

FCC okes sale of KNX, Hollywood, to CBS. Price reported \$1,300,000, largest yet.

### AUGUST

New York Supreme Court rules that performers own rights to phonograph records and that stations and others cannot use them.

Philco Radio & Television Corporation demonstrates television at Philadelphia.

### SEPTEMBER

Yale University sells broadcasting rights of its football games to Atlantic Refining Company.

Hollywood production activity at height. Many ad agencies open or enlarge offices.

### OCTOBER

Newspapers present "united front" to win and keep advertisers in newspapers. *Washington Post* ad raps radio.

Reported that Transradio News Service, which supplies radio stations with news, would extend its service to film houses.

Allocation hearings held in Washington. High spots: Lenox R. Lohr, NBC prez, speaks for superpower in certain areas. William S. Paley, CBS prez, recommends extreme caution. Clear channel and the regional channel questions discussed, as well as rights of small stations.

### NOVEMBER

Chevrolet to add films to CBS studio show.

RCA-NBC television demonstrated.

Transamerican Broadcasting & Television Company has finger in many radio pies, including station representation, agency work, production, station management and allied enterprises.

NBC ups its rate card 10 per cent, effective December 15.

Quaker State Network formed in Pennsylvania. WFIL key station.

Foreign language network formed in East to carry alien-tongue shows.

WHN claims talent has no rights in phonograph records in answer to Frank Crumit suit.

Hearst and McClatchy stations linked in new West Coast chain.

### DECEMBER

Radio, as well as screen, writers panned as turning out "unintelligent dramas" by speakers at the Western Writers' Congress in San Francisco.

NEW CBS rate card ups cost by 9 per cent average.

CBS issues survey claiming leading advertisers preferred CBS more than NBC during first 11 months of this year.

## BURLESQUE

### JANUARY

Burlesque Artists' Association secures better working hours in New York. "Milkman Matinee" at Republic, New York, New Year's Eve ends in riot.

Detroit censorship in 1935 saw 410 eliminations of objectionable material in burlesque houses there.

BAA wins better working conditions for performers in Detroit.

Buddy Wade, chorine, died from burns received on the stage of the Howard, Boston, a heroine in preventing spread of blaze.

### FEBRUARY

Long-awaited contract between BAA and Eastern Burlesque Managers' Association expected to be signed soon.

Apollo, New York, institutes own censorship to avoid trouble with authorities and also to draw women patronage.

Detroit branch of BAA plans benevolent functions, with headquarters making similar plans also.

Independent Circuit expects more time next season, with Midwestern houses interested.

Abe Minsky becomes partner of I. H. Herk at Galey, New York.

Empress, Kansas City, folds after short run.

BAA, setting up benevolent fund plans, decides to stage an affair for that purpose in April.

BAA issues ultimatum to New York managers to sign contracts, managers holding out for relief from actors' working hours.

Issy Hirst takes over Hudson, Union City.

BAA moves into Palace Theater Building, New York.

### MARCH

Contract between actors and managers in New York not expected to be signed this season.

Specialty acts crowding into burly. BAA enrollment jumping from 32 to 67 in two months.

Gayety, Baltimore, and Gayety, Washington, D. C., quit managers' organization.

Sam Scribner reported to be planning new burly circuit.

Independent shows into Worcester, Mass., March 23.

Oxford, Brooklyn, runs burlesque without chorus girls.

New York's License Commissioner Moss a court loser in his attempt to revoke license of Republic Theater. Plans keeping after field.

Flood shuts down Variety, Pittsburgh.

Ed Ryan reported to be planning New England burly circuit.

### APRIL

BAA starts individual negotiations with managers, first being Dewey Michaels, of Palace, Buffalo.

Independent Circuit makes plans for third season, revealing offers from Midwestern spots.

Miami Beach burly show touring picture houses as unit.

Burly going into Grand, Canton, O., April 11.

Issy Hirst battle with BAA results in closing of Pennsylvania one-nighters. Hirst declares BAA unfair in referring matter to attorney.

Greek actress awarded \$2,500 damages in unprivileged use of her photo in Park, Boston, lobby display.

Casino, Toronto, to open with burly April 27.

Gayety, Louisville, goes dark because of fire.

BAA to hold charity ball in New York June 14.

Independent Circuit holds meetings on new season and managers' association meets to strengthen organization.

### MAY

Current agreement expiring August 31, actors start negotiating with managers for new basic agreement.

Price war between Times Square houses, Eltinge dropping to 15 cents.

I. H. Herk and Abe Minsky have circuit ambitions.

BAA insists managers iron out existing complaints before talking basic agreement. Managers impatient for contract.

All New York houses granted licenses.

BAA general meeting discusses Indie Circuit, United Burlesque Artists' Union, managers, booking monopoly and transportation and midnight show angles.

Detroit mayor acts in matter of revocation of Empress license.

United Burlesque Artists' Union appeals to Supreme Court for State charter.

H. K. and Morton Minsky exit from Republic Theater, New York, leaving house to J. W. Weinstock. Damaging talk all around.

BAA establishes nominating committee for June 28 election.

### JUNE

Next season bright with circuit plans, including Hirst, Minskys, Minsky and Herk, and Wilner. Hirst travels to Midwest on prospects.

Candidates on opposition ticket in BAA election dispute authority for use of their names. Official slate to include office of treasurer.

BAA ball a success, attendance of 1,000 and journal advertising grosses \$1,400.

### JULY

Official ticket of BAA makes clean sweep in election.

Managers' organization decides to continue.

Emmett Callahan on tour for houses for Wilner-Scribner-Callahan circuit.

Indie Circuit approaches BAA for new season's contract.

Police raid show at Eltinge, New York. From October, 1933, to July, 1935, 340 principals and 640 chorines ceased to be active in burly, according to books of BAA.

Next season's expected activity to bring higher salaries and extended bookings to performers.

Court dismisses Eltinge, New York, indecency charge.

Indie Circuit establishes headquarters in New York.

Burlesque Club makes partial liquidation, awarding 55 members in good standing \$300 apiece.

BAA decides that theaters must individually sign basic agreement following meeting with representative of Indie Circuit.

J. W. Weinstock's \$10 opening at Playhouse, Hollywood.

### AUGUST

Frank Illo to open Jacques, Waterbury, Conn.

Scribner-Wilner lease Shubert, Philadelphia.

Burly may go into Casino, Pittsburgh, under George Jaffe.

Considerable pre-seasonal activity, with optimism that next season will top last season's prosperity.

Independent Circuit starting with 18 weeks between East and Midwest and expects to hit 25 weeks.

Three-house circuit formed by Palace, Buffalo; National, Detroit, and Roxy, Toronto. Gives performers nine weeks.

Police raid Playhouse, Hollywood.

### SEPTEMBER

Empire, Toledo, and Worcester, Worcester, join Indie Circuit.

Metropolitan Circuit, three-house wheel, signs with BAA.

Managers' organization continues with membership of six houses.

Playhouse, Hollywood, victim of second police raid.

Republic, Apollo and Eltinge, New York; Werba and Star, Brooklyn, and Shubert, Philadelphia, sign BAA contract granting raise to chorines.

Independent Circuit holdouts on BAA contract make situation serious.

Labor Day week-end phenomenal in New York, one house doing 13 extra shows on week-end.

Independent Circuit adds Akron and Youngstown, O.

Manager of Playhouse, Hollywood, gets six-month jail term and cast pays total fines of \$2,650.

### OCTOBER

Second Playhouse, Hollywood, trial dismissed.

Indie Circuit okehs BAA demands granting chorus raise and pay for mid-nighters, altho seeking relief from latter.

Max Rudnick acquires Casino, Brooklyn.

Eastern Managers' Association stalls on signing BAA contract, asking for change in working-hour schedule.

Worcester Theater refused permit for burlesque.

H. K. and Morton Minsky may take Greeley Theater, New York.

Issy Hirst and Dewey Michaels meet on bringing Buffalo and Toronto houses to Indie Circuit.

Kansas City drops off Indie wheel.

BAA plans rules and regulations to make actors toe mark in theaters.

### NOVEMBER

New York authorities getting after houses. License department reveals three

## LEGITIMATE

### JANUARY

The Stem has its biggest New Year's Eve turnout in seasons.

The first of Equity's regular monthly discussion meetings held.

For the first time in the history of the association Equity votes to bar a council member from council meetings.

Representative Dickstein again introduces into Congress his resolution barring alien actors. Again nothing happens.

Elmer Rice resigns as head of the New York theater project of the WPA.

### FEBRUARY

New York WPA productions begin with the Negro Theater's presentation of *Walk Together, Children*.

The first of a series of conferences between managers and dramatists is held to discuss terms of the new basic agreement to replace the old one expiring March 1.

There is an abortive movement to have legit premieres start at eight o'clock, so that the harried critics would have time to see last acts and still make their deadlines.

Dramatists and producers go to war when the dramatists insisted on changes in the basic agreement that had previously been voted down by the managers.

### MARCH

The agreement between the Dramatists' Guild and the various individual managers expires.

A strike of apartment elevator operators cuts heavily into Stem grosses.

A group of young managers pledge themselves not to sign the agreement offered by the Dramatists' Guild.

The revised Equity contract is finally reported to be set after years of work.

Arrangements made for paying off old claims held by actors against the defunct Managers' Protective Association after five years of negotiations.

Hearing held in Albany on a proposal to allow legit theaters to install bars.

Managers formed a united front against the Dramatists' Guild, pledging themselves to produce no plays by Guild members contracted for under the proposed new agreement of the Guild.

Federal Theater scores two smash hits on Broadway with *Murder in the Cathedral* and *Triple A Plowed Under*.

The administration-sponsored nominating committee of Equity is elected over determined opposition.

New York drama critics award their first annual prize to Maxwell Anderson for his *Winterset*.

The managers draw up their own proposed basic agreement with dramatists, and the Dramatists' Guild offers to negotiate.

### APRIL

The Dramatists' Guild decided that it doesn't want to negotiate after all, and the managers pledge themselves to use only their own contract in buying plays. Fear is felt there will be no plays by recognized dramatists produced the following season.

Broadway begins to stagger into the spring doldrums and Equity draws up a new set of rules to govern summer theaters.

As expected, the Equity nominating committee picks an all-administration slate to submit to the membership.

The Dramatists' Guild decides on certain conciliatory changes, but still insists on doing business with individual managers rather than with the League of New York Theaters.

Individual candidates (not a slate) are submitted in opposition to the hand-picked administration ticket in the Equity elections.

It is announced that at the annual meeting Equity members would be asked to vote on a proposed constitutional change that will make senior membership dependent upon 50 weeks of actual playing rather than on two years as a junior member.

Percy Hammond dies.

### MAY

Plenty of excitement is aroused by the

houses nabbed already. Seeking court conviction.

Police raid Burbank, Los Angeles.

John Jermon becomes partner of Issy Hirst in Gayety, Buffalo.

Actors threaten militancy in dealing

(See *BURLESQUE* on page 73)

coming Equity elections, with independent candidates objecting violently to their being listed as a slate rather than as individuals, the way they were nominated. And with certain Equity employees lobbying so violently for the administration while theoretically acting in their official capacities, George Abbott is moved to send in a letter of protest.

The Pulitzer Prize is awarded to Robert E. Sherwood for his *Idiot's Delight*.

The bill that would have legalized bars in legit theaters is defeated.

The basic agreement between managers and dramatists is finally signed, with both sides making concessions, but with the Dramatists' Guild finally recognizing the League of New York Theaters as a bargaining agent for the managers. In view of that point it was considered that the managers had won a sweeping victory.

The administration slate wins the Equity election.

A few summer theaters made early starts.

### JUNE

Despite the fact that the proposed amendment to the Equity constitution, changing the procedure whereby players became senior members, had been defeated at the annual meeting, it is decided to submit it to a referendum of the membership at large throughout the country. The administration strongly favors the change.

Marc Klaw dies in England.

Equity begins a campaign to bring back the road, enlisting the aid of the League of New York Theaters and the Dramatists' Guild.

More summer theaters opened.

### JULY

A number of big shows are lined up for the next season, which, predictions said, would be a honey.

Equity closes its branch offices in Chicago and Los Angeles.

The Dramatists' Guild outlines an amateur play service which would, according to the Guild, result in increased royalties from amateur rights.

The much-delayed revised Equity contract is finally submitted to the managers as a courtesy gesture.

### AUGUST

Wear and tear began to show among the little theaters operating in cow-barns all over the place.

Confident predictions are made that the coming season will be the best since the depression, both in quantity and quality.

### SEPTEMBER

The season starts by laying a few eggs. Everyone says things will be different in October.

There is more talk about Equity's organized campaign to revive the road.

The Equity referendum is held on the change in senior membership requirements, and the change is passed despite the fact that the proposed amendment had been defeated at the annual meeting.

Equity adopts a hands-off policy in regard to problems arising out of the Federal Theater Project, and tells its members about it in no uncertain terms.

### OCTOBER

More flops come in and go out and the ticket brokers start to howl. Only one or two hits are registered.

### NOVEMBER

The revised Equity contract is finally published.

First meetings are held, at the instigation of Equity, to discuss chances of reviving legit.

A few more hits come in and ticket brokers perk up.

Starting with terrific crowds over Election Day, there is a phenomenal spurt in business, with several week-ends coming thru as the best seen by legit since the days of the depression. Nobody could explain it, but nobody objected either.

### DECEMBER

The field prepares for the dull days before Christmas and a large number of first-line shows are announced for the holiday season.

People who had predicted a boom season go around wondering whether they had already been proved wrong or whether they'd turn out to have been right after all.

# The Forum

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

Pittsburgh. It seems to me that if those who are so deeply interested in their brother and sister performers would give more thought to minors and acts working for \$2 to \$3 a night and doing two or three shows for this price than to WPA performers trying to better themselves by getting a few outside jobs they would be far better off. There are only 14 acts working for the Theatrical Project here. There are hundreds of minors working beer gardens, night clubs and so on, which is a more serious threat to real show business than the 14 acts on the project, as people are being stopped from getting work who have been in show business five and 10 years and up. The 14 acts on the Theatrical Project are union acts and would like to see better conditions here. The WPA actors would not stay on the project so long if they could get enough outside bookings to warrant them in quitting; not that it isn't a wonderful idea—the Federal Theatrical Project—(because it is) as it does much good besides paying the performer a steady income so that he can live a little better than he did a couple of years ago. But we all want to see conditions better for stage shows and it is not right nor fair that minors under 18 years of age continue to work. If acts cannot try to get outside work and must give up their jobs on the project if they want to work on outside jobs (which are few and far between, maybe one or two a week) then they will be on WPA indefinitely, for no act can live halfway decently and provide clothes, makeup, pictures, music, rent, food and car fare on salaries paid here if it gets only two or three bookings a week. If an act were sure of six bookings a week with a fairly decent price then it could afford to take the chance of not having a steady income and get off the project to let someone else who also needs work take its place. You ought to live and let live and do things that are more important to show business than trying to stop your fellow members from getting work, because there are things a lot more important than personal grudges. I hope the day will come when there will be a closed shop here and when no one under 18 years of age can work.

CARMEN GONZALES.

Riverside, Savannah, Ga. Readers of The Forum grasp any worthy movement publicizing the circus and its perpetuation. At intervals there are news stories of development among circus fans of mechanical talent in the carving and building of miniature animals, horses, wagons, cages and equipment, constituting every detail to, in miniature form, represent a complete circus. During 1936 a group of ambitious miniature builders, thru exchange of correspondence relative to their hobby, realized that by organization they had opportunity not only to better their individual efforts as builders but could co-operate for mutual benefit and introduce to the public in an impressive way the permanent popularity of the circus as an educational amusement institution. George H. Graf, Peru, Ind.; Ralph H. Miller, Memphis; John R. Shepard, Chicago, and several other of the miniature builders who have produced some wonderful outfits in circus miniatures joined in perfecting an organization similar to the Circus Fans. They adopted constitution, by-laws, rules essential to success and elected officers; it is now an active organization and its secretary, Ralph H. Miller, 758 North McLean boulevard, Memphis, Tenn., is giving information to all persons who may be interested in becoming identified as members or who may anticipate using miniature circus outfits as an exhibition feature. Possibilities for this new organization are unlimited. We all know that from

childhood to old age nature has given us a lasting desire to see and learn all we can about that fascinating institution that, needs no other description than the word "circus." These miniature circuses can be used in endless rotation as entertaining exhibits and to advertise the merits of our traveling railroad and motor-transported circus and menagerie outfits, which the public anticipates each year as a "coming event." It is my frank opinion that the Miniature Builders' Association, with its facilities for creating added interest in the circus, will enthrall and strengthen the public desire to have the always popular street parade again made a special feature of every worth-while traveling circus, especially those that use railroad transportation, as I have noted that the miniature builders all seem to give the parade equipment preferred position in their outfits. Another significant fact worthy of mention is that the manager of the mammoth annual Hobby Show in Chicago has expressed a desire for a creditable exhibit of miniature circus equipment and circus history mementos, which would be given advance publicity as a feature of the show.

COLUMBIA, TENN. In *The Billboard* of December 12 it was stated that "A new idea has been introduced by Dick Messner in New York. He uses ten tympanies." So far as I know there is no such word as tympanies. I take it that the writer had reference to tympani, which is the plural of the word tympano, the Italian name for what we call kettle drums. Tympani refers to two or more drums and should one drum be spoken of then the word to use would be tympano. The German word for this instrument is pauken and the French is timbales. As for the use of more than the conventional two drums in any composition being new, I should like to call attention to the scores of Spohr in his *Historical Symphony*, in which he uses three drums and he did not have the use of the modern machine tympani but had only the hand-tuned type. Berlioz used four drums in his *Fantastic Symphony* and in his *Requiem* he used, besides 68 wind instruments, eight pairs of drums or 16 tympani. So a mere 10-drum section is not at all new and not at all necessary with the modern instruments.

WASHINGTON. The type of people who hinder the use of amusement machines are of the type who gave us blue laws and prohibition. The true liberal-minded person realizes human nature must have an outlet. The person who derives amusement from pinball games does himself, or herself, for that matter, a lot of good and no one any harm. No one has any more right to persecute amusement machine devotees than they would have to prosecute chess or checker players. Heaven speed the day when no one will be so evil-minded as to see wrong in a little harmless amusement such as pin games afford the tired, monotonized minds of men and women.

HOBOKEN, N. J. Replying to a Forum letter by Charles A. Leedy a few weeks ago relative to information pertaining to the Old Georgia Magnet act, some years ago Henry Belmar, known professionally as Seaborn the Mystic, and myself performed that act all over the country. During the Spanish-American War we had three units working. We elaborated upon the act by having the young lady stand on one foot, holding a billiard cue in one hand and defying any two men to push her back one inch. We also had three men, picked at

random from the audience, come upon the stage and hold a common kitchen chair. When the young lady placed a forefinger upon the seat of the chair it was impossible for the three men to keep from staggering over the stage. While I am retired from show business after a life spent in it it has always been a mystery to me that this act has not been done in vaudeville and especially with carnivals. Weight of the young lady should average 150 to 160 pounds. I do not know what became of Virginia Knapp. Possibly like some of the rest of us she has gone into retirement.

DULUTH, MINN. May I thank Harry Lakola for his letter in *The Forum* concerning the German contortionist Karl Knoesing? I had never listed this bender in my files and it is just the sort of information about benders that I have been seeking for over three years. *The Billboard* of November 28 contained my ad as a final effort to seek information for the book I am working upon. Let me here thank those last few who have so kindly sent me material. I shall probably never cease trying to get information about the obscure contortionists and the rest of my life shall be devoted to this cause. Eventually all my files, photos and costumes will be on display in the New York Library and no doubt will be one of the world's most unique collections. May I again state that I will welcome all data that members of the profession will send to me.

BURNS M. KATTENBERG, CLEVELAND. Recent stories in many newspapers concerning the death of Jumbo II have brought to my mind two India elephants in which I am very much interested. One is that old relic in the Cincinnati Zoo known as Lil and reputed to be about 100 years old and the other is that massive pachyderm in Toledo (O.) Zoo which, according to experts, is considered the largest elephant in captivity. The attendants at these zoos apparently know little of the history of these animals and I have been wondering whether any old-time showmen or circus lovers can give information as to when and by whom these elephants were brought to this country, whether they ever were exhibited by circuses, and if so by what shows. I have heard that old Lil was a John Robinson elephant.

J. C. DODSON, NEW YORK. I have just read with a great deal of pleasure and a lot of interest the article in *The Billboard* of November 28 by Doc Waddell. I am sure that that article is going to be read by a great many of your readers and not only read but pondered, with the result of great good to them. Not for a long time have I read anything that made me do more constructive thinking than that article of Doc Waddell's.

MINNEAPOLIS. In *The Forum* of November 7 there was a letter, "Minstrelsy a Shock to Oldtimers," written by M. B. Waite, in which he quotes Walter Brown Leonard, Glens Falls, N. Y., who deplored the present condition of minstrelsy. When a youngster I never missed a professional minstrel performance and oh! what a thrill I used to get when I would witness a street parade and then hear the band concert in front of the playhouse just before the doors were to open! I have seen all the old-time minstrels, Haverly, Thatcher, Primrose, West, Dockstader and the rest, and I will never forget the golden voice of Dick Jose and the characterizations of George Wilson, Dockstader and others and the stumpy speeches of Billy Rice and George Primrose's dancing. But so far as old-time minstrelsy is concerned,

Doc Waddell's Article Meets Praise in East

Carry on Tradition of Real Minstrels

Wonders Why Magnet Act Is Not Produced

Hopes To See Pinball Games Go Unmolested

Minnie Circus Builders Aiding Parade Return

Old Scores Used Numbers Of Tympani

Two Aged Bulls Long in Zoos

Interested in Two Aged Bulls Long in Zoos

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MEadison 3-1616, 3-1617, 3-1618. CHICAGO—

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Vol. XLVIII. DECEMBER 26, 1936. No. 52

it is not yet dead in Minneapolis. Altho not a professional, I knew just how they should be produced, so about 20 years ago I took a group of eighth-grade school boys and put on an all-black-face performance just as I had seen them in the old days and kept it up and later drifted to PTA and other organizations. My daughter, who is a dramatic art teacher and play coach, has taken up where I left off and is continuing the good work. We stick strictly to the old-time black-face routine in which we feature the endmen and soloists only in the first part. We never allow any white acts and have quite a battle sometimes to win the cast over, but it is a case of "black or get out." We stick to burnt cork and no lip coloring and make our endmen use the bones and tambos of old, without which the first part would be flat. To my way of thinking, there is no better form of entertainment than an old-time minstrel performance if put on right, so as long as we can hold out old-time minstrelsy will never die. I, too, have seen the red-lipped ape minstrels and, as Mr. Waite said, there is nothing more deplorable. GEORGE P. MILLER.

## Saranac Lake

By JOHN C. LOUDEN

Tommy Karns, who has been curing at the Lodge for the last 18 months, has returned to his home in New York, where he will continue the cure.

Sally Bedell (Mrs. Scapatici), formerly night nurse at the Lodge, presented her husband, Jim, with a boy last week. Sally and son are doing nicely.

Doris Connes has returned to the Lodge from the general hospital where she underwent another stage of the rib operation. She came thru nicely and hopes to be up and about soon.

Harry Wunsch is our latest patient. He hails from Richmond, Va., where he was formerly treasurer of the Lyric Theater.

Alice Carmen, patient here for the last nine years, left last week for California, where she will continue the cure.

Dolf Singer and John de Giovanni have been added to the up-patient department and are now enjoying their meals in the dining room. Both are showing excellent improvement.

Melvin Fox was pleasantly surprised last week with a visit from his sister, Myra C. Fox, of Washington. She expressed delight at Melvin's progress.

Entertainment committee is busy preparing for the annual Christmas and New Year parties.

Write to those you know at Saranac Lake.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Angel, Doc, 5c
Botter, Harry J., 12c
Burns, L. P., 10c
Clifford, Herbert, 25c
Evans, Robert Lee, 8c
Faulkner, Evelyn, 36c
Graham, Jack E., 15c
Gray, Jas. V., 15c
Jackson, Murphy, 4c
Kane, Joe, 15c

Ladies' List

- Adams, Bettie
Adams, Fay
Alcazar, Chiquita
Ainsworth, Gertrude
Allen, Mary Nell
Allen, Miss Bobbie
Allen, Mrs. Jack
Allen, Mrs. Kate
Allen, Prairie Lilly
Allison, Betty
Allman, Mrs. Bertha
Almany, Mrs. Jessie
Amelia, Madam
Aneni, Jeanette
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Anthony, Ramona
Archer, Marie
Arenz, Mrs. Lucy
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Arley, Mrs. Willy
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Atterbury, Annie
Backenstoe, Caroline
Badger, Mrs. Nettie
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Bailey, Mildred
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Baker, Mrs. Helen
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Barfield, Mrs. Pearl
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Barnett, Louise
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Jones, Mrs. Sam
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Kearns, Mrs. Jerry
Keeler, Irene
Kelai, Mrs. David
Keller, Mrs. Minnie
Kelley, Jean
Kelley, Mrs. Pat

Letter List

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Kelly, Mrs. Mabel
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Kennedy, Mrs. Ma
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Keyho, Mrs. Bee
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Killingler, Mrs. Lula
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King, Helena
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Ladies' List

Allen, Dorothy Allen, Ruth Baird, Cate Barton, Mrs. Belmont, Mrs. Bhebe, Bruce & Betty Allen, Ruth Cook, Emma Mae Clatton, Miss Claude DeGlen, Mrs. Mae Dunn, Bernice Earle, Mrs. Billy Emery, Evelyn Fitzgerald, Florence G. Furt, Al Godey, Mrs. Mae Gretonas Griffin, Jimmie Gilmour, Lois Grey, Mrs. Paul Hammond, Billy Hanoka, Frank Hennessey, Colonel

VAUDEVILLE

(Continued from page 68)

OCTOBER

Actors and musicians win test case in New York picketing. Ross Frisco, Boston booker, decries government shows as unfair to private industry. Cushman units set for Comerford Circuit. Field now practically limited to units, bands and "names." Candidate for New York Senate proposes to aid flesh campaign. Jay C. Flippen and Bobby Clark to head new Friars. Philadelphia mayor intervenes in Warner-musicians deadlock. New York Paramount into second band year. Ice-cream firm sends out free shows to New York schools and playgrounds. NBC sidesteps amateurs in unit production plans. Ferd Simon's widow continues agency. MCA plans to create own work, lining up convention halls in cities deprived of stage shows. Auto firms interested in vaude shows, with General Motors figuring on sending out 10 units. Balaban & Katz acquire State-Lake Building, Chicago. Milton Berle cleared in court as gag lifter. Demands of musicians in Los Angeles may hurt vaude. Paramount Circuit leads in vaude play-ing time. Shows return to Stanley, Pittsburgh. RKO reverses attitude on buying expensive "names," booking Eddie Cantor, Harry Richman, Benny Fields and Sally Rand. AFM survey enlightening, shows flesh increase thruout country. Mae West cancels New York and Chicago personal. Equity and Screen Actors may help in

flesh drive. Campaign may also include paid broadcasting. Compromise reached in Los Angeles musician difficulty.

DECEMBER

Loew and RKO impressed by grosses of combo houses as State. New York, sets new record of \$44,468 with Rudy Vallee, and Keith, Boston, does \$47,839 in six days with Eddie Cantor. Warner-musicians battle in Philadelphia nearing truce. Warner Circuit leaning to vaude to aid spotty film schedule, planning flesh for Newark, Jersey City, Reading and Utica. One-nighters still healthy field, with Morris Agency active. Ken Maynard plays 28 consecutive weeks of this time. Lou Wolfson leaves Morris Agency to join Music Corporation of America.

BURLESQUE

(Continued from page 69)

with managers on guarantees and contracts. Casino, Toronto, joins Indie Circuit. H. K. and Morton Minsky take over Warner Theater on Broadway for burly under name of Oriental Theater. Raymonds, of Star, Brooklyn, also take over Shubert-Teller there. Akron, O., drops off Indie wheel. Lyric, Bridgeport, being added. Indie Circuit to lose Roxy, Cleveland, which will imperil Midwest division of circuit. Midwest one-nighters off, and Buffalo may fold also. Canton, O., and Shubert-Teller, Brooklyn, coming in. Worcester Theater again refused permit. Minskys to open Oriental, New York, December 25. Bijou, Philadelphia, closes during pre-holiday weeks. BAA active in demands for midnight pay, refusing Union City bargain and demanding Canton extra pay. Star, Brooklyn, swings to union crafts after being long a non-union house.

NOVEMBER

Russell, Betty Russell, Peggy Schuch, Ruth Seamans, Nina Stapleton, Mrs. Swift, Mary Traic, Jeat Valencia, May Van Kirk, Camille Ventry, Alice Villon, Renee Weiner, June White, Mrs. Dave White, Peggie Williams, Kay Wright, Juanita Brown, Ed Brington, Alex Callahan, Bob Capps, W. H. Carroll, Martin O. Castle, Buster Cate, Harry C. Chandler, Jack Collier, Doc Connelly, Thomas Crawford, John A. Drake, John J. Croacy, Martin

Gentlemen's List

Ahern, Chas. Alberta, Albert Alden, O. B. Alexander, Russell Allen, Charles X. Balcum, Tony Barton, Paul S. Belmont, Jere A. Bernstein, Arthie Bromfield, Leroy Brown, Arthur Brown, Alfred W.

## Lewis Bros. On New Farm

Three buildings already finished at quarters near Jackson, Mich.

JACKSON, Mich., Dec. 19.—Lewis Bros.' Circus has already completed three buildings on its new farm, which will from now on be permanent winter quarters. Buildings are a horse barn, doghouse and animal building. Last named has a dormitory for working hands. Everything about the premises is modern. Carpenters are completing a kitchen and dining room to care for 50 people at one meal, also a barn for all trucks and equipment and a ring-training barn. The manager's home is a 14-room Colonial building.

The farm has 100 acres, all fenced with new Kentucky type white fencing, and is located four and one-half miles east of Jackson. Show also has new offices, located on ninth floor of Jackson City Bank Building.

Mr. Meller, president of Baker-Lockwood Company, was a recent visitor. An order was placed with him for all new canvas, including a large menagerie top, which the show will carry for first time. The side wall and big top will be striped in colors. Baker-Lockwood is also making up several special flags and a two-color marquee. Show has purchased a fine collection of pedigreed dogs which will be placed with other animals in menagerie. Show will add a grand stand of 1,000 chairs for front of track and starbacks for back end.

### What Folks Are Doing

Capt. Jerome Smith has left show and accepted work in a factory here. Dorothy Campbell is working small animal acts of the show in department stores. Is assisted by William Oswald, Alex Hopkins and Bill Pekos. Whitey Simmerson is assuming the duties of quarters foreman; Hugh Mitchell is in charge of heating system; Vern Hall is looking after motor equipment; R. C. Wade, in addition to all electrical engineering, is building a larger and more modern light wagon for the road; Connie Kirkendall is attending high school in Jackson. Will be graduated in June and enter Michigan University to study medicine. C. S. Primrose is in Chicago, arranging his brigade and making paper arrangements for coming season; Joe Summers is in charge of ring stock, assisted by Vernon Cordie, Henry Dobbins and Everlin Hanson; Mrs. Simmerson is handling the laundry.

Manager Paul M. Lewis returned from a hunting trip. He bagged a 10-point buck deer and those at quarters enjoyed venison meals prepared by Frank Gamber, the show's steward. Lewis states that he will promote indoor shows after first of year.

### Glasscock After Circus

SAN ANTONIO, Dec. 19.—Alex Glasscock, eldest of the four Glasscock brothers, is negotiating for the purchase of a complete circus, which is now wintering near his barns here.

"The circus," Glasscock said, "if acquired, will be turned over to my son, L. D., who has had training not only on our own shows but also with other prominent ones. I intend," he continued, "to operate my horse and mule business here as well as see to our other interests in San Antonio and environs."

### Orrin Davenport Dates

NEW YORK, Dec. 19.—Orrin Davenport's winter circus season will get under way next month in Grand Rapids, Mich. Two two-week dates follow in Detroit and Cleveland. Davenport has a series of one-week stands to follow in middle-western cities.

### Sparks, Katz Return

MACON, Ga., Dec. 19.—With the return of Charles Sparks, manager of Downie Bros.' Circus, and his assistant, Charles Katz, from a visit and vacation at Hot Springs, Ark., plans are being made for an early start on work at winter quarters. Clint Shuford, treasurer, has been in charge during their absence.



JACK GRIMES, press representative of the Al G. Barnes Circus, who was chairman of the recent Pacific Coast Showmen's Banquet and Ball in Los Angeles. The affair was the biggest held by the PCSA and spoke well for the popularity of the president of the organization, Theo Forstall, treasurer of the Barnes show.

### Improvements Being Made In Plant of U. S. Tent Co.

CHICAGO, Dec. 19.—The United States Tent and Awning Company, of this city, pioneer tent builders for circuses and carnivals, announces that there will be no deviation from the policy established more than 46 years ago, "Quality Tents Always."

Extensive improvements and alterations are being made in the plant to care for increased business. Noteworthy is the installation of rope-stretching and laying machinery, which affords better control of this shop practice than was possible under the old method. This device removes excessive stretch from rope before it is hand-sewed to tent, thereby avoiding the slack developing after tent is in use.

Altho a change has been made in the sales department, the same personnel controls the designing, cutting, sewing and roping of tops. S. T. Jessop, president, reports that orders booked for spring delivery are of greater volume than has been experienced for years.

### Awaiting Ga. License Charges

MACON, Ga., Dec. 19.—Thousands of showmen who established legal residence in Georgia and obtained the \$3 automobile pleasure car and truck tags for the last four years, are watching with interest for the announcement of the 1937 license charges.

Governor Eugene Talmadge, who by executive order suspended the regular tax act on vehicles and made the \$3 flat rate possible, leaves office first of the year. The new governor, E. D. Rivers, will be inaugurated. It is understood that he favors low vehicle license charges. Legislative action is expected in January.

## Museum of Circus Relics at Quarters of Ringling-Barnum

SARASOTA, Fla., Dec. 19.—With the ultimate intention of founding a museum of circus relics that will form a monument to the history and development of the combined shows now known as the "Greatest Show on Earth," Ringling Bros. and Barnum & Bailey officials have inaugurated a display of circus equipment of half a century ago at winter quarters here.

Chief among the items on display to date is the famous Barnum & Bailey "United States" band wagon, one of the original big vehicles used in the parade of the nation's feature in the closing days of the 19th century. It accommodated 50 musicians.

This wagon, which made tours of

### Sam R. Stratton Confers With Gumpertz, Butler

SARASOTA, Dec. 19.—Sam R. Stratton, press agent, who joins the Ringling-Barnum press department in New York next spring, left here last week after a three-day conference with Roland Butler, general press representative, and Sam W. Gumpertz, general manager.

The winter-quarters crew will make merry on Christmas Day with a big party and dinner in the mess hall. Plans are afoot for the decoration of the biggest Christmas tree that can be squeezed into the hall.

Work has been started on the construction of a permanent outdoor arena of heavy bar steel adjoining the lion cages at the animal barn. Immediately upon completion Franz Woska, menagerie superintendent, will start work on a juvenile cat act for the entertainment of visitors at the quarters.

Wardrobe Superintendent Lawrence Banchi has started work on trappings for the 76 howdahed horses that will appear in the new opening spectacle, *India*. The wardrobe department has received a large shipment of a fabric known as "crushed velvet" for use in elephant blankets and other regalia in the spectacle. The fabric combines luxurious appearance with extreme durability, according to Banchi.

### Cole-Beatty Briefs

ROCHESTER, Ind., Dec. 19.—Word from Bill Backell, Philadelphia, states that his wife is improved, following a serious illness. Backell expects to again pilot the No. 1 car of Cole Bros.-Clyde Beatty Circus next season.

Mr. and Mrs. Zack Terrell are spending a few days in Peoria, Ill., guests of Mr. and Mrs. N. D. Burkhardt.

Rex de Rosselli is in New York on business.

Mr. and Mrs. Nick Carter were winter-quarters visitors last week.

Mr. and Mrs. Earl Lindsay are in Houston, Tex., for the holidays.

Floyd King writes that he will leave Hot Springs December 24 to spend Christmas with his mother in Dyersburg, Tenn.

Al Dean announces that the cookhouse will do its stuff as usual for the Christmas dinner.

### Dick Again With Atkinson

PHOENIX, Ariz., Dec. 19.—Billy Dick's Side Show will again be with Tom Atkinson's Circus, making fourth season with him. The performers have been re-engaged and several new acts added. Thomas Arenz will again handle the front and James Lewis will again have the colored band.

Three large pythons, also new double-deck banners, have been ordered. Top will be a 60 with two 30s. Another big show title will be used instead of Barney Bros.

### Newton Home for Holidays

CINCINNATI, Dec. 19.—William Newton Jr. (Honest Bill), manager Walter L. Main Circus, called at *The Billboard* Thursday morning en route from Montgomery Ala., to Quenemo, Kan., where he will spend the holidays with his 80-year-old father (Lucky Bill). Honest Bill said the Main show enjoyed a very good business the past season with the exception of about six weeks. Mississippi proved especially good territory.

## Shows Set For England

Include Mills, Hagenbeck, Gaumont, Kelvin, Belle Vue, Stadium, Waverley

LONDON, Dec. 10.—London and the English provinces are again set for plenty of Christmas fare in the way of resident circuses.

Major shows are Bertram Mills' Olympia; Hagenbeck's at the Agricultural Hall, and Gaumont British, all in London; Kelvin Hall, Glasgow; Belle Vue, Manchester; Stadium, Liverpool; Waverley Market, Edinburgh. All of these, with exception of Bertram Mills, have been booked by Stanley W. Wathon.

Programs set as follows: Bertram Mills, opening December 22 for five weeks: Eight Danwillis, acrobats; Four Palms, perch and aerial; Jackson Family and William Lawlor, Western novelty, from America; Australian Woodchoppers; Baring's Comedy Zebra; Cordolla Qunitilla, wire walker; Two Willos, gymnasts; Four Albanos, Spanish clowns; Peerless Potters, trampolinists; Five Astony Sisters, gymnasts; Ferroni, sensational novelty; Great Frederico and Knie's Tigers; Five Kemmys, posing gymnasts; Les Kimrlis, aerial sensation; Maurice and May, comedy cyclists; the Keystones, comedy bar act; Nine Cumberlandlands; Judge's Chimpanzees; Four Cosmaries; Mills' New Liberty Horses, and Christiane's Dogs.

### Show at Crystal Off

Annual circus at Crystal Palace, London, is abandoned owing to the disastrous fire which laid the spot in ruins.

Kelvin Hall, Glasgow, six weeks from December 14: Mische Kolzer's elephants, pony and dog; Schumann's horse acts; Four Rastellis, comedy trampoline; Chocolate and Company, comedy musical parody; Sandor-Karoli Troupe, Hungarian riders; Edmonds, juggling on horseback; Harold Ryle and Company, sensational roller skaters; Six Breiers, springboard troupe; Lou's comedy mules; Tahlero's dogs; Spyras, comedy eccentrics; Nico and Alex, Danish clowns; Captain Court's mixed group of wild animals.

Belle Vue, Manchester, five and one-half weeks from December 24: Oscar Fischer's Elephant Revue; "The White Rider," horse phantasy; Schumann's Liberty horses; Erik Hubert, pas de deux; Schumann's ponies; South China Troupe, acrobats and balancers; Four Urbanis, equilibrists; Four Avantis, high perch novelty; Marion Company, motorcycle sensation; Sobsky's dogs; Fritchle, silent comedian; Pronto's unridable mules; Manley and Austin, comedy balancers; Three Daniels, Scandinavian clowns, and Three Van Normans, clowns.

### Acts at Stadium

Stadium Circus, Liverpool, five and one-half weeks from December 24: Bertram Mills' six baby elephants; Carre's various horse acts; Alfredos-Kohlers, comedy bar and springboard acts; Five Herzog Sisters, gymnasts; the Kayes, English riders; Charmaine and Julian, perch novelty; Four Lecardos, comedy

(See SHOWS SET on page 78)

### Watkins With Santos, Artigas

ORLANDO, Fla., Dec. 19.—I. J. and Sylvia Watkins, of Watkins' Trained Animals, have closed a 10 weeks' contract with Santos & Artigas Circus in Cuba. Sailed from Port Tampa Wednesday and will open in Havana tomorrow. It is Watkins' 10th trip to Havana. The Watkins recently closed with the Walter L. Main Circus, it being their second season with the show.

### Al C. Beck Under Knife

CLEVELAND, Dec. 19.—Al C. Beck, business manager and legal adjuster of Sells-Sterling Circus, underwent a successful operation December 7 by Dr. George Crile for a throat ailment. Will be in hospital a few more days, then rest at Fern Hall Hotel, this city, until first of year, after which he and Jean will head south until time for the circus to open.



# With the Circus Fans

By THE RINGMASTER

CFA.

President, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill.  
Secretary, THAMES BANK, NORWICH, CONN.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Dec. 19.—Mr. and Mrs. Bugs Raymond, of Norwich, Conn., entertained Mr. and Mrs. John R. Tarrant, Geraldine Enos and Mr. and Mrs. Walter M. Buckingham at dinner on December 12 in honor of Mr. and Mrs. Emile Pallenberg and their daughter. In Clinton, Conn., the home of the Pallenbergs, some one has just dug up an old town law which forbids anyone to lead by a chain any poultry, cattle or tiger on the streets. The Pallenbergs, being trainers of bears and dogs, are not affected by this law.

N. Harry Cancie, CFA, manager of Walter Johnson Candy Company, Chicago, who is spending a vacation in Hot Springs, Ark., will arrive home on the 23d.

Will the party giving address as 663 Locust street, Fall River, Mass., who wrote the conductor of this column without signing name to the card, please write again.

Walter M. Buckingham, national secretary CFA, writes: "Last week I forgot to mention that at the Masonic Circus in New Britain week of November 30 Janet

May, who does the act that brought fame and death to Lillian Leitzel, exceeded the record she, Janet May, established some time ago in Atlantic City. Her former record was 172 planges, but in New Britain she went to 182. This is authentic, for I was there and counted them, with others in the audience."

Burt L. Wilson, of Chicago, assistant editor of *White Tops*, who has been on a 12 weeks' business trip in the Southwest, arrived home the 21st.

## Los Angeles

LOS ANGELES, Dec. 19.—Mr and Mrs. Tom Atkinson from Phoenix, Ariz., were here for the PCSA ball and for a short visit.

Ben Austin is handling a show to be staged at San Francisco Shrine Auditorium.

Arthur Hopper is back from a visit to Hot Springs. S. L. Cronin, also there, returned December 15th.

E. L. Burnett is back from an extended auto trip to the East and Midwest, including a stop at old home town, Washington C. H. O. Is contracted to paint Al G. Barnes Circus equipment, work to begin January 1.

Eddie Trees, who has been vacationing, is back in town.

Jack Grimes is leaving for San Francisco and will be on publicity job for Shrine Circus.

Bert Nelson, with Norma, wrestling lion, is making special appearances.

Mabel Stark will start work soon on a flicker for which she is contracted.

## Amar Show at Empire, Paris

PARIS, Dec. 14.—The Amar Bros. are presenting a fairly entertaining circus bill at the Empire. Best numbers are three held over from the previous program, Captain Tiebor's seals, Amar's polar bears and the Lindstroems, roller skaters.

Show opens with the Tainys, presenting a novel aerial flash making use of elaborate rigging. Amar Liberty horses, presented by Jean Gautier, followed by Four Sobolewskys, good acrobatic equestrians. House clowns, Boulicot and Recorder, on in usual patter session. Charly Twines, contortionist, and Two Birkeneders, hand-to-hand balancers, are excellent.

Germain Aeros, veteran "bumps" artist, clicks with his comedy wire, ladder and barrel stunts. Clemens Bellings and his dogs pull big laughs. Show closed by Raeco Troupe, teeterboard leapers, in peppy routine.

Keyson Trio, comedy bar; Aussie and Czech, whip crackers; Ghezzi Brothers, equilibrists; Daley Trio, jugglers, and Pinder Brothers, musical clowns, are at the Mogador. Beby and Lole, clowns, are at the Trianon. The Petit Casino has the Brunescos, bar, and the Marcolis, tumblers.

The Cristescos, bar act, and Two Albertinis, perch and tumbling, are at the Paramount. The Five Colorados, Western, and Two Omanis, equilibrists, are at the Rex. The high-school horses of Jean Houcke, the Muti Brothers, tumblers, and Jo Laurin, juggler, are at the Gaumont Palace.

Flying Codonas closed at the Medrano last week and are playing at Munich.

## Birthday Surprise Party for Nat Green

CHICAGO, Dec. 19.—Editors are just like other folks, they have birthday anniversaries, but usually they don't tell any of their friends about the occasion. But in this instance an editor's wife—Hazel Green—tipped off the date of Nat Green's natal day and a large number of his friends descended upon him at his home, 4046 North Greenview, for a surprise party. Nat said it was his 36th anniversary, and who would doubt that Green was not as Green as he stated.

The event was held night of December 14th and among those in attendance at the Green home were Harry Atwell, Gene Whitmore, Homer Hobson, Ed Bitter, Clint Finney, Jackson Hickey, William S. Sneed, Clint Beery and Bob Hickey. Telegrams of greetings were received from Frank Hartless, A. R. Hopper, Harry Bert, George Cutshall, J. D. Newman, Floyd King and others.

Mr. Green received a present from the gang, a marvelous zipper suitcase. And Mrs. Green, her daughter, Virginia, and Mrs. Clint Beery did themselves proud in putting forth a banquet for the luncheon club members, who are experts at eating at all hours of the day or night.

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HOLIDAY GREETINGS

To Our Many Customers, Friends and Competitors

## Kansas City

KANSAS CITY, Mo., Dec. 19.—Kenneth Waite Troupe of acrobatic clowns is completing five weeks' engagement here at a store, it being eighth consecutive year here at the same store.

The troupe leaves here December 22 and opens the 23d in Cleveland, playing in the Public Auditorium for the Children's Show.

Ray Elder was a visitor here for several days and met many old friends.

C. J. Chapman has opened another printing shop, known as the Chapman Printing Company.

## Sadler Folks in Theaters

SAN ANTONIO, Dec. 19.—Ralph Noble and wife, Orton Troupe, Matsumota Troupe and others who closed season with Harley Sadler, have been playing theaters in the Panhandle country. They arrived here December 13 and have bookings that will keep them going for several weeks.

## Acts With Malloy Unit

CANTON, O., Dec. 19.—Jack Malloy's circus unit, augmented by several new acts, concluded a successful week at Club Circus, Mansfield, O., night club. Malloy and wife, Nancy Darnell, played the club several times previously but never with the new unit.

The troupe now offers the following circus acts: Barney and Jimmy, comedy acrobats; Ruth and Jack, Roman rings; John Orterl, midget soloist; "Slivers" Johnson, clown numbers; Myrtle Menke, swinging ladder; Tinker Toy's dog and pony turn; Barney Aresen, on tight wire, and Nancy Darnell, muscle grind. Malloy reports unit has many bookings.

## Toledo Jottings

TOLEDO, Dec. 19.—Bert Fisher, clown, formerly with railroad shows, is clowning in toy department of LaSalle & Koch Company during holiday season.

Forest Fought, callopie player with Vic Robbins' Band on Cole Bros.' Circus, is spending winter here with relatives. Irene Dean, formerly with Hagenbeck-Wallace, is on road with a unit show.

Doc Tripp, band leader with Lewis Bros.' Circus, is here for winter months. Billy Ash, clown with Tom Mix Circus, is spending layoff period with his sister in apartment here.

Fred Mascoe, musician, is understood to be in Florida with a truck show.

## Pickups From Europe

PARIS, Dec. 14.—Alfred Court's animals, Strassburger's horses, Adriana and Charlot, bounding trampoline, and Cimse, flying motorcycle, were on closing bill of season at Cirque Municipal in Rouen.

Gicris, trapeze; Three Asthons, perch, and Two Boscas, bar, are at Casino Municipal in Nice. Elida Sisters, contortionists, and King Kong Perdue Company, acro comedians, are at Pathe Palace in Marseille. The two Uruttys, springboard leapers, are at the Palace in Avignon. The Three Gazettis, equilibrists, are at National Scala in Copenhagen.

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THANKS, SHOWFOLKS AND SEASON'S GREETINGS CHARLIE T. GOSS

# 1936 Excellent Season for Big Tops

THE season of 1936 was exceptionally good, for outdoor shows and circuses came in for their share of business. In fact, it was the best season for the white tops in a number of years, this despite the fact that some shows had to battle with mud and rain in the early spring and the extreme heat during midsummer. There were several early closings, but most of the shows had lengthy tours, both railroad and motorized organizations.

## Four Rail Shows

There were four shows on rail—Ringling Bros. and Barnum & Bailey, Cole Bros.-Clyde Beatty, Al G. Barnes and E. H. Jones' Cooper Bros., the last named a two-car show which played Canadian territory and did right well. The Big One and Cole-Beatty had excellent seasons, and the Barnes show had a good year. This was the second year for the Cole show, operated by Jess Adkins and Zack Terrell. It was the only big show staging parades.

Tom Mix, Downie Bros., Russell Bros., Sells-Sterling, Lewis Bros., among the larger motorized circuses, had good seasons.

## New Truck Shows

There were a few more motorized circuses in 1936 than last year, several of which had early closings. Among the new ones were Bockus & Kilonis, Bud Hawkins, Eddie Kuhn, Bonham Bros., Maynard Bros., Reo Bros., Sam Jones, Joe B. Webb and Martin Bros.

## Very Good Entertainment

The programs of the various shows on the whole were very good, and there were several standouts in the way of "dress."

The Ringling-Barnum performance was rated the best in years in the way of production, entertainment and dress. The only foreign importation was the Chinese Naittos, on the tight wire, which clicked heavily. Miss Nio Naitto stood out on the steel thread. A surprise sensation was Freddie Willo, of Willos' perch act, who doubled on a teeth stunt aloft that registered.

The Cole Bros.-Clyde Beatty Circus as a whole was considerably better than last year. Clyde Beatty, with an enlarged wild animal act, was, as usual, a standout.

Al G. Barnes Circus was more spectacular than heretofore—new specs with lavish displays of feminine beauty, all new wardrobe, trappings and nifty dance numbers arranged by George Cunningham, Hollywood ballet master, in rings and center stage. There was a new music score for singers and interpolated dance numbers. Program was one of the best ever offered by the management.

Downie Bros.' Circus, for brilliance of costuming, far surpassed any other performance produced by owner Charles Sparks. The costumes were especially evident in the opening spectacle, *The Evolution of Rhythm*. One of the outstanding novelties of the opening was the "cake walk" by a score of colored performers.

There was plenty of flash in the Tom Mix Circus. The management put plenty of eye appeal in the layout.

Reb Russell, cowboy and movie star, proved a worthy special attraction with Russell Bros.' Circus and caused the

folks to stay in large numbers for the rodeo after-show.

Barnett Bros.' Circus, which did not fare so well in 1935, was considerably smaller this year, but nevertheless did nice business. The seating capacity was approximately 1,100 less. The big-show personnel was reduced by half, as well as the executive staff.

## Prospects for Future

With conditions continually on the upgrade, there is no reason why circuses should not do business provided that they continue to present a good brand of entertainment. This year showed an improvement in business over last season, and indications are that 1937 will show a further increase. When people have money to spend for amusement circuses will get their share.

Several new organizations were en tour in 1936, as previously stated. There will be some new ones in 1937. Announcement already has been made that Harry E. Dixon is planning a one-ring overland circus for next spring, and it is reported that W. A. (Snake) King will organize one.

## Important Events and Happenings From December, '35, to December, '36

### From Files of The Billboard

**COLE ADDS BULLS**—Arrival of the last three elephants from Hall Estate, Lancaster, Mo., at Rochester, Ind., November 30 brought Cole Bros.' Circus herd to 29.

**RINGLING-IABPB AGREEMENT**—After Pittsburgh meeting that ended in deadlock an agreement was finally reached in New York in December between representatives of International Alliance of Bill Posters and Billers and Ringling Circus officials. Compromise scale of \$115 a month for road men in 1936 and \$120 a month in 1937 was settled.

**MEDRANOS ACQUIRE ANOTHER**—Report from Paris December 23 was that Cirque Medrano had added Cirque d'Hiver-Fratellini tent show to its other circus holdings.

**SAINTS-SINNERS' CLUB SPLIT**—Dexter Fellows Tent (New York Chapter) tendered its formal resignation to national headquarters of CSSCA in Richmond, Va., week of December 28. Disruption reported caused by coolness of Richmond group towards proposed home for troupers in Sarasota, Fla., on land donated by Mrs. Charles Ringling.

**RUDYNOFF TO R-B**—Rudy Rudynoff arrived in Sarasota, Fla., in December to take charge of ring stock. First definite indication of disbanding of Hagenbeck-Wallace-4-Paw-Sells Bros.' Circus.

**MILLS SHOW OPENS**—Bertram Mills' 16th annual circus opened in London December 20, with several members of British royal family, Lord Mayor of London, Bishop of London, Prime Minister and numerous other celebrities attending a luncheon held prior to performance.

**GORMAN CIRCUS SOLD**—Assets of Gorman Bros.' Circus brought \$4,000 at a sheriff's sale in Wyckoff, N. J., week of January 4.

**MORTON BUYS ELEPHANTS**—Bob Morton purchased Leo Singer's three baby elephants in January.

**BEATTY ENLARGES ACT**—Mr. and Mrs. Clyde Beatty arrived in Rochester, Ind., in January with five new tigers and three male lions, which were added to Beatty's act.

**BELL WITH RACING PLANT**—Floyd L. Bell, for several years press agent with Ringling-Barnum Circus, was named director of publicity at Suffolk Downs, New England's largest racing plant.

**BERT BOWERS DEATH**—Bert C. Bowers died at his home in Peru, Ind., January 15. Part owner of American Circus Corporation and associated with late Jerry Mugivan since 1902.

**WEAVER RETIRED**—Bert Weaver, for 36 years manager of commissary wagon with Ringling shows, was retired in January and wagon concession rented to Harvey Mayer.

**SCHAEFFER DEATH**—Frank Schaeffer, for many years boss butcher with Ringling-Barnum interests, died at New Orleans January 16.

**MIX RETURNS TO U. S.**—Tom Mix, accompanied by his wife, returned from extensive tour of South America week of January 25.

**H-W RUMORS CLARIFIED**—S. W. Gumpertz, in brief interview given in Birmingham early in the year, confirmed rumor of disbanding of Hagenbeck-Wallace Circus. Also announced that show would be off road for one year only.

**HAAG FIRST**—The Mighty Haag Show was the first circus to play on govern-

ment property in the recently created Florida Canal Zone.

**NELSON INJURED**—Bert Nelson was badly clawed by lion while rehearsing act at winter quarters in Peru.

**CARS TO MAYNARD**—Ken Maynard early in the year bought 15 cars from George W. Christy for his new show. Complete menagerie and an elephant act also included in deal. Show played some week-end engagements at Van Nuys, Calif.

**ELKS HONOR RINGLING**—Elks' Lodge of Sarasota, Fla., did honor to memory of late Charles Ringling in unveiling of bronze tablet February 15.

**MAY WIRTH DENIES**—May Wirth denies repeated reports of her retirement.

**HOPPER WITH BARNES**—Arthur Hopper was named as assistant manager of Al G. Barnes Circus. Later stated that he would be general agent.

**MIX TITLE CUT**—Wild West part of Mix title was dropped and show went out as Tom Mix Circus.

**BRYDON BUYS**—Ray Marsh Brydon, general manager Rice Bros.' Circus, bought truckload of animals from Cole Bros.' Circus.

**R-B HOSPITAL CAR**—Ringling-Barnum Circus added a new 70-foot hospital car to its rolling equipment.

**RUSSELL WITH RUSSELL**—Reb Russell, young star of Western films, signed with Russell Bros.' Circus.

**HUNT TITLE CHANGE**—Eddy Bros.' Three-Ring Circus became new title of Hunt Show.

**MUTUAL AGREEMENT**—Walter L. Main and Paul M. Lewis entered into gentlemen's agreement not to cover each other's billing.

**KING LEAVES BARNES**—Floyd King, general agent Al G. Barnes Circus, resigned March 9 and immediately joined Cole-Beatty Circus as general press agent. Announced May 1 that King had been appointed general agent of the show. J. D. Newman, who had been g. a. up to that time, was appointed traffic manager.

**COLD OPENING FOR MIX**—The Tom Mix Circus opened March 11 at Compton, Calif., to good business despite cold weather.

**BARNES OPENING A TURNAWAY**—Al G. Barnes Circus opened season March 27 to turnaway business at San Diego, scene of California Pacific International Exposition, to which the opening performances were sold.

**MCCULLOUGH DEATH**—Paul McCullough, of Clark and McCullough comedy team, died at Lawrence Memorial Hospital, Medford, Mass., March 25. He and his partner, Bobby Clark, were clowns with Hagenbeck-Wallace, Ringling Bros., and Barnum & Bailey circuses before they achieved their success on stage.

**MORE TRUCKS FOR LEWIS**—Paul M. Lewis, owner-manager Lewis Bros.' Circus, announced addition of nine trucks to show.

**ANDERSON DEATH**—James K. Anderson died at Findlay, O., March 27. He was long in show business. One time general manager Barnum & Bailey Circus.

**PYGMY ELEPHANTS TO R-B**—Three pygmy elephants arrived from Africa to be featured with Ringling-Barnum Circus.

**BALLENGER DEATH**—T. W. Ballenger died at his home in London, O., April 6. He was for many years in show business and last affiliated with Downie Bros.' Circus in 1931.

**COLE-BEATTY OPENING**—Cole Bros.-Clyde Beatty Circus had a fair opening at Stadium, Chicago, April 11. Ran there until May 3.

**R-B OPENING**—Ringling Bros. and Barnum & Bailey Circus opened April 11. Garden business 11 per cent over previous year, with biggest gross since 1929.

**WOSKA WITH R-B**—Franz Woska was named superintendent of R-B menagerie. Formerly with Hagenbeck in Germany.

**SHIPLEY RETIRES**—Earl Shipley, who for 23 years has clowned with major circuses, announced his retirement.

**BOCKUS & KILONIS CLOSES**—Bockus & Kilonis Circus, new one, which opened at Manchester, N. H., April 24, closed at Millinocket, Me., June 12, unable to go any further.

**HARRY HAAG BRIEF TOUR**—The Harry Haag Circus, organized at Mobile, Ala., by R. C. and Sam Schwartz, with Harry Haag as general manager, returned

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there latter part of April after a brief tour in Southern Mississippi.

**J. M. COLE SHOW FOLDS**—After only four days of a 10-day engagement at Cleveland Stadium James M. Cole Trained Wild Animal Circus blew up May 5.

**ATTERBURY IN BLOWDOWN**—Atterbury Bros.' Circus was in a blowdown at Eagle Grove, Ia., May 9. No one injured.

**SUNDAY SHOW IN CANTON**—First Sunday permit ever granted to a show in Canton, O. (May 31), was received by Cole-Beatty Circus.

**MAYNARD TO SAN DIEGO**—Ken Maynard announced he had sold his Ken Maynard's Diamond K Ranch Wild West, Circus and Indian Congress to California Pacific International Exposition for three days in June.

**MIX IN STORM**—Tom Mix Circus was in storm at Burley, Ida., May 19. Menagerie top flattened.

**IDA WHITE FALLS**—Ida White suffered serious injuries when she fell from a perch pole held by her husband during their act with Downie Bros.' Circus at Lancaster, Pa., May 13.

**BOWES UNIT FLOPS**—Major Bowes' Amateurs on Tour unit with Cole-Beatty Circus closed with that show in Muncie, Ind., May 16. No draw.

**RANGER BEATTY**—Governor James V. Alfred commissioned Clyde Beatty a Texas Ranger.

**R-B IN BAD BLOW**—A short-lived twister hit the Big Show its first matinee in Washington May 18. Section of reserved seats collapsed but panic was averted by management.

**\$1,000,000 SUIT**—John Robinson IV filed suit against estate of late Bert Bowers for \$500,000 for loss of circus and title and another \$500,000 for estimated loss of income from show since he put forward his alleged claim to John Robinson Circus in 1934. Suit alleged that deal selling show to American Circus Corporation stipulated that in the case of further transfer of show and title original owners were to have first option. ACC sold show to John Ringling in '29.

**MAYNARD BROS. FOLD**—Maynard Bros.' Circus folded in Stonington, Conn., May 18. Show attached by sheriff.

**BUILDS CIRCUS LOT**—When Mrs. Jackie Wilcox arrived in Florence, Colo., to contract a lot for Seal Bros.' Circus there was no lot to be had. Mrs. Wilcox, with aid of city officials and WPA, constructed a lot and two performances were held.

**SPCA VS. BEATTY**—Clyde Beatty and his assistant, Captain Bernardi, were arrested by order of agent of Western Pennsylvania Humane Society, charged with cruelty to animals. On advice of circus counsel charges were not contested and a fine of \$20 and costs were paid.

**BRYDON'S TITLE CHANGE**—Ray Marsh Brydon changed title of his show from Rice Bros.' Circus to Dan Rice Circus early part of season.

**REO CLOSES**—Reo Bros.' Circus closed week of June 6 for reorganization.

**NO COAST DATES**—R-B management announced Big Show would not make Coast dates during 1936 season.

**LEWIS IN STORM**—Lewis Bros.' Circus was damaged to extent of \$3,000 in cyclone at Galesburg, Ill., June 9. No one injured.

**BOOK BY FELLOWS**—Dexter Fellows published a book of his reminiscences of circus titled *This Way to the Big Show*. Written in collaboration with Andrew A. Freeman.

**SUES COLE SHOW**—Maude Cromwell, of Aerial Cromwells, sued Cole-Beatty Circus for \$10,000, charging illegal use of her picture in billing.

**HART DEATH**—Thomas B. Hart, 61, veteran clown and acrobat with Ringling-Barnum Circus for years, died at Albany, N. Y., June 22.

**McINTYRE DEATH**—Frank McIntyre, manager of front door with Ringling-Barnum Circus, died of coronary thrombosis at Ashtabula, O., July 1.

**JOY MYER FALLS**—Joy Myer, aerialist with Tom Mix Circus, fell from her rigging during performance of Chicago engagement.

**MARLOWE ON FRONT DOOR**—Ray Marlowe was placed in charge of R-B front door in July to fill vacancy occasioned by death of Frank McIntyre.

**BARNUM ANNIVERSARY**—A celebration was held in Bridgeport, Conn., July 5 on anniversary of P. T. Barnum's birth July 5, 1810.

**SEVEN WEEKS FOR MARTIN**—Martin Bros.' Circus closed in July after seven weeks' tour of up-State New York towns. Continued hot weather and drought given as cause for early closing.

**GORMAN BROS.' 10 WEEKS**—Gorman Bros.' Circus terminated season July 25 in Port Jervis, N. Y., after being on

road 10 weeks. Made third straight year that show folded in midseason. Biz away off last five weeks.

**EDDY IN HURRICANE**—Eddy Bros.' Circus was in a hurricane at Snow Hill, Md. Show had been warned in advance of coming of storm, precautions were taken and only one truck lost.

**100,000 SEE MIX**—Mix show played to more than 100,000 persons in 10 days at Coliseum, Chicago. In spite of terrific heat during most of engagement it made an astonishing record under auspices of Goldblatt Bros.' department store firm.

**RECORD FOR GAINESVILLE**—Gainesville Community Circus had a record-smashing engagement at Farmers' Short Course at Texas A. & M. College July 20. Giving single performance in Kyle Field Stadium, show was seen by 11,000 persons. Was record attendance in history of show.

**CFA MEETS**—The Circus Fans' Association held its 11th annual meeting in Evansville, Ind., August 15-17. Al G. Barnes Circus was there.

**BAND WAGON LOANED**—Famous Two Hemispheres band wagon was loaned to Cole-Beatty Circus for its parade at Des Moines July 10. Wagon owned by Iowa Circus Fans.

**BARTIK DEATH**—Ottokar Bartik died in Prague Czecho-Slovakia, July 24. He was ballet director of Metropolitan Opera Company for 24 years and for several years staged spectacles with Ringling Bros.' Circus and Barnum & Bailey Circus.

**SADLER ORGANIZES**—Harley Sadler in August announced organization of motorized circus to be known as Harley Sadler Circus and the Siege of the Alamo Combined.

**HARVEY RESIGNS**—R. M. Harvey resigned from Russell Bros.' Circus early in August.

**HALL DEATH**—Frank E. Hall, owner Vanderburg Bros.' Circus, died at Hutchinson, Minn., August 24 following an appendectomy.

**LILLIE GOLDEN WEDDING**—Major Gordon W. (Pawnee Bill) and May Lillie celebrated their 50th wedding anniversary at Taos, N. M., August 31.

**BLANKENSHIP NEW PILOT**—Ray Blankenship was chosen to succeed R. M. Harvey as general agent Russell Bros.' Circus.

**MAY LILLIE DEATH**—May Manning Lillie, wife of Gordon W. Lillie, was killed September 17 in automobile accident while returning to her home in Pawnee, Okla., from Tulsa.

**O'CONNELL DEATH**—John Francis (Cow) O'Connell, 50, 24-hour man with Ringling-Barnum Circus, died at Tyler, Tex., September 28 of heart attack.

**WALLENDIA DEATH**—Willy Wallenda, of Wallenda high wire act, died at Liesberg Park, Goteborg, Sweden, September 12 from a fall while riding his bicycle on wire.

**R-B BLOWS DALLAS**—Ringling-Barnum Circus missed two-day engagement, September 27-28, in Dallas because of muddy lot.

**FERNANDEZ TO HONOLULU**—E. K. Fernandez All-American Circus sailed for extended tour of Hawaii.

**NICHOLS DEATH**—Thomas J. Nichols, 78, formerly with Ringling Brothers, died October 2 at home of his niece in Fond du Lac, Wis.

**R-B RECORD**—A record for all time in San Antonio, Tex., was established by Ringling-Barnum Circus October 2. Show strayed 'em in afternoon and there was turnaway at night.

**DOWNIE RECORD DASH**—Downie Bros.' Circus made record run for motorized show when it jumped from Georgetown, S. C., to Jacksonville, Fla., October 18, a distance of 355 miles in 15 hours.

**MRS. MUGIVAN DEATH**—Mrs. Mary Edith Mugivan, widow of Jerry Mugivan, died at Peru, Ind., October 23 of heart attack.

**MAYNARD SIGNED**—Jess Adkins announced in October that Ken Maynard would appear under Cole-Beatty banner for 1937 season.

**BALLARD DEATH**—Edward M. Ballard, 63, sportsman and former circus owner, of French Lick Springs, Ind., was shot and killed by a one-time business associate during a quarrel in Hot Springs, Ark., November 6.

**MAYNARD FIRM BANKRUPT**—Diamond K Ranch Circus Corporation, of which Ken Maynard is president, filed debtor's petition in bankruptcy in Federal Court, Los Angeles, late in November. Petition set out that circus is solvent but temporarily unable to meet obligations.

**STEWART SUCCEEDS O'CONNELL**—Orville F. (Curley) Stewart was appointed by S. W. Gumpertz to succeed late John F. O'Connell as 24-hour man with Ringling-Barnum Circus.

# TENTS

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*15 Years Ago*

(From The Billboard Dated  
December 24, 1921)

William Newton Jr. (Honest Bill) purchased all rights, title and interest in the Lucky Bill Shows and placed it in winter quarters at Ada, Okla., with the Honest Bill Shows. . . . Gentry Bros.' show wintered in Houston, Tex., as did the Greater Alamo Shows. . . . H. W. Campbell's United Shows played Houston December 5, 1921, on the once-famous lot that R. M. Harvey contracted for \$1 and four passes in 1908 for Buffalo Bill's Wild West, also where Ringling Bros. showed the following year in one of the heaviest rains in Houston's history.

The Rhoda Royal Circus was playing the week of December 17 in New Orleans. . . . Bartlett and Scott, after closing with Palmer Bros.' Circus in Palo Alto, Calif., obtained bookings over the Bert Levy Time. . . . Richards & Sons Motorized Shows were in winter quarters on the Richards Bros.' Ranch at Pipe Creek, Tex. The LaStar Sisters (Nell and Dollie) were in training at the quarters preparing a novelty iron-jaw act. . . . Park B. Prentiss signed with Hagenbeck-Wallace Circus to furnish it with a 24-piece, all-union band for the season of 1922.

Billy Lorette and Joe Lewis, clowns, were temporarily reunited for an engagement in the Toyland Circus at the Chicago Coliseum. . . . Jack Hill announced that about April 15, 1922, he would open with a five-car one-ring circus using his own title, Hill Bros.' Circus. . . . Howard Barre, who had the elephant banners with the Main show, signed to return for the '22 season. . . . Leahy Brothers, comedy ring gymnasts, were in vaudeville featuring the famous Buck Leahy trick. . . . Capt. Fred Walters, "Blue Man" with the Ringling-Barnum Circus, was on the road to recovery after a serious illness.

Chick Bell and "Pop" McFarland visited the Mighty Haag show at Titusville, Fla., and threw a bit of a party after the night performance. . . . Cables reached New York from the Akeley Expedition to Africa reporting that five gorillas had been captured and had been shipped to New York, to be placed in the American Museum of Natural History. The gorillas were members of a single family, one male member weighing 350 pounds. . . . The Four Balmains, wire act with Hagenbeck-Wallace Circus, were playing vaudeville on the Pantages Time. . . . The James Family closed its third season with the Christy Bros.' Shows and wintered in Beaumont, Tex. They re-signed for the 1922 season.

### Arrivals at Hot Springs

HOT SPRINGS, Ark., Dec. 19.—For almost two weeks now Floyd King and his mother have been registered at the

**GREETINGS**  
TO OUR FRIENDS  
**CONLEY TRIO**  
AND  
**CONLEY'S**  
**COMEDY CIRCUS**

**AT LIBERTY ELECTRICIAN**  
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**FLOYD HARVEY**  
1415 East 9th St.,      Des Moines, Ia.

Majestic. This is a yearly thing with Mr. King, as he finds the waters here of great benefit to his mother, who has lived most of her life in near-by Dyersburg, Tenn., where Floyd was born. Others arriving recently were Frank Ketrov and brother, Bob, of Kay Bros.' Circus; Charles F. Donahue and Jimmy Gallagher, of Famous Robbins Circus, and Elmer Myers and Leo Lyons, ticket sellers on Al G. Barnes Circus. Cliff Wilson, of snake show fame, is here, as is also that well-known circus fan and former trouper, Harry Cance, of the Walter H. Johnson Candy Company.

The other evening a gathering in the lobby of Majestic Hotel was, to say the least, unique. Sitting in chairs that formed a sort of "round table," it was observed that there were six circuses, large and small, represented by either owner, manager or agent. They were S. L. Cronin, Arthur Hopper, Charles Sparks, Charles Katz, J. D. Newman, Floyd King, Mickey Coughlin, Frank Ketrov and Charles F. Donahue. There were others in the "party," including Cliff Thompson, giant; Harry Cance, CFA; Cliff Wilson, Marvin Malman, Jimmy Gallagher; Earl Block, friend of Sparks and interested in Dempsey Hotel, Macon, Ga.; Abe Nelson, advertising agent from Chicago; Harry Bert and Bernie Head.

Mr. Cronin, manager of the Barnes Circus, left December 13 for Baldwin Park, Calif., winter quarters of the show, as it won't be long until things will be humming out there in preparation for the coming season. Harry Bert, boss ticket seller of the Barnes Circus, after staying here almost two weeks, has returned to Chicago.

**GEORGE WORMALD** (Wombold), former boss canvasman with the large circuses, who recently suffered a stroke in Cincinnati, left last week for Sandusky, O., and is in Soldiers' Home there. Letters from friends will be appreciated.

# Under the Marquee

By CIRCUS SOLLY

**MERRY CHRISTMAS** and a Prosperous New Year.

**SCHELL BROS.** Circus is playing Christmas dates around Houston, Tex.

**GEORGE AND GERTRUDE DUVALL**, who closed on Walter L. Main Circus, are in Kansas City, Mo., for a brief rest.

**ARCHIE AND MARION BLUE**, of Cole-Beatty Side Show, are with the Silas Green show in Florida.

**PARIS**, Dec. 14.—Augustus, the baby elephant of the Amar Circus, will appear in a New York revue.

**BILLY BROWN** was bandmaster of the Wizarde Circus past season and had Bob Thrasher playing the calliope.

**H. L. (COOKHOUSE) KELLY**, who quit trouping in 1929, owns a service station at Newton, Tex.

**JEAN DARROW**, dancer in Side Show of Cole Bros. Circus, was recently injured in an auto accident.

**BOB RUSSELL JR.**, after closing with Silver Bros. Circus, visited a number of vaude and picture shows in Georgia.

**BILL DASH**, for three years secretary and road accountant on the Ringling-Barnum show, is now located in New York working for a commercial firm.

**CHIEF KEYS** and family, who are spending the winter on their 100-acre ranch at Fort Towson, Okla., will again be with a circus coming season.

**THE EVANS** one-ring circus is at the Syria Mosque in Pittsburgh this week for the annual Shriners' Christmas show.

**BARNETT BROS.' CIRCUS**, according to information revealed to *The Billboard* correspondent at San Antonio, has acquired the two large elephants last season on Kay Bros.' Circus.

**DON'T GET** a swelled head just because you are getting the breaks now. The bigger the executive the easier it is to contact him and get an intelligent answer.

**JOHNNIE WOODARDS**, colored piano-accordionist, is playing night clubs and museum and broadcasting in the East. Has been with Ringling-Barnum last four seasons.

**JAMES J. BROWN** has returned to his home in Atlantic City, where he will remain until middle of next month, when he again will make a trip which will take him to Hot Springs, Ark.

**ADOLPHINE**, who closed a pleasant engagement with Billy Dick's Side Show on Barney Bros. Circus, has returned to New York to make arrangements for a trip to Europe.

**EARL REYNOLDS**, father of Helen Reynolds, head of the skating turn under her name, announced in New York last week that the act will work with Orrin Davenport's winter circus.

**C. M. HIBBARD**, of Sturgis, Mich., past season with Ringling-Barnum in canvas department, who suffered leg and muscle injuries at Utica, N. Y., is unable to get around very much. Would be pleased to hear from friends.

**BILL MOORE**, of the legal department of Al G. Barnes Circus the past season, is back home in York, S. C., for the winter. York was his home for many winters while he was adjuster for Barnett Bros.' Circus.

**IS THE WON**, Horse & Upp show in winter quarters? What say, Starr?

**LEW KISH**, clown, formerly of Downie Bros. and Gorman Bros. circuses, is again working Toyland in Sears-Roebuck Store, Youngstown, O., his third Christmas season there. Is using four dogs, featuring Mitzl, the wonder dog.

**GUY SAMSON**, the Musical Cowboy, will open at the South Street Museum in Philadelphia December 28. He does a novelty musical act, featuring musical glasses. Has been with Doc Oyley's Side Show last two seasons.

IN LAST WEEK'S issue in marriage column it was stated that Bob Courtney was boss ticket seller with Cole Bros.' Circus. George S. Cutshall has held that position with the show both seasons it has been on road, Courtney being a ticket seller.

**THREE LARGE** railroad circuses en route in 1936. Why do they all want to make the same towns or be in the same territory so close together?

**JACK VAN BUREN** (Electro-Ray) was at grand opening of the New Wonder Bar at Canonsburg, Pa., and doubled at Washington, Pa., where he appeared at the French Pharmacy. In both places tieups were made with Chrysler dealers by his manager, Rex M. Ingham.

**THE FOLLOWING** paragraph appeared in the 25 Years Ago column of the *Augusta* (Ga.) *Herald* of December 9: "Frank Bohler welcomed in Augusta after a two-year European tour with the Barnum & Bailey Circus. He was a musician with the band." He is now chemist for the city of Augusta.

**ARNOLD'S** trained dogs; Ginger, the wonder goat, and Salome, the pig, have been at the M. O'Neil department store in Akron, O., an extra week-end attraction being Lillian Strook, 11, trapeze performer and acrobat, who was tutored by Mead Wernitz. This Toyland theater runs until Christmas.

with Pearl Lake, opposition manager on same show, at Jacksonville, Ill., also spent an evening with Jack Dillie at Muncie, Ind. Last named has been boss usher on Seils-Sterling for last several seasons. The Thatcher-Stanberry three parade units toured the Middle West for five weeks. Several animals from Russell Bros. and the Seils show were used.

**JOSEPH P. SCHAD** writes from Enid, Okla., that he is doing his contortion and contortion-trap act, working theaters and halls in Enid and the surrounding territory. Schad says he has recently purchased a public address system and expects to have his outfit with a circus for the 1937 season. John Webb is clowning with the Schad troupe, Lynn Jones is with the show part time and Lloyd James and his Wild West attractions are expected to join in the spring for the circus season. Viola Schad is ill of the flu.

**JOHN S. BAUGHMAN** is on his ninth week in Florida, playing schools and church dates with business very good. At Umatilla he gave a travelog for the children at the Harry-Anna Home, an institution for crippled children. At this home, among the 54 patients, is a 12-year-old boy, Linnard Jones, well known to *The Billboard* readers as the "Colonel." His bed is surrounded with posters of the Linnard Jones Circus, as well as toy elephants and other animals of all sizes. Linnard is hardly able to move, but he remains happy and smiling and his cheery "okeh" is good to hear. He gets much mail from circus fans everywhere.

**QUIT TRYING** to run a circus just like they did 40 years ago. Keep abreast with



**ROBERT (BOB) COURTNEY**, ticket seller of Cole Bros.-Clyde Beatty Circus, and Polly Watkins, equestrienne with show, who were married in Memphis, Tenn., December 7. Ceremony was performed by the Rev. George Stone, of the First Methodist Church. —Photo by Curley Bruner.

**EVER HEAR** of the German baker who didn't want the circus bread contract, but who wanted to give it to a rival who never had it before? Ask Jess Adkins to tell it.

**IRA M. WATTS**, former circus manager, is reported doing very well with his luncheonette establishment on Poplar avenue, Memphis, Tenn. While he has severed his business connections with circuses, he is still interested in the doings in the big-top world and was seen on several lots visiting this fall.

**GENE GRAVES**, son of Mickey Graves, boss prop man with the Ringling-Barnum show, is back in New York sporting a handsome Miami sun tan. Gene, who worked in the big show's yellow ticket wagon last season, will probably do radio work in New York this winter.

**WHY DOES** Red Onion wear side burns now and nose glasses with a black ribbon? He says it's the gaff to the joint.

A GROUP of showfolk held a remembrance service for George Ludman, veteran circus acrobat with the shows in his native country, France, in the '70s, in the "parsonage home" of Doc Waddell, show chaplain, in Chillicothe, O. Waddell spoke the "memory tribute," picturing their "gone on" friend as "the first citizen of Chillicothe town." Ludman died suddenly.

**ART MILLER**, general agent of Seils-Sterling Circus, recently closed with the Thatcher-Stanberry Productions. Visited

the times. New, snappy advertising material, a big-time midway and a fast, snappy program with novelties.

**JIM CARTER** and **GLENN W. McINTOSH**, after closing with Tiger Bill Circus, organized a hall show with which they are now touring Northern Michigan. Outfit is traveling by truck with props, scenery and a portable stage and report satisfactory business in towns that haven't witnessed a show in many a year. Boys say that *Ten Nights in a Barroom* is proving the most popular meller in their repertoire. Vandeville and a concert is presented in addition to the plays. Roster includes Glenn and Bess McIntosh, Jim and Florence Carter, Lee Stanley, Vern Scanlon and Pete Jones, all of whom were with the Tiger Bill show last season.

**ORRIN DAVENPORT**, well known for his riding acts with various circuses and his activities in the indoor circus field, will blow the whistle on the Al G. Barnes Circus next season. He knows what it's all about and should be a good equestrian director for the show on the West Coast.

## Foss Framing Show

**GLENDALÉ**, Ariz., Dec. 19.—John D. Foss, recent co-owner of Barney Bros. Circus, has established quarters here and is building a circus. Negotiations are under way whereby he will purchase a large female elephant. Other animals are already in the barn.

## American Acts Join Pagel's Show

**WESELEBRON**, OFS, S. Africa, Nov. 9.—Since arrival of the American contingent to Pagel's the circus has been billed quite liberally as Pagel's New Circus and the new acts featured. The past month has been spent in the real back African "veld," playing all branch lines on the railway to their end and then trekking (gillying) farther back to towns off the line. Trekking is accomplished thru the use of motor equipment—one big five-ton British-made Deisel truck, which pulls two trailers, and two American-made tractors which also pull two trailers each—the Diesel making two trips back to the railhead on each trek. Performers travel either on the truck or in the three privately owned autos on the show. The country is rich and amusement-hungry. The show played a town last week 25 miles from the railway that had not seen a circus in 10 years—price range was from \$1 to \$3. Business has been very good and weather ideal. The show has been able to dodge the spring rains so far.

Some misfortune and trouble has been met by Nellie Dutton since arriving in the loss of one of her horses and the serious illness of another, but that has been offset in part by her ability to find a fine specimen of ring horse in Johannesburg that was imported for a commercial firm there. It is now being broken and will be ready in a week. The other horse is steadily improving. The animals were stricken with a dread horse disease peculiar to Africa (biliary fever). In the meantime a show horse has been pressed into service and the Dutton Equestrian Revue has carried on in the program. However, the danger of the disease recurring is always present and great care must be taken to avoid it.

## Acts Are Novelties

All American acts are being well received and proving quite a novelty to the show. The Silverlakes, double trapeze, iron jaw and web acts, are all new type acts with this circus. However, anything American in the amusement line is popular here, as is again shown by the popularity of the variety bill now current in Johannesburg, where the Four Ortons, Senator Murphy and Bobby Henshaw and June Arliss are enjoying a featured engagement. They will tour the big cities later for the African Consolidated Theaters, Ltd. (African Loew Time).

The Dutton riding acts, including the Valesques, engaged in Australia, are putting much life in the performance, with the new horse acts under direction of Nellie Dutton, who has presented some unique ideas in costuming. Altogether the Dutton group is offering 11 of the 17 acts with the show.

Two more weeks of the country towns and then the show goes to Johannesburg for an extended engagement while the Empire Exhibition is at its height thru the holidays.

Business at the exhibition is reported to be improving, especially since the reduction in gate that was effective November 1. This reduction was demanded by concessioners and was granted in part to satisfy them. It reduces the admission price by one-half after 6 p.m. (25 cents instead of 50 cents) and children accordingly half-price. Pavilions are only open after 6 p.m. on Wednesdays and Saturdays and are closed all day Sunday, altho the exhibition grounds are open. Sunday admission price is the same as current night prices.

## SHOWS SET

(Continued from page 74)

novelty; Theodore and Charley, clowns; Doris and her zebra, comedy novelty. Agricultural Hall, London (World's Fair), five weeks from December 21: Hagenbeck's various horses, elephants, sea lions and wild animal groups; 10 Leotaris, aerial display; Five Juggling Jewels, girl club jugglers; Great Magyar Troupe, teeterboard acrobats; Sobolewski troupe of Russian riders; Camilla Mayer, 70-foot perch balancer; Les Descamps, comedy bar act.

Waverley Market, Edinburgh, four weeks from December 19: Robert Fosset's combined circus show; Duncan's Scotch collies; Wallenda's sea lions, Tom Kayes lions.

Gaumont British Circus, London, December 21 for three weeks; Cooke's musical ponies; Frilli Troupe, Risley acrobats; Jul-io-San, sea-lion act; Harald's sea lions; Four Phillips, sensational equilibrists; Don del Monte, wire novelty; Pinder's elephants and pony.

# The Corral

By ROWDY WADDY

A MERRY CHRISTMAS to all rodeo and Wild West folk.

CREDIT YOURSELF with your ability only.

WHO KNOWS any better than rodeo and Wild West folk that 'in a straight contest one's capability comes to the surface?'

LLOYD SCHERMERHORN, roper, is wintering at Kalamazoo, Mich., where he is practicing daily. He has some splendid contracts already signed for next season.

LOS ANGELES—Following the usual custom the last three days of the 14th annual Stock Show, at the stockyards here, will be given over to a rodeo. Dope is that many top hands will participate.

PEARL BYRON, versatile trick and fancy rider at rodeos thruout the country, is currently in New York arranging to present her whip routine at special events in and around that city. Pearl appeared in the Barnes & Carruthers Chicago rodeo last fall.

MONTE REGER, of Buffalo, Okla., who has gained fame in rodeo circles with "Bobby," said to be the longest-horned steer in the world, sporting a new and modern house trailer large enough for the Reger family of five. He also has a new specially constructed truck which he will use to transport his six head of stock.

TEX SHERMAN is spending the winter in Los Angeles and Hollywood and will break into pictures. Hoot Gibson has offered him a part in his next Western. Cy Compton, grand old man of Wild West and rodeo, is also on the West Coast. He and the missus are visiting Mr. and Mrs. Vern Goodrich. According to reports, Cy will also take a fling at the pictures.

PERCY MOORE, bronk rider, and his wife, Hazel, trick rider, are wintering on their Iowa ranch near St. Charles. They will again be with the Harris-Eskew Western Attractions., "Fog Horn" Clancy, of the "Bar-C" ranch, Smithfield, Tex., has been appointed general press agent of the Harris-Eskew outfit, according to Herbert S. Maddy, general representative.

TEX O'ROURKE, who has his family up in the old North country, writes that he expects to spend Christmas in Montreal before heading south for the remainder of the winter. He infers that he plans to join a motorized Wild West concert in the spring and that he will be on the lookout for old friends in every city on the route south.

"SILVER DOLLAR" Brady, rodeo contestant and former arena director for the 101 Ranch Shows, is touring thru Louisiana with his black stallion, Cheyenne. Brady is riding his mount into hotel lobbies, liquor stores and other unusual spots for publicity purposes. He reports having traveled 13,000 miles in 22 States during the past few months. Brady is being sponsored by a large liquor manufacturer.

HOWARD HARRIS JR., Woodstown, N. J., and Eastern director of the Rodeo Association of America, who had his tonsils removed recently, is getting his affairs in shape so that he can attend the annual meeting of the association in Tucson, Ariz. Harris has set the dates of his ninth annual purse rodeo in connection with the Salem County Fair for early in August. He is a distinctive figure in fair circles owing to the fact that he is the only man who owns a fair individually.

A NEW civic organization, to be known as the Santa Monica Police Posse, has been formed at Santa Monica, Calif., by Chief of Police Charles Dice and Captain William Steinbrink. All members are cowboys and have been sworn in as special officers. The organization is said to be the nucleus of a State Constabulary similar to that of other States. Nearly every member of the posse is also

a member of the Riding Actors' Association, Inc.

COLONEL JIM ESKEW, on a recent trip to Philadelphia, spent a chatty half hour with Colonel Buck Taylor, who is taking a three months' hospitalization treatment. Despite the fact that the hospital doctors have the colonel in bed, he keeps in touch with the rodeo and Wild West world and hopes to be out and greatly improved at the conclusion of the special treatment. Before Eskew left the hospital Colonel Buck sold him two bucking horses and said he had done a good day's business.

PLANS ARE ALREADY under way for institution of rodeos as salvation to several Southern fairs and expositions in 1937. At a conference early this week at Columbus, Miss., Cameron Nixon, owner of the Forked Lightning Ranch Rodeo of Alabama and a high spot of several Southern fairs during 1936, was believed to have drawn up a contract to stage a rodeo at Columbus Radius Fair next fall. In the majority of instances where rodeos were added to entertainment of Southern fairs in 1936 gate receipts showed marked improvement.

THERE IS much activity around the Paulding, O., winter headquarters of the Circle 6 Rodeo. Saddle stock is being purchased and several cowboys are on hand to break horses for the coming season. A group of local business men, all horse enthusiasts, are backing the Rodeo and are sparing no expense to make it one of the best and cleanest rodeos on the road in 1937. Rodeo Ray Richman, who recently returned from California where he doubled in a number of pictures, will assist President Ernie Rulman in framing the 1937 outfit.

LOS ANGELES.—A great number of rodeo hands have arrived here for the Los Angeles Live Stock Show. Prize moneys are liberal and a lot of "salty bronks" have been picked for the occasion. Work around the studios, as is usual around the holiday season, has been a bit slack. Reports, however, indicate that the Westerns have been big box-office draws and many pictures of this type are slated for production next year. Tom Mix has had offers to make two pictures but authentic information has it that Tom prefers to head a production company which has not yet come into being. Thus no definite decision has been made by him. Tex Cooper and the missus, just in from Dallas, are seen frequently doing Hollywood Boulevard. A number of well-known top hands are buying homes here with all reporting satisfactory seasons. Included among the late arrivals, who have become home owners, are: Cy Compton, Vern Goodrich, Frank Gusky and Booger McCarthy, all from Ringling Brothers-Barnum and Bailey Circus. Chet Howell and wife have left for Detroit to spend their winter vacation. Auggie Gomez is doing his roping and knife act at night clubs, while Pasquale Perry has been playing vaudeville with a shooting act. Ben Pettle, Herman Nowlin, Joe Bowers and Jack Knapp, all of the Tom Mix Circus, are home for the winter. Reports drifting in have it that Johnny Agee has sold his trick horse, Tony Jr., to Gene Autrey, Western star at Republic studios. Results of the recent election of officers of the Riding Actors' Association, Inc., for 1937: Cliff Smith, president; Ed Clay, vice-president; Johnnie Judd, secretary; Len Sowards, treasurer. Directors: George Sowards, Tommy Coats, Buck Bucko, Fargo Bussey, Henry Morris, Joe (Slim) Balch and Bob Burns, E. F. (Buck) Moulton is the retiring president, and the organization, now in its fourth year, owes much of the success attained to his efforts and that of the 1936 officers. Yearly report on the association shows a fine financial condition.

Mabel Kline, noted cowgirl, has just returned from an extended tour of the Antipodes and will winter in Southern California. Gordon Jones is now in charge of the riders at RKO studios. Tim McCoy, it is reported, is all set to make Westerns.

## San Antonio

SAN ANTONIO, Dec. 19.—Friends of Ben Mouton were treated to some venison last week.

The Berrys are busy in their quarters here, training stock and building props and other equipment.

C. C. Carpenter is busy on promotions in and around here.

Buck Eldred and family, last on Harley Sadler Circus, are wintering here. Eldred

states that they are to be with Western States Shows next season.

Bill Durante has joined Dan Rice Circus. Don Hanna, with Cole-Beatty Circus last season, is at home here with his relatives.

George Witting, formerly with circuses, is Sunday editor of *The Express-News*, San Antonio.

Alice and Lloyd Shaw recently stopped over in Beaumont, Tex., for a visit with friends and then proceeded to Houston.

Buck Reger and wife were here recently. They departed for the West Coast, where Reger has some exploitations lined up.

The Dolands, Mark, Josephine and Cecil, passed thru Texas en route to San Francisco. They were on Atterbury Circus earlier in season but had closed with Bruce Greater Shows in Georgia.

Maizee Jerosky, of Cole Bros.' Side Show, is wintering here and has signed with that show next season.

William (Bill) Heath and wife, of the Robbins Side Show, are here.

Artlur Hoffman, who has been on the West Coast, recently visited friends here.

Jack Duvall, former Sadler concession man, has joined the Cauble Tent Theater in West Texas.

L. E. Haley came here for a rest. Was with Sadler Show.

Happy Loter, looking after the Teeter Maus-Kutus Show, has changed location to 811 West Commerce street.

W. A. (Snake) King has recently been seen in several huddles with Tol Teeter.

### An Advance Agent's Christmas

Well, tomorrow will be Christmas Day, And here I am so far away From family, friends and Christmas tree, That Christmas won't seem much to me.

The show is many miles behind So I can't visit with my kind; Oh, yes! I'll probably get a wire, And then go out and fix a tire.

For on the morrow I must go And get some bookings for the show; For holidays don't mean a thing, As agents must be on the wing.

Back on the show the main event Will be a treat by the management; The boss will spill the usual bunk About their loyalty and spunk.

Just how they stuck thru good and bad, And that he feels just like their "dad"; The folks will grin and loudly cheer, Then guzzle up the boss' beer.

The agent—well, he'll sit and pine In some lobby great and fine; And wonder if the Christ on high Will hear the agent's lonely sigh.

For surely this great man must know Just what it means to front a show; The weary miles, the cold and hot, The man who's always on the spot.

And if he does, I'm sure today, That he has fixed a place to stay For him who labors without love, When it comes his time to book above.

G. RAYMOND SPENCER  
(With apologies to nobody).

# Dexter Fellows (CSCCA) Tent Tattles

By FRED PITZER

NEW YORK, Dec. 19.—Our executive committee meetings always carry a punch. Prexy Kilborn (a bear for detail) whispered to me between fruit salad and lamb with mint sauce that at the last luncheon Harry Fehling, member of the Tent, won the Omega watch; Richard Greve, a guest of Arthur Barnaby, won the desk and pen set, and P. B. Rehfeld, guest of Bert Cobb, won the pair of Pediforme shoes. And believe it or not Rehfeld is a competitive shoe man.

As the meeting on December 8 moved rapidly along we caught a few snatches of what was taking place and we heard, among other things, that Prexy Kilborn had sent a beautiful bed of chrysanthemums to the late John Ringling in the name of the Tent. . . . That Tex O'Rourke and Eddie Thornburgh are going to draft a new membership card. . . . That passes to luncheons must at all times be accounted for. . . . That the serving of pink lemonade is to be abolished and a regular bar for treat-your-brother purposes will be set up. . . . That Tex O'Rourke and Eddie Thornburgh are charged with getting out a Christmas letter for the membership committee (gosh, those boys are sure clever). . . . That the Old Troupers' Home account be transferred to the Public National Bank beginning first of the year. . . . That Harry Hugenot be charged with the title of song leader (sing, brothers, sing). . . . That either former Mayor Walker, Lowell Thomas or Dexter Fellows be the next Fall Guy. . . . That the resignation of George H. Wartman be accepted with regret. . . . That Prexy Kilborn extend a special invitation to all past Fall Guys for our next luncheon and that the world-renowned dick, Ray Schindler, be appointed perpetual cashier for our luncheons, particularly when he orders a side of beef.

### Deep Sea Night

The Circumnavigators' Club held what it termed a Deep Sea Night at the Hotel Astor in New York City night of December 16. Circumnaval Officer James B. Pond was acting chairman. Among the speakers were Allan Villiers, H. R. Ekins, Nelson Macy and Gilman Williams.

The Cole-Beatty show is coming into New York City at the Hippodrome next spring just a few weeks before the Big Show opens at Madison Square Garden. When our own genial Dexter Fellows was informed of this he replied, in part, in his inimitable way:

"For the last 40 years the Ringling Bros. and Barnum & Bailey Circus has been the king of the circus world, and you can bet your last dollar that it will be that again next spring and every spring for a good many years to come.

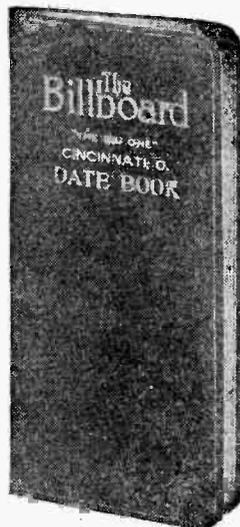
"There have never been two circuses in New York as far as I can recall except for an occasional tent show which never amounted to anything. But, of course, any circus outfit has the right to come to the big city if they like."

## NEW DATE BOOKS

FOR 1937

NOW ON SALE

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Dated From January 1, 1937, to  
January 1, 1938.



The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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# TRYOUTS AT TRENTON PLANT

## Proving Ground For Hamid Acts

*Booker discloses plans to test acts and units—may be on admission basis*

NEW YORK, Dec. 19.—Following closely his announcement of a \$50,000 improvement program for the plant of New Jersey State Fair, Trenton, of which he is a director, was a disclosure by George A. Hamid which may be of far-reaching importance to the fair industry as well as to the world of performers. Mr. Hamid, on the high seas on the return voyage of a European scouting trip, made known details of an ambitious plan in a communication to his New York office and released to *The Billboard* yesterday.

His statement was that Trenton Fair plant will shortly be officially established as a proving ground for acts and units in which he is interested; that is, attractions on his books as prospects. Included in this class are imported acts which have never shown in this country, as well as standard attractions which have developed new acts.

Mr. Hamid said that he has had this plan in mind ever since he leased the fair, and that Harry E. LeBreque, resident manager of the annual, will be liaison and tryout supervisor, with other members of the Hamid staff scheduled to "look over" acts which they have recommended or acts which have been recommended by others when they appear at intervals thruout the summer.

Mr. Hamid feels that the new wrinkle will overcome past obstacles and difficulties in viewing new or untried material, many good acts going begging because of lack of facilities to show them off save in cases when they play theaters. The average aerial act cannot be seen properly when performed from stages and many performers have been severely handicapped in this respect. A base such as the proposed one in Trenton is expected to change complexion of things.

Not only will numbers of every conceivable variety be tested, but the plant will house a reasonably large quota of scenery, rigging and equipment, according to the Hamid communication. It's the booker's plan to use Trenton as an all-summer eastern base on a big scale, and there is a possibility that such a plan could be made to pay on an admission basis, especially if animals are used.

## Rochester Expo Renamed; Boothby Tells of Expansion

ROCHESTER, N. Y., Dec. 19.—Rochester Exposition Association will be known from now on as Monroe County Fair and Rochester Exposition, certificate having been filed with the secretary of state on December 14.

William B. Boothby, secretary and general manager, said an expanded program of exhibits in agricultural, horticultural and live-stock divisions and other activities in keeping with a general fair program will be carried on in addition to the setup in effect for years with Rochester Exposition.

"Directors adopted a definite program of expansion of activities of this 26-year-old annual exposition and are trying to serve the greatest number of people in this section of the State in the most effective manner," added Manager Boothby.

## Profit in Hillsdale \$4,981

HILLSDALE, Mich., Dec. 19.—Hillsdale County Fair in 1936 had profit of \$4,981 after all expenses were paid, including more than \$2,500 for grounds improvements, reported Secretary H. B. Kelley at the annual meeting. Board voted to erect an addition to the grand stand in 1937. Andrew Adams, vet horseman, was reappointed superintendent of speed and free attractions.



CHARLES W. PAINE, twelve years secretary of Western Fairs Association, who has been made a life honorary member of the directorate of that body, his son, Tevis, succeeding him as secretary. Mr. Paine retired as secretary-manager of California State Fair, Sacramento, at close of the 1936 annual after serving in that post since 1914, having been elected a director in 1901.

## Gates Bigger At Auto Races

*Hankinson reports an increase for season—record in Springfield, Ill.*

PHILADELPHIA, Dec. 19.—Ralph A. Hankinson, New York and Philadelphia, president of Hankinson Speedways, Inc., in giving data on the season's activities and invasion of championship midget car races, the latter run thruout the season in Philadelphia Stadium, said that attendance during 1936 from the opening in Reading, Pa., on April 26 to conclusion in Norfolk, Va., on October 25, shows a satisfactory increase over 1935. Combined attendance at AAA sanctioned auto races and Philadelphia midget races totaled slightly more than 1,155,000 for events sponsored, managed and promoted by Hankinson Speedways, Inc.

Largest attendance was at Illinois State Fair, Springfield, on August 22, with a gate record of 137,000. Grand stand capacity of over 10,000 was sold out at noon on August 21, prices ranging from 75 cents to \$2.50. Over 4,000 bleacher seats were erected and an overflow crowd of 28,000 paid admissions to the infield. There were 130 miles of actual racing incorporated into the program. Of 18 starters in the main event, 12 finished. Practically the same field participated

(See GATES BIGGER on page 89)

## Big Project Is Ready To Improve N. D. State Plant in Grand Forks

GRAND FORKS, N. D., Dec. 19.—A new grand stand of concrete and steel will be erected on Grand Forks State Fair Grounds here and numerous other improvements will be made as result of a \$98,000 grant to Grand Forks Fair Association by the Federal Works Progress Administration, Secretary D. F. McGowan announced.

Stand will replace an old wooden structure which has served more than a score of years. Twice the huge roof of the old stand was ripped off by wind and was reconstructed each time. Work of demolition is to be started within a few days, Mr. McGowan said. New stand will have a seating capacity of 2,200, compared to 1,400 for the old one. Theodore B. Wells, Grand Forks archi-

## Outlook for Coast Is Bright To Officials at Western Meet

*Delegates to San Francisco annual convention hear that improved conditions permit plans for expansion—new by-laws are adopted—Vollman is named president*

SAN FRANCISCO, Dec. 19.—About 125 members of Western Fairs Association in the Whitcomb Hotel here in annual convention on December 11 and 12 declared the past year one of the best in history and predicted bigger, better and more fairs, horse shows, rodeos, pageants, fiestas and festivals in California, Washington and Oregon as well as in other Pacific Coast States. No problems were offered for solving. It was more of a get-together to talk about good times that are here. Executives of State and county fairs reported a most encouraging outlook for 1937 and are mapping programs accordingly. W. Coburn Cook, secretary of Stanislaus County Fair, Turlock, Calif., and president of the association, opening the convention, declared that agricultural societies and other fair organizations are being restored to a point where managers are able to plan with greater assurance of security.

### More Pass Oppish

MEMPHIS, Dec. 19.—Elimination of all passes for 1937 Mid-South Fair was recommended by President Raymond Skinner at the fall meeting this week. He would make reporters, volunteer workers, performers, exhibitors and booth attendants pay to enter gates. "By conducting the ticket situation in this manner," he said, "on a strictly cash basis, there is a possibility that we might be able to reduce the price of admission." He also recommended that the Food Show at the fair be placed entirely with the Grocers' Association by renting a building for the show and giving the organization a free hand to run it. Both recommendations will be voted on in January. Executive committee ratified a contract with Rubin & Cherry Exposition for the 1937 mid-way.

## Clean Shows for Midways Aim of Pine Belt Circuit

BEMIDJI, Minn., Dec. 19.—Pine Belt Fair Circuit in annual meeting here went on record in favor of booking a better class of independent shows for midways and limiting the number of such shows to five or six, reported Secretary Whitney Murray, Wadena, who said clean midways would be insisted upon.

Circuit booked rides of Arrowhead Amusement Company, Duluth, and decided on a rodeo as feature grand-stand attraction in 1937. President William F. Murphy, Aitkin; Vice-President M. B. Taylor, Bemidji, and Secretary-Treasurer Murray were re-elected.

Dates were set for Wadena County Free Fair, Wadena; Beltrami County Fair, Bemidji; Aitkin County Fair, Aitkin, and Itasca County Fair, Grand Rapids, all in the circuit.

## New York Promoter in Paris

PARIS, Dec. 14.—John Hartigan, commissioner for the European countries of New York World's Fair of 1939, is in Paris, where he secured support of the Bureau of International Expositions, which has approved the New York fair as the official World's Fair of 1939.

Exhibitors, concessioners and other amusement men were all given free reign to circulate among delegates and introduce their lines of endeavor. Feelers were out for contracts but none were reported at close of the convention. Frank Lieglinger, secretary of Western Fairs Racing Circuit, pointed out that growth of the circuit in the past decade is indicated by a comparison of purses offered. This shows that \$100,000 more was paid in 1936 than in 1926, making a total of \$175,000. The 1936 California circuit paid more in purses than any State and county fair racing circuit in the United States, he said.

## Stronger Body Planned

With exception of Tulare, all meetings on the circuit were licensed by California Horse Racing Board. Racing on all tracks of the circuit showed a decided improvement, he said, and amount wagered was much greater than that of the preceding season. Class of running horses on Western Fairs Circuit this season, he reported, was much better than in previous years. The circuit of 1936 included ten California meets. E. B. Deen, representing manufacturers of pari-mutual totalizers, said that betting money handled at California State Fair and seven county fairs this season totaled \$1,437,523, from which the State received 4 per cent or \$57,500.

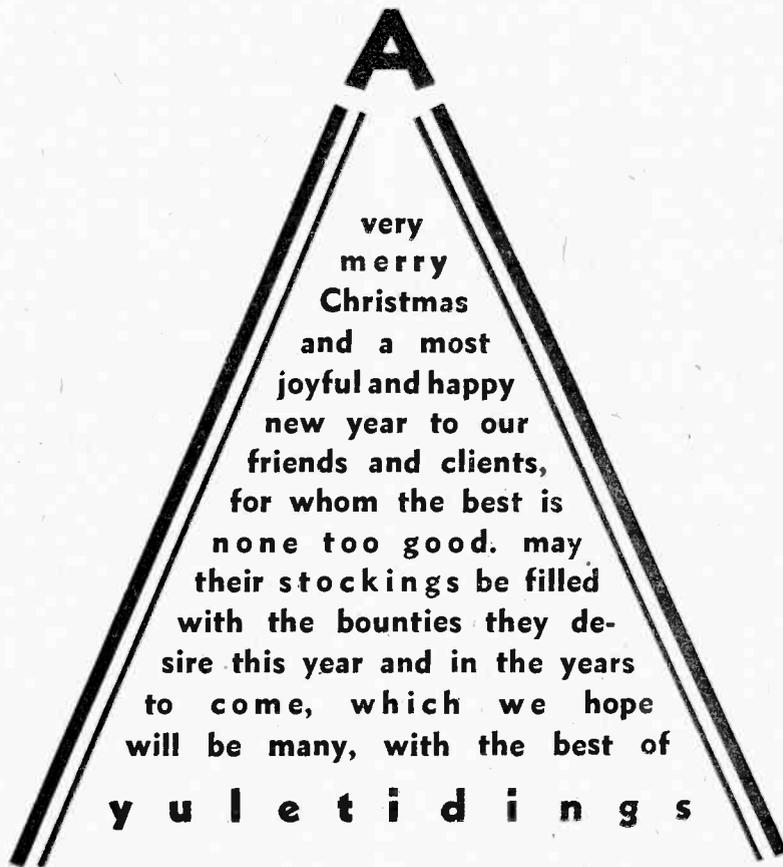
A new constitution and by-laws, drafted by Jesse H. Chambers, secretary-manager of Santa Barbara County Fair, Santa Maria, which was termed a medium to organize Western Fairs Association into a stronger organization, was adopted by the delegates. Posting of fair dates was part of the first day's session.

E. G. Vollmann, secretary-manager of San Joaquin County Fair, Stockton, former vice-president, was elected president. Mr. Chambers took over the vice-presidency. Tevis Paine was elected secretary, succeeding his father, Charles W. Paine, who held that post twelve years. The retiring secretary was elected a life honorary member of the directorate. Directors include Mr. Cook, retiring president; C. B. (Jack) Afferbaugh, secretary-manager, Los Angeles County Fair, Pomona; Alfred J. Elliott, secretary-manager, Tulare County Fair, Tulare; Harry Rowell, secretary-manager, Hayward Rodeo, Hayward, and Fred McCargar, secretary-manager, California Rodeo, Salinas.

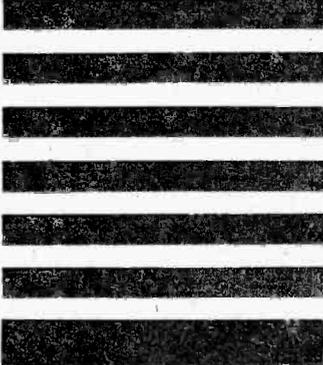
Climaxing the first day, the convention adjourned to the Whitcomb Hotel Roof (See OUTLOOK FOR COAST on page 85)

## Hoosier Plant Sold Again

ANGOLA, Ind., Dec. 19.—J. B. Johnson, Antwerp, O., has sold Steuben County Fairgrounds, 42 acres, near here, to Harcourt Sheets, of this city, contract specifying that grounds are used for fair purposes, and it is expected a county fair will be held in 1937. Old Steuben County Agricultural Association dissolved in 1933. Grounds and building were turned over to Steuben County Bank here. Last year the liquidating agent sold the land to Johnson.



from.  
george  
a.  
hamid  
1560  
broadway  
new york  
n. y.

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# Peak Records Reached by Many Fairs

**M**ORE all-time records for gate attendance, grand-stand receipts and midway grosses were reported in 1936 from fairs and expositions in the United States and Canada than in any previous year. It appeared as tho the climax might have been reached in the upswing which got under way in 1932.

"This will go down as a year of top records in fairdom. Never before have so many all-time marks been made for attendances at gates and grand stand and of revenue therefrom."

This paragraph from *The Billboard* of a year ago also can apply to 1936 and indicates the continued advance. While it would appear that some fairs must have reached their peak, there is plenty of optimism for next year and preparations for an even greater climb. If some annuals fall down in 1937 due to bad weather or adverse local conditions leaders in the field believe that the average of all will be higher than that reached this year.

## For Balanced Programs

"We can well be jubilant over the auspicious outcome generally of the fair business in 1936," declared retiring President Raymond A. Lee, secretary of Minnesota State Fair, at the recent 46th annual meeting of the International Association of Fairs and Expositions in Chicago. "It is safe to say that this year has witnessed more widespread public interest in fairs and expositions in the States and Canada than ever before. That being true, the first and most logical deduction is that they must have maintained a lofty standard of efficiency to deserve and win the generous patronage the public has accorded them. Fairs today bask in sunlight of public favor because they have specialized in presenting a program of diverting, wholesome amusement and a strong, message-bearing educational background designed to promote the well-being and to better the standards of living of the people."

Better times, which mean increased spending money, and continued fair-mindedness of the public, probably maintained by numerous world's fairs and sectional expositions this year and to be continued and in preparation for the next few years, are popularly accountable for added interest in State, district and county fairs and their success in 1936. But an additional and significant reason is that fair executives have progressed with the times. They were making efficient and almost superhuman efforts in the drear days of depression, but conditions precluded any deserved results.

## Efficiency Is Proved

Now more than ever are they on their toes with the most novel and intelligent developments in gate and grand-stand draws, such as giveaways, thrill-day programs, night revues, stellar attractions and tieups with commemorative events. Results this year have proved that they were on the right track. That they are determined to keep abreast in management with all other progress is evident in their annual gatherings. It could be seen on all sides at the Chicago IAFE convention. Later this month Iowa fair managers in Des Moines prepared aggressively for next year, it being said that several more Hawkeye fairs would blossom in '37.

Exposition managers believe that continuance next season of three major events of 1936 will be justified. Great Lakes Exposition, Cleveland; Texas Centennial Exposition, renamed Greater Texas and Pan-American Exposition, Dallas, and Frontier Days Celebration, Fort Worth, are planning extensions, plans being definite for the Cleveland reopening on May 29. Abroad the International Exposition of Paris will run from May 1 to October 16, 1937. In the offing for 1939 are New York World's Fair, Flushing, L. I., and Golden Gate International Exposition—A Pageant of the Pacific, San Francisco. A World's Fair in Rome, Italy, is scheduled from October 28, 1941, to October 28, 1942.

## Averages on Upgrade

Reports in *The Billboard* of fairs in July, August, September, October and November indicated that in practically every case where previous high figures

had not been topped the fairs had suffered thru bad weather or that conditions had not proceeded as far toward normal as in other communities. A cross section of the field is represented in 38 large fairs which made returns to the IAFE, indicating by averages attendance increase over 1935 of 6.8 per cent, afternoon grand-stand increase of 15 per cent, night grand-stand increase of 13.2 per cent and increase in carnival grosses of 18.1 per cent.

Attendances, many all-time records, were: Ak-Sar-Ben Live-Stock Show, 58,000; American Royal Live-Stock Show, 200,000; Calgary Exhibition, 213,450; California State Fair, 622,408; Canadian National Exhibition, Toronto, 1,603,000, a drop from 1,651,000 in 1935 due to adverse weather; Ottawa Exhibition, 299,000; Clay County Fair, Spencer, Ia., 141,734; Eastern States Exposition, 300,437, expo being rained out in '35; Edmonton Exhibition, 127,994; Exposition Provinciale, Quebec, 97,800; Indiana State Fair, 365,961; Ionia (Mich.) Free Fair, 273,042; Iowa State Fair, 320,339, hurt this year by local conditions; Kansas Free Fair, 400,000; Maryland State Fair, Timonium, 103,000; Midland Empire Fair, Billings, Mont., 100,427; Minnesota State Fair, 636,484; Mississippi Free State Fair, 200,000; Mississippi Valley Fair and Exposition, Davenport, Ia., 51,348; Missouri State Fair, 148,352, off because of drought; National Dairy Show, 150,000; Nebraska State Fair, 85,052; New York State Fair, 244,797; North Dakota State Fair, 54,543; North Montana State Fair, 211,273; Oklahoma State Free State Fair, 120,565; Oklahoma State

Fair and Exposition, 204,446; Regina Exhibition, 105,000; Saginaw (Mich.) Fair, 168,000; South Dakota State Fair, 178,000; Southeastern Fair, Atlanta, 582,000; Southwestern Exposition and Stock Show, 250,000; Tennessee State Fair, 155,000; Tennessee Valley Fair, 164,864; Cumberland (Md.) Fair, 61,300; Tri-State Fair, Superior, Wis., 210,000; Tulsa Four-State Fair, 150,000; Wisconsin State Fair, 429,446. Good weather was reported by 14 fairs, fair by seven, poor by 10, bad by four, and one each reported ideal, fine and drought.

## Investments in Plants

Value of permanent improvements made in plants in 1936 was reported by California State, \$15,000; CNE, \$75,000; Ottawa, \$6,500; Spencer, Ia., \$31,649.49; Edmonton, \$19,000; Quebec, \$20,000; Indiana State, \$90,000; Ionia, \$527,53; Iowa State, \$157,102.42; Kansas Free Fair, Topeka, \$20,000; Midland Empire, \$17,948.87; Minnesota State, \$420,000; Davenport, Ia., \$4,703.24; Missouri State, \$124,092.51; Nebraska State, \$50,000; New York State, \$20,000; North Dakota State, \$2,000; North Montana, Great Falls, \$39,111.45; Oklahoma Free Fair, \$1,903.20; Saginaw, \$1,343.55; South Dakota State, \$6,500; Atlanta, \$10,000; Nashville, \$10,000; Knoxville, \$41,815.60; Cumberland, \$35,000; Tri-State, \$7,000; Tulsa, \$5,000; Wisconsin State, \$91,000.

Among highlights of the season was the setting of an all-time midway gross for Minnesota State Fair, St. Paul, and overreaching by Los Angeles County Fair, Pomona, Calif., of its attendance goal of 600,000 in 17 days.

## Important Events and Happenings From December, '35, to December, '36

### From Files of The Billboard

**OUTDOOR CONVENTIONS**—Annual meetings of International Association of Fairs and Expositions; National Association of Amusement Parks, Pools and Beaches; American Recreational Equipment Association and American Carnivals Association were held the week of December 2, 1935, in the Hotel Sherman, Chicago.

**FAIRS SHOW PROFITS**—Iowa county fairs paid premiums in full and most of them showed substantial profits in 1935, it was revealed at the 28th annual convention of the Fair Managers' Association of Iowa in the Savery Hotel, Des Moines.

**GA. LEGION OPERATES**—American Legion of Georgia announced plan to operate nearly all agricultural fairs in the State. In many places Legion was to supplant old fair associations. Operated about 50 per cent of Georgia fairs in '34.

**PHOENIX REVAMPS**—With federal allotment of \$948,439, operations got under way for revamping Arizona State Fair grounds, Phoenix. In all \$1,400,000 was to be expended.

**ACKERMAN RETIRED**—J. Dan Ackerman's retirement as general manager of New York State Fair, Syracuse, was confirmed by Commissioner Peter G. Ten Eyck, Ackerman's removal at the end of 1935 being to make way for someone more acceptable to the Democratic State administration. Ten Eyck highly praised Ackerman's work.

**NO BANQUET TALKS**—It was announced that speech-making would be out on the banquet program of Indiana State Association of County and District Fairs in Indianapolis January 7.

**COSTS CUT IN OHIO**—Earl H. Hanefeld, State director of agriculture, said operating expenses of Ohio State Fair had been cut nearly \$100,000 during the last three years.

**WISCONSIN WPA PROJECT**—Early in January about 400 WPA workers started on improvements slated for Wisconsin State Fair grounds, Milwaukee, a double-lane subway under the race track making space in infield available for parking.

**MATHESON TO DIRECT**—J. K. Matheson was appointed managing director of the Golden Jubilee Celebrations in Vancouver, B. C., from May to September.

**TO CURB UNDESIRABLES**—A plan was discussed for registration of concession, carnival and attractions men as a means for more uniform control and eliminating undesirables at the annual

meeting of Wisconsin Association of Fairs in the Schroeder Hotel, Milwaukee, January 6-8.

**ILLIONS TO TEXAS CENTEN**—Harry A. Illions contracted with Texas Centennial Exposition, Dallas, for two 16-seat Ferris Wheels that he had at A Century of Progress, Chicago.

**E. E. IRWIN NAMED**—At annual meeting of Illinois Association of Agricultural Fairs in Springfield E. E. Irwin was elected president January 10.

**J. F. MURPHY RETAINED**—York (Pa.) Fair Association authorized Manager of Amusements Herbert D. Smyser to again employ James F. Murphy as censor of all concession games at the 1936 fair.

**RALEIGH PLANT LEASED**—George Hamid, New York, and Norman Y. Chambliss, Rocky Mount, N. C., were granted a five-year lease of the State Fair plant by North Carolina Board of Agriculture. State was guaranteed average net income of \$8,000 and right to cancel agreement each year. Hamid and Chambliss operated the fair under contract the last three years.

**FIGURES ON MINN.**—Minnesota State Agricultural Society reported value of the State Fair plant at \$2,408,281, 260 acres on which there are 152 buildings.

**HELLER RESIGNS**—Dick Heller, manager of the 1935 Indiana State Fair, resigned to devote all of his time to managing Lieutenant-Governor Townsend's campaign for governor.

**STAFF FOR CPFE**—President Frank G. Belcher announced appointment of Harry P. Harrison as director of admissions to supervise sale of tickets, Raymond Harrington to assist Harrison and George G. Whitehead to manage Los Angeles ticket sale of second season of California Pacific International Exposition, San Diego.

**\$500,000 FOR TALENT**—Announced that \$500,000 would be spent for talent and entertainment for Texas Centennial Exposition, Dallas, and that the expo had \$15,000,000 to its credit in Texas banks.

**RAIN HURTS TAMPA**—After a perfect opening day Florida Fair, Tampa, suffered from three successive days of rain the first week.

**S. D. EXPO LAUNCHED**—With showers holding opening gate to 24,424, second year of California Pacific International Exposition, San Diego, got under way February 12.

**FRISCO DATE SET**—San Francisco

Bay International Exposition at Yerba Buena Shoals would not be opened until February 18, 1939, it was announced.

**TAMPA MARK TOPPED**—Attendance of 83,519 on Gasparilla Day at Florida Fair topped the 1926 high of 82,239.

**FOR LEGIT GAMES**—Rocky Mountain Association of Fairs decided at 11th annual meeting in Great Falls, Mont., that all concessions must be legitimate and pass out merchandise, and that gate passes must be curbed.

**PACT HELPS ACTS**—Canadian-American trade treaty, it was pointed out by George Hamid, would aid acts playing across-the-border dates in that it would obviate much red-tape delay formerly encountered.

**CHI WORK UNDER WAY**—The \$6,500,000 government-approved project for a permanent exposition plant in Chicago got under way with WPA crews breaking ground for landscaping.

**BALANCED BUDGET**—Despite nine days of rain, Florida Fair, Tampa, came out better than even and the board said it could prepare for 1937 with a clean slate.

**CLEVELAND GROUND BROKEN**—During week of March 14 city, county and exposition officials gathered in Cleveland for dedicatory ground-breaking ceremonies for Great Lakes Exposition.

**BILLY ROSE SIGNED**—Billy Rose signed to be managing director of Fort Worth Frontier Centennial Celebration.

**BROWN JOINS ROSE**—J. Ed Brown arrived in Fort Worth to handle concessions for the Frontier Celebration.

**REPAIR FLOOD DAMAGE**—Special meeting of Eastern States Exposition executive committee voted to fully repair all plant equipment in Springfield, Mass., damaged by disastrous Connecticut River flood.

**JUMBO TO FT. WORTH**—Billy Rose announced he would take his production *Jumbo* to the Fort Worth show.

**LIQUIDATE CHI W. F.**—Rufus C. Daves, president of Chicago's A Century of Progress, said that with practically all pending claims settled there was a balance of \$275,084. He estimated total disbursements from January 5, 1928, to December 31, 1934, were \$100,200,989.

**VALLEE AGAIN TO CNE**—Elwood A. Hughes, general manager of Canadian National Exposition, Toronto, announced that Rudy Vallee had been signed for a return engagement.

**WHALEN TO DIRECT**—Directors of New York's 1939 World's Fair elected Grover Whalen chairman of the board and decided to increase board membership from 21 to 35.

**BROWN RESIGNS**—After completing major part of awarding concessions for the Fort Worth show, J. E. Brown resigned on April 16.

**HAMID AND BOWES**—Deal closed between George Hamid and Major Bowes' organization, Tyro Productions, Inc., to book Bowes' amateur units for open-air State and county fair dates.

**PARIS SHOW TO DALLAS**—R. W. Hood and J. H. McMahon announced they would have a show similar to their A Century of Progress *Streets of Paris* exhibit at Texas Centennial Exposition, Dallas, estimated cost placed at \$100,000.

**TRENTON TO HAMID**—George Hamid concluded deal with the Margerum family that gave him control for three years of the Interstate Fair plant, Trenton, N. J., with option to buy outright and also an option to re-lease.

**LA BREQUE IS NAMED**—George Hamid named Harry E. LaBreque resident manager of Trenton (N. J.) Fair.

**\$75,000 NUT**—Announced that general admission would be 50 cents instead of \$1 at Frontier Days Centennial, Fort Worth. Nut was said to be about \$75,000 a week with possible take capacity of \$35,000 to \$40,000 daily.

**BROWN TO CLEVELAND**—Earl W. Brown was named in charge of Florida National Exhibits at Great Lakes Exposition, Cleveland.

**STATE AID FOR NYWF**—Three bills were signed by Governor Lehman, New York, throwing full support to the 1939 New York World's Fair. They provided for appropriation of \$1,880,000 for construction of roads, boulevards, bridges, etc.; for grant of \$250,000 for building a boat basin in Flushing Bay, and empowered the city to lease park lands to the fair corporation.

**PHILLY STADIUM LEASED**—Ralph A. Hankinson, representing Hankinson Speedways, Inc., leased Philadelphia



## Nebraska Bond Plan Would Benefit Acts

LINCOLN, Neb., Dec. 19.—Seeing a way out of the financial mess which has dogged Nebraska State Fair thruout depression years, Gov. Roy Cochran suggested at a budget hearing this week that the grand stand's \$250,000 bond issue which draws 5½ per cent interest be refunded with bonds bearing 3 per cent interest.

Governor Cochran says he will see if it isn't possible for the new bonds to be purchased by the State board of educational lands and funds. At present the issue is held almost entirely by private individuals who have hung like a millstone around the fair board's neck, cutting into grand-stand take to the extent of about \$12,500 yearly.

This leak from the take has worked a great hardship on booking offices, knocked a lot of performers and acts out of work and cut orchestra personnel to the bone to keep the nut low enough to come out somewhere near even. Grand-stand show formerly cost from \$27,000 to \$32,000 annually, but hasn't passed \$10,000 in six years.

## Chatham, N. B., To Rebuild

CHATHAM, N. B., Dec. 19.—Miramichi Exhibition Association decided to rebuild the portion of the plant destroyed by fire on eve of the 1936 fair, which was held. New structures will include a large main building. Financial assistance is expected from the provincial government. A. G. Dickson and S. D. Heckbert re-elected co-managers, managed the 1936 fair, the only one in 1936 in Canada with two managers of equal rating.

LINCOLN, Neb.—Otho K. DeVilbiss, press agent for Nebraska State Fair the last two years and who rated more newspaper space for the annual than it ever had before, has resigned and goes with the Council of State Governments, as regional director, in Denver.

## STRATOSPHERE MAN

Greets You on the Inside  
Front Cover of This Issue.

## CHRISTMAS GREETINGS

FROM  
Ewald's World's Greatest Trained Goats

Now Open for 1937 Bookings  
FOR FAIRS, CIRCUSES, THEATRES.  
Permanent Address,  
HENRY EWALD, 506 S. Newell St., Mesa, Ariz.  
or Care of Billboard, Cincinnati, Ohio

## GREETINGS

to our Friends

## RITA and DUNN

OUTSTANDING AERIAL ACT.

Now Booking for 1937.  
Permanent Address, Newark, O.

## Big Armstrong County Fair

Average Yearly Attendance 60,000.

We want a good Carnival for our Fair about August 12, 13 and 14, Day and Night. State number and type of Rides, Shows and Concessions. No GYPS wanted. WALTER H. BOWSER, Secy., Big Armstrong County Fair, P. O. Box 676, Ford City, Pa.

## THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS ANNUAL CONVENTION

Place: Fort Garry Hotel, Winnipeg, Man.

Time: January 18 and 19, 1937.

JAS. E. RETTIE, Brandon, Man.  
President

SID. W. JOHNS, Saskatoon, Sask.  
Secretary

## Season's Greetings

NAIDA AND ERNIE  
PEREZ

Now Playing

EDGEWATER BEACH HOTEL, CHICAGO, AFTER SUCCESSFUL AUSTRALIAN SEASON.

Booked Solid By BARNES-CARRUTHERS for 1937 Fair Season.

## "Stratosphere Man" Built Own Rigging for High Act

CINCINNATI, Dec. 19.—A. E. Selden, "The Stratosphere Man," advises that he recently closed a season of 25 weeks, having played eight weeks of amusement parks, 10 weeks of fairs and seven weeks of celebrations, traveling 8,834 miles and giving 170 performances.

The act was featured at Crosley Field during the second annual Cincinnati Civic Halloween Celebration, sponsored by the Cuvier Press Club, and was declared the most sensational ever seen by hundreds of spectators.

The rigging, unique in design, appears frail, but has ample strength to support the upper end of a 500-foot "slide for life." Mr. Selden, who is a mechanical engineer, designed and built his own rigging.

## Regina Has Big Earnings

REGINA, Sask., Dec. 19.—Regina Exhibition Association in annual meeting reported a surplus of \$6,218 for the summer fair. Association earned a surplus of \$506,822 from 1919 to 1936, all of which has been turned back into maintenance and payment of interest and debenture charges. T. A. McCusker was elected president. Extensive repairs were recommended, including a new grand-stand roof.

## Allentown Has Big Profit

ALLENTOWN, Pa., Dec. 19.—Allentown Fair Association in 1936 made profit of \$25,000, according to auditors. Total operating income was \$119,876, an increase of \$4,094 over the 1935 Allentown Fair. Report shows gates earned \$28,875 and grand stand and paddock \$28,875. Rentals amounted to \$9,054 and largest income from other sources was from concessions, \$35,836. Expenses were \$95,334. Largest item was for premiums to exhibitors, \$14,950; purses for horse racing, \$11,900; attractions and music, \$15,355; salaries, \$9,350.

## Frisco To Ask State Aid; Creel To Be Publicity Head

SAN FRANCISCO, Dec. 19.—State aid for the 1939 Golden Gate International Exposition will be sought from the Legislature next month, it was learned this week. Directors have not decided how much they will ask California to contribute, but it is fairly certain that the request will be for at least \$5,000,000, the amount voted Panama Pacific International Exposition in 1915.

Conservative members of the city's delegation in the Legislature have suggested to directors that it would be easier to get about \$3,000,000 in two appropriations from the 1937 and 1939 Legislatures, and that it might be unwise to ask more.

As reported for some days, George Creel, writer and Democratic party leader, when he returns to San Francisco for the holidays, will be announced as director-general of publicity for the exposition at a salary said to be \$15,000 yearly. "Fullest co-operation" of Latin American consuls in San Francisco was promised Leland W. Cutler, expo president, for representation of their countries.

LISBON, O.—Columbiana County Agricultural Society elected: President, J. Howard Sinclair; vice-president, Van J. Morris; secretary, Harry E. Marsden.

## Fair Meetings

Wisconsin Association of Fairs, January 4-6, Hotel Plankinton, Milwaukee. J. F. Malone, secretary, Beaver Dam.

Indiana Association of County and District Fairs, January 5, Claypool Hotel, Indianapolis. Frank J. Claypool, secretary, Muncie.

South Carolina Association of Fairs, January 8, Hotel Columbia, Columbia. J. A. Mitchell, secretary, Anderson.

North Carolina Association of Agricultural Fairs, January 11 and 12, Sir Walter Hotel, Raleigh. C. S. Parnell, secretary, Mebane.

State Association of Kansas Fairs, January 12 and 13, Jayhawk Hotel, Topeka. George Harman, secretary, Valley Falls.

Ohio Fair Managers' Association, January 12-14, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, executive secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 13-15, Nicollet Hotel, Minneapolis. L. O. Jacob, secretary, Anoka.

Western Canada Association of Exhibitions, January 18 and 19, Fort Garry Hotel, Winnipeg, Man. Sid W. Johns, secretary, Saskatoon, Sask.

Nebraska Association of Fair Managers, January 18-20, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Western Canada Fairs Association, January 18-20, Fort Garry Hotel, Winnipeg, Man. Kieth Stewart, secretary, Portage La Prairie, Man.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Brunswick, Boston. A. W. Lombard, secretary, 136 State House, Boston.

North Dakota Association of Fairs, January 21 and 22, Waldorf Hotel, Fargo. H. L. Finke, secretary, Minot.

Michigan Association of Fairs, January 21 and 22, Fort Shelby Hotel, Detroit. Chester M. Howell, secretary, Chesaning.

Rocky Mountain Association of Fairs, January 25 and 26, Placer Hotel, Helena, Mont. Harold F. DePue, secretary, Great Falls, Mont.

Virginia Association of Fairs, January 25 and 26, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Pennsylvania State Association of County Fairs, January 27 and 28, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Tennessee Association of Fairs, February 2, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. S. S. Vick, secretary, Marion.

Texas Association of Fairs, February 5 and 6, Baker Hotel, Dallas. R. W. Knight, secretary, Crockett.

Ontario Association of Agricultural Societies, February 10-12, King Edward Hotel, Toronto. J. A. Carroll, secretary, Toronto.

New York State Association of County Agricultural Societies, February 16, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine avenue, Albany.

Association of Connecticut Fairs, February 16, Hartford (meeting place to be selected). Hallie G. Root, acting secretary, Box 1505, Hartford.

AS INQUIRIES are being made, secretaries of associations should send in their dates.

## Fair Grounds

ATHENS, O.—There is \$2,294 in bank to credit of Athens County Agricultural Society and \$1,550 more coming from State and county aid, reported Secretary Herb J. Parker. Fair group is about \$1,000 better off than a year ago.

FLAXTON, N. D.—Proposed improvements on Burke county Fairgrounds include general repairs, drilling a well and construction of a wing on the grand stand. Stockholders elected B. B. Blair, Phillip Christianson, C. E. Wood and L. E. Mahoney directors.

WARREN, Minn.—A new grand stand to seat 2,500 was recommended by stockholders at annual meeting of Marshall County Fair Association here. Directors are in communication with WPA officials to secure federal aid in building the stand. Last summer many improvements were made and despite that expense, poor crop conditions and unfavorable dates 1936 fair operated at a profit, Secretary J. A. Grindeland reported, there being a cash balance of about \$600.

REDLAND, Fla.—Plans are progressing for the 1937 Dade County Tropical Fair here, reported Manager John Scannell, who said an exceptional display of tropical flowers and fruits will be shown, as the annual is known as the most southerly fair in the country, products all being grown during winter months.

PROVIDENCE.—Aldo Rhode Island Legislature in the pari-mutuel gambling act of 1934 included a proviso that pari-mutuel betting be permitted on trotting races at fairs, this failed to deter Rhode Island State Grange from frowning on such legalized gambling, it having adopted a resolution opposing all forms of pari-mutuel betting and pledging to work for repeal of the act legalizing gambling, at a meeting on December 11.

PRAIRIE DU CHIEN, Wis.—An appropriation of \$5,000 has been voted by the agricultural committee of Crawford County board to erect a 1,400-seat grand stand on Crawford County Fair grounds, to be 56 by 120 feet and contain space for concessions and displays.

MADISON, Wis.—Dane County Fair in 1936 made sufficient money to pay off debts for the year and leave \$500 for payment on principal of a \$19,000 mortgage. About \$5,000, a larger sum than last year, was paid in premiums. Otto Töpfer, Middleton, and Ray Uphoff, Cottage Grove, are new directors.

SAN FRANCISCO—E. W. Stephens, for the past nine years executive manager of Interstate Junior Live Stock Show, has been named president and general manager of both South San Francisco and Stockton (Calif.) Union Stockyards, operated by the same corporation. Mr. Stephens, widely known thruout the West in the live-stock industry, will continue as manager of the Junior Live-Stock Show.

pose of getting the loan and as the city would have to assume liens placed against these temporary buildings during term of the lease, 25 years.

Councilman Monnig, chairman of the board of control of the Centennial, argued that the lease should be continued because another show is to be staged here in 1937. "There are no mortgages on the buildings now," he said, "but I'll say that if it becomes necessary to mortgage them to put on next year's show, I'd be in favor of it." He argued that it was necessary to keep the contract intact to put on a show next year. He won. It is said an annual rental of \$100 is paid the city on the 22-acre tract by the centennial association. An appreciation dinner was given officials of Frontier Centennial, members of city council and other backers of the show on December 18 by local business men.

PITTSBURGH.—An ordinance providing that the city make application to the PWA for a 45 per cent grant to be used in constructing an exposition building at the Point has been introduced by Councilman George E. Evans. Cost of the project is not to exceed \$7,800,000 and Pittsburgh Exposition Society is to raise 55 per cent of the cost.

## Lease Held for '37 Show in Ft. Worth

FORT WORTH, Tex., Dec. 19.—Combination lease and contract agreement between the city of Fort Worth and Frontier Centennial Association stands intact for the time being, after the latest attack by City Councilman Hammond failed to get council to break the lease. This contract was made for the purpose of enabling the Centennial Association to get a \$250,000 loan from the federal government before the 1936 show opened, but a loan was never obtained.

The contract to allow liens against the temporary show buildings as basis for a loan was part of the 25-year lease on the 22 acres which belongs to the city and which was leased to this association. Councilman Hammond sought a shorter term lease contract, as the first contract was made for the pur-

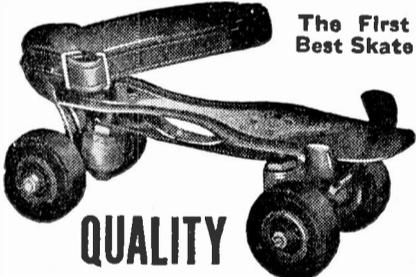
# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

**LEADERS** in Leo A. Seltzer's Transcontinental Roller Derby in Music Hall, Cincinnati, at the end of 21 days on December 16 were Clara Scholl-Joe Kleats, first; Gene Vizena-Joe Nygra and Esther Runne-Johnny Rosasco, tied for second; Ivy King-Wes Aronson, third; Red Farmer-Fuzzy Pierz, fourth, 13 of 17 teams remaining in the race. Distance covered was 2,046 miles. Standings are checked by points, laps and miles, five points equaling one lap, 21 laps to a mile, and 2,449 to finish the race. Among visitors were Mr. and Mrs. Henry Crew, former rink operators, Middletown, O.; Charles Friedel, one-time claimant to the Pacific Coast speed title, and family; Sebastian Linehan, official of Ohio AAU; Ben Hagan, former pro racer, Columbus; O.; Dr. Sawyer and George Chumard, secretary of Ohio AAU. Time trials for pro Derby teams showed these track records: Quarter-mile, Joe Kleats, Indianapolis, :43 1/5; Ivy King, Toronto, :45 3/5; half-mile, Muscles Stampley, Corpus Christi, Tex., 1:25 3/5; Ivy King, 1:29 4/5. Official time was checked by Secretary Chumard, Dr. Sawyer and A. J. Schaub. Eddie Rager, Norwood Rink, Cincinnati, won the trophy cup for amateurs in final half-mile time trials for intercity championship on the banked Derby track, his time being 1:29 4/5; Bus Gesser, Tacoma (Ky.) Park Rink, second, 1:33 2/5. They were runners-up out of 17 starters in preliminaries on December 14 for a half-mile.

**WINTER GARDEN** Roller Rink, Meadville, Pa., is staging regular kiddie matinees to very good patronage. Operators distribute novel souvenirs during each session, creating good will among youngsters. A popular souvenir was a toy hat which carried the name of the rink. At night the rink caters to high-class trade.

JOE FUCHS JR., manager of Diamond



**RICHARDSON BALL BEARING SKATE CO.**  
Established 1884.  
3312-3318 Ravenswood Avenue, Chicago, Ill.  
*The Best Skate Today*

## Merry Christmas and Happy New Year

A Prosperous New Year it will be for you Rink Men when you get them rolling on ROLL-AWAYS.

The "ARISTOCRAT" of Roller Skates is lighter—faster—smoother—and stronger than before.

Maple—Aluminum and NOW!  
A reasonably priced FIBRE wheel (Hockey Type).

**ROLL-AWAY SKATE CO.**  
12435 Euclid Ave. Cleveland, O.

## REWOODING

Ruggedness of BALDWIN Maple Wheels Cannot Be Exceeded at Any Price.  
**FRANCIS J. BALDWIN**  
240 S. Diamond Street, Ravenna, O.

Roller Skating Rink, Pittsburgh, has been playing to increased business during matinees since catering to performers. Last week the 50-people lineup of the *Folies Parisienne* unit, which played the Stanley Theater, turned out en masse between shows to take in skating sessions.

**HOHENADEL** Roller Hockey Club, Philadelphia, is booking games with teams in the surrounding territory, reports George Glock.

## Roller Derby in Ciney

By ARMAND J. SCHAUB

**TRANSCONTINENTAL** Roller Derby presented by Leo A. Seltzer is neither a show, endurance contest or marathon. It is what might be called a mythical speed race in which racers circle a very difficult banked track at top speed of 25 to 35 miles per hour with the objective of gaining the greatest number of points in the shortest time, and distance skated covers about 2,400 miles equal to a trip from Cincinnati to San Diego, Calif.

Seventeen teams of a boy and girl each started on opening night. Each sex skates a 15-minute period and in case of a serious spill or accident the boy or girl partner skates in the other's place. At 7 p. m., after a warm-up of 30 minutes, one group of either boys or girls starts out from the infield. They line up on the track in snaky formation and after about a half-minute of circling the track at moderate speed certain ones break away from the pack at top speed, and this is what is called a jam. Leaders soon gain enough speed and momentum to pass the trailers of the pack and lead them a merry chase. When one or more leaders pass the trailer of the pack he or she has gained one point; half-way thru, 2 points; all the way, one full lap ahead, 5 points. All leaders have a chance to gain points, providing the leader does not call off the jam by placing his or her hands on hips.

Time limit for skating this jam is 2 minutes. Should a spill occur during a jam no one gains a point, as this automatically calls for the jam. There are usually 4 or 5 jams every 15 minutes with spills and thrills a plenty. Track, lengthwise in center of the sports arena in the Music Hall, is 10 or 12 feet in width thruout the course, is of masonry, very smooth, oval, curved and banked considerably. Sloping seats encircle the arena or track with visibility from almost any point. At one place at edge of the track is an elevated platform, with a desk for a radio announcer who receives reports from referees that are broadcast over a public address system and at intervals over the air by WCPQ.

Teammates are numbered and wear flashy, vari-colored tights and sweaters. After each period allowed for a jam a siren is sounded and when the 15-minute period is up for either boy or girl pack a gong indicates a change in skaters from boys to girls or vice versa and they come from the infield, all lining up, and at a certain time start skating around inner edge of track when they are contacted by their partners, the same as in any team races. Trailers do plenty of blocking to keep leaders from gaining points in 2-minute periods allotted. Those who spill are helped to their feet by uniformed attendants or taken to cots where nurses or doctors render aid, if needed.

At times one can hardly hear the announcer due to tumultuous applause of spectators and occasionally one hears music, which is often drowned out. Some skaters are cheered, while others are booed. At 12 midnight, open house is on for a 5-minute period when partners can change at will and spills don't count. Nothing stops the 5-minute race to gain 2 points by the one first in line, leaders being indicated by carrying a red scarf and trailer indicated by announced number. After this girls continue jams until 1 a. m. This completes a day's racing of six hours, and on Sundays a 9-hour period is skated. The house is always packed, and people seem to like it.

## Summing It Up

By ALFRED F. FLATH  
Manager Brooklyn (N. Y.) Roller Skating Rink

(Continued from last week)

The first real championship was decided in 1907. Before then champion-

ships were decided by match races. This made more "champions" than ever existed in any sport. When Paddy Harmon announced he was staging a world's championship in June, 1907, in Riverview Rink, Chicago, on the original nine-lap track, banked, to be run over a period of 17 days, and made it attractive by offering large cash prizes, each of at least one-third of the 46 skaters entered really believed he was the bona-fide world's champion because he had won a majority of his match races.

This race was the most outstanding professional championship ever staged because at that time roller races were being held in a great many prominent cities and produced many skaters of championship caliber. The event was won by Harley Davidson, Minneapolis. Besides taking quite a slice of the \$2,500 prize money offered by Harmon, Davidson also received a beautiful cup, the Harmon championship trophy. This meet proved so successful that Harmon promoted a similar race in 1908.

I still have a program of the 1908 race. Entries were Allie Moore, Richard Anderson, Lee Moore, Henry Seegert, Edward Schwartz, Myron Cooley, John Breton and Charles Little, Chicago; Rodney Peters, Leo Jones, James Sweeney, Joe Benson, Roe Sanders, Earl Sanford, Joe French, Tom Ferguson and Harry Smith, St. Louis; John Mayer, "Pony" Joe Altman, Ralph Tower and Bert Springer, Cincinnati; Charles Williams, T. Schenkman and Charles Hamilton, Boston; Walter Wilson and Jack Woodward, Pittsburgh; Kollie Birkheimer and Albert McNeil, Columbus, O.; Jack Foch, Canton, O.; Edgar Mock, Johnstown, Pa.; John Flannery, Youngstown, O.; Frank and Bert Bacon, McKeesport, Pa.; Wilfred Stoutenberg, San Francisco; George Crispin, London, Ont.; Oscar Nauman, Detroit; William Greiner, Atlantic City; Harry McDonald, Brooklyn; James Bain, Peoria, Ill.; Jesse Carey, Wooming, Pa. and Joe Munch, Minneapolis.

This long list of entries should go far to convince present-day managers and followers of roller skating that it has been a major sport for at least 29 years. Space does not permit detailed mention of the meets from that time to the present, but I will try to give a brief summary of the championships held since then.

In 1909 the only real world's championship ever to be held was staged in the Olympia, London, Eng. Roller racing was then at its height in this country and in Europe. After scouring Europe for the best talent the London promoters contacted two American skaters, Harley Davidson, then considered the world's outstanding champion, and Allie Moore, believed by many to be the equal of Davidson. Davidson and Moore made the trip to London and proved their reputation by winning, Davidson, first, and Moore, second. C. J. Wilson, London, was third; John Davidson, brother of the winner, fourth, and D. F. Powell, London, fifth.

A championship race in Sea Beach Palace, Coney Island, N. Y., in 1908 was won by Frank Bacon, McKeesport, Pa. A race in the Exposition Building, Pittsburgh, in 1910 was won by Clarence Hamilton, Boston. After a lull of a few years a title event in Detroit turned out a big surprise when Roland Cioni, Norristown, Pa. defeated Allie Moore. Probably the first endurance meet of note was a 24 hour race in old Madison Square Garden, New York, in 1914. Winners were Frank Bacon, McKeesport, and Freddie Martin, Milwaukee.

(To be continued)

## OUTLOOK FOR COAST—

(Continued from page 80)

Garden for a banquet and entertainment arranged under supervision of Tevis Paine. No less busier was George K. Edwards, assistant manager, California State Fair, who was recording secretary during the meeting. During the banquet Eddie Burke, Eddie-Burke Attractions, presented an elaborate floor show of 15 outstanding acts. Banquet and entertainment was attended by 175, including delegates and guests.

Charles H. Soey, president, San Francisco-San Mateo Agricultural District and the International Live Stock Exposition, was toastmaster.

Amusement interests at the convention were represented by E. M. Foley, owner; W. L. Brandon, manager; L. G. Chapman, general agent; J. S. Endress, public relations, Foley & Burk Shows; Frederick Weddleton, C. H. Wells, 1939 Golden Gate International Exposition; O. N. Crafts; Roy E. Ludington, manager, and Elmer Hansen, chief electrician, Crafts' 20 Big Shows; Phil H. Williams, Crafts' 20 Big, Golden State and World Fair Shows; Will Wright, manager, Golden State Shows; John Dahlinger, Bert Levy Vaudeville Circuit; W. J. Jessup, general agent, West Coast Amusement Company; E. W. Downie, owner, and Ben Dobbert, Downie Bros., Inc.; S. A. Fordyce, manager, Death Dodgers; Charles H. Ellsworth, Pacific Coast manager, Barnes-Carruthers Fair Booking Association; Eddie Gamble, Pacific Coast manager, William Meiklejohn, Inc., and Treffe R. La Senay, La Senay Fair Attractions.

## Committee Is Renamed

Legislative committee, appointed last year, was abolished in name only and reappointed a public relations committee, but will continue to function in its former capacity, lobbying in interests of Western Fairs Association in Sacramento and also performing other activities for the organization. Headed by E. G. Vollman, the committee includes Charles H. Soey, A. J. Elliott, C. B. Afferbaugh, W. Coburn Cook and Jesse H. Chambers.

The 1937 conclave will be held in San Francisco on December 10 and 11, it was voted. Delegates on the second day were taken on an inspection tour of the \$3,000,000 San Francisco International Live Stock Exposition pavilion now being constructed.

## Convention Each Day Is G. L. Expo Goal

CLEVELAND, Dec. 19. — One of the plans proposed to bolster attendance at Great Lakes Exposition for 1937 here is that promulgated by Mark Egan, manager of Cleveland Convention and Visitors' Bureau, who believes the expo will be instrumental in securing more State and national conventions for this city next year. On the other hand, these conventions will help expo attendance. With this in mind, he is setting out to secure one convention, big or little, for each day that the expo runs, which means that he must book a convention daily from Decoration to Labor days, Sundays included.

Shanti Bahadur, photographer with headquarters at the Lakeside Studios, has had on exhibition an unusual collection of photographic studies made last summer when the Old Globe Theater was in full swing on the midway. Bahadur, an East Indian, has made some 200 photographs of the players in various roles, many of which are studies of the finest type.

Shirley Rust, featured at French Casino, Streets of the World, last summer, has signed a five-year contract with Rudy Vallee. Benny Davis is looking to book her with his unit and Paramount is making tests with the idea of introducing her to the speakies.

Herb Tannenbaum, who worked on Streets of the World and midway last summer as publicity agent, has joined Miskella and Sutton, publicity agents here. Stanley Friedman, of their staff, has taken quarters in Terminal Tower Building to attend to first releases for next year's expo.

ELKHORN, Wis.—Total receipts of the 1936 Walworth County Fair were \$46,314.29, according to annual report of F. M. Porter, secretary, and J. C. Woodford, treasurer.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

We Wish Our Many Friends and Patrons

## A Very Merry Christmas and a Happy New Year

**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake Street, Chicago, Ill.

# FUN AREA PICTURED

## Darling Sees Finest Opportunity For Profit at N. Y. World's Fair

*Innovations in nudity and absence of midway ballyhoo points in description by former president of NAAPPB—location may depend upon originality of concessioner*

CINCINNATI, Dec. 19.—A most graphic picture, from the standpoint of showmen and concessioners, of the 1939 New York World's Fair, has been drawn by Frank W. Darling, former president of the National Association of Amusement Parks; former director of Playland, Rye, N. Y., and consultant on recreation floors of Rockefeller Center and other big projects. His word description of the coming fair was one of the highlights at the annual meeting of the NAAPPB in the Hotel Sherman, Chicago, on November 30-December 4 and was delivered before the delegates on December 4, being titled, *The World's Greatest and Cleanest Midway for the New York World's Fair, 1939.*

"If present plans can be carried out, the New York World's Fair in 1939 will be the last word, the nth degree in World's Fairs, and it should be; everything favors it," he declared. "Approximately a fourth of this country's inhabitants live within a day's drive of the fair and fully one half the country's wealth immediately surrounds the project. Three hundred thousand people seems a large average daily attendance to count on, but every possible logical check exceeds this number. This means a season's attendance of over 50,000,000 people, almost double that of any other World's Fair ever held.

### Under Board of Design

"It will be the first World's Fair ever held in convenient proximity to the landing of Europeans, and our Atlantic neighbors are now visiting the U. S. in numbers beginning to equal our visits to them. With these natural potentials, the success of the fair depends wholly upon the planning and management. The management is well taken care of; W. Earle Andrews is a human dynamo with elephantine brain, an individual who can not be stampeded. The success of management may be left to him.

"It is the plan of the fair I was to discuss: The plan is wholly under the Board of Design, composed of seven experienced planners who have surrounded themselves with a number of individuals experienced in fair operations and technical installations. The fair grounds located on Flushing Meadows are about 3½ miles long with an average width of about a mile, comprising 14,000 acres. The site was chosen because of its ready accessibility; numerous great highways center there from New York. Automobiles from North, South and West can reach the location without going thro Manhattan. Two great subways, one trunk street-car line and the Long Island Railroad can dump 130,000 people an hour into the grounds. Bus lines from every direction can have adequate terminal facilities and 30,000 cars may be conveniently parked.

### Division of Grounds

"The grounds divide themselves logically into four sections. (1) The main section, No. 1, about 1¼ mile square, lies between Horace Harding Boulevard and the Long Island Railroad tracks. It is the space allotted for the great exhibition buildings. (2) Section 2 lies south of Horace Harding and surrounds the large lake. It is the section set apart for assemblies, amusements and entertainment. Into this section the most convenient subway unloads its 40,000 per hour, the street car lines their 20,000 per hour and with the auto parking spaces from 5,000 to 10,000 per hour. (3) Section 3 to the north is the approach from Long Island Sound where a deep channel allows the unloading of deep-draught ships, hydroplanes, etc. It embraces the main traffic highways from the North and West and the great subway and Long Island terminals, also a great auto parking space and bus terminals. The arriving crowds enter the main fair section over broad viaducts. (4) Section 4 lies to the south around the smaller lake and contains large automobile parking spaces.

"The plan scheme for the exposition is something original, never yet carried out in any fair and is composed of sev-

(See FUN AREA on page 89)

## Thompson Head of British Body

*New organization of park and pier proprietors is formed in London*

LONDON, Dec. 15.—Leonard Thompson, Blackpool, was elected chairman and Captain J. Russell Pickering, FISA, secretary of the newly organized Association of Amusement Park Proprietors of Great Britain.

Decision to form the association was unanimous at a meeting of prominent park and pier men here on November 25, said *The World's Fair*. Offices of the association are at 23 Bedford Row, London, W. C. 1. The body is said to be representative of the interests covered by the title.

Other organizations already functioning in the amusement field here are the Showmen's Guild, Amusement Caterers' Association, Association of Circus Proprietors of Great Britain and British Automatic Machine Operators' Society.

## What Park Owners and Operators Expect From Ride Manufacturers

Address of A. Brady McSwigan, president of Kennywood Park Corporation, Pittsburgh, at annual convention of National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 3.

In the history of the amusement park industry there never was a time perhaps when the manufacturer of amusement devices meant so much to park operators. By the same reasoning, to makers of fun equipment there never was a more golden opportunity. Because probably every amusement park from the Atlantic to the Pacific needs new devices, ingeniously new devices that will still more deeply tickle the funnybones of our patrons and delight them with originality.

Ah! To be sure, prosperity having returned, we are next season to enjoy unusually good business. But to make permanent those hefty gross receipts it is necessary right now to do what every other form of business is now doing, modernize, and that work applied in this sense has a lengthy definition.

To modernize it is not enough that we repaint and add new lighting schemes; these are only the frosting on our cake. To keep pace with the swift-moving age in which we exist when a restless public in every phase of its living is everlastingly searching for that which is a departure from tradition, we park men also must have our "New Deal" and along with our old reliable standard amusement devices must offer enough new ones that are abreast with the times.

So the amusement device manufacturer has a job on his hands and as



FRANK W. DARLING, former president of the NAAPPB, who told the annual convention his belief that the greatest opportunity in history awaits the right kind of concessioners at the 1939 New York World's Fair. He described the manner in which grounds are expected to be laid out and saw many advantages in the plan of attractions in the amusement section.

## New Rides, Improvements Slated for Summit Beach

AKRON, Dec. 19.—Extensive improvements will be made in Summit Beach Park here before opening of the season on May 15, said H. W. Perry, who heads a group of Akron men who hold a lease on the spot.

At least two new rides will be placed on the midway, several buildings renovated and landscaping improved, it was said. Repairs also will be made to the spacious dance pavilion, which Mr. Perry has managed the past four years.

Executive staff of the park is to be augmented shortly after first of the year, when a special picnic agent will be retained and booking of outings started.

## Band Policy

It is evident that Jantzen Beach Park will continue to follow the traveling and name band policy. This feature has not only increased our ballroom business but it has increased our night business substantially thruout the entire park. In adopting the name band policy we have finally solved the problem of merchandising our ballroom. Ballroom operation is, or can be, just another headache for Mr. Park Operator if that ballroom is not properly merchandised. The cure for that headache is correct business merchandising—a good ballroom, clean environment and outstanding orchestras that are able to dish out good music, good entertainment and in not keeping orchestras for too long an engagement, but changing them every two or three weeks.—PAUL H. HUEDEPOHL, Jantzen Beach, Portland, Ore., at NAAPPB convention.

## Changes in Policy To Mark Steel Pier

ATLANTIC CITY, Dec. 19.—Considerable change in standard acts and policies is expected to be announced for Steel Pier upon return of President Frank P. Gravatt from Europe on Christmas Day. A sweeping change is contemplated in the outdoor circus, with all new acts on the end of the pier and featuring of this part of the pier's program in the 1937 season.

President Gravatt, accompanied by Frank Elliott and Jules Falk, has been touring fairs and amusements of France and Germany, and Mr. Falk later left for a tour of Switzerland in the hope of bringing to America some new talent for his weekly pier operas. Mr. Gravatt's European interest at present is in a full program of sensations.

Negotiations are going on in this country for signing of new exhibits and changing about of the old so that the pier program with few exceptions will be entirely new, exceptions being Alex Bartha and his orchestra, Aldrich's Imperial Hawaiians and, of course, the Frank Elliott Minstrels, oldest standard attraction of the pier and most popular thru the years from 1898 when it was first brought here by Frank Murphy. A sweeping change is also contemplated in the minstrels with the addition of one of the outstanding male assembles on the stage today. Steel Pier will continue policy of week-end flesh into the new season.

## French Builder Is Bankrupt

PARIS, Dec. 14.—Charles Bosetti, builder of amusement park and street fair rides and attractions, has been declared bankrupt by Paris courts, his plant being at Kremlin-Cicetre, Paris suburb.

## Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Dec. 19.—Amusement activity here is at a standstill as places are undergoing redecoration and preparations are being completed for Christmas week. Thousands are expected by beachfront hotels both for the resort's natural attractions and many special events in connection with the Festival of Lights.

Steel Pier is going in for plenty of Christmas decoration and will have a surprise vaudeville bill. Word is being awaited by other amusement interests as to policy of the Colonial Theater when it reopens on Christmas Day after complete renovation with crews working night and day. Flesh is rumored. Meanwhile the Capitol Theater is starting to undergo renovation and in this uptown spot flesh is also rumored, altho installation is not expected until late next year. This move will be to compete with the Astor Theater, which went flesh successfully a year ago with week-end bills but dropped them in favor of the larger house, the Hollywood, which is continuing them.

A number of Boardwalk shops, two shooting galleries and a couple of arcades will be open for Christmas week. Swimming pools locally are going after business with plenty of advertising and getting good results. The Polar Bears plan a beach bathing party for New Year's Day.

A proposition to put a toll charge (See ATLANTIC CITY opposite page)

(See WHAT PARK on opposite page)

# The Pool Whirl

By NAT A. TOR

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

## Holiday Greetings

To—Harry Baker, prez of the NAAPPB; Len Schloss, Glen Echo Park pool, Washington, D. C.; Norman Alexander, Philly's Crystal pool; Harry A. Ackley, who did a swell job presiding over the recent pool sessions at the national confabs; Mack Rose, Cascades twin tanks, N. Y. C.; Paul Morris, Playland Rye (N. Y.) pool; Paul Huedepohl, Jantzen Swimming Association; Martin Stern, head of National Swim-for-Health-Week; Jack and Irving Rosenthal, Palisades (N. J.) Amusement Park pool, and the hundreds of other pool men who read this column.

Also to—Charles Norelius, Greenbrier pool, White Sulphur Springs, West Va.; Alexander Ott, Miami (Fla.) Biltmore pool; "Trudy" Ederle, of English Channel fame; Matt Sedgwick, popular New York pool manager; Bill Goll, former marathon swim star, now with a carnival water show; Paul Lockwood, London Terrace indoor tank, N. Y. C.; "Corky" Kellum, and the hundreds of other pool managers, water performers and marathon swimmers who patronize this department.

And also to—"Solly" Solomon, men's winner of the high-diving champs last summer; Lucille Anderson, women's victor in the same pro tourney, sponsored by the writer; Captain Kenneth Blake and his pretty bride, Viola; Frank Cushing, the Flying Gob; Bernie Keesecker; Pauline Black; Daredevil Jack Lathkowsky; Sam Howard; "Bench" Bentum; Captain George Craig; Harold Arias, and the hundreds of pro and amateur divers who are readers of this pillar.

## Forget-Me-Nots

Writing about the holidays reminds me to pass along the hint that some operators of outdoor tanks are showing swell taste in sending out New Year's cards to all their patrons, even tho their pools are closed for winter. It is a swell plan, not only to create good will for next summer, but as a forget-me-not to swimmers. First of year is just about the half-way mark between seasons for open-air natoriums and swimmers are apt to forget all about your bathing establishment and of the good times they had there last summer unless you remind them. Despite the fact that you can't see any immediate results on a plan of this kind a greetings card sent to all your swimmers, even if there be thousands of them, will have great effect next season. As a matter of fact, the first piece of literature or first ad that you run late next

spring announcing the new season will be met with so much better reception if you show that you have your patrons' interests at heart. And if you are willing to go out of your way to offer them good wishes even if you can't sell them something right now, it will have a marvelous psychological effect.

Of course, owners of indoor pools should by all means take advantage of New Years and send out some sort of greeting card. It's not too late, either—if you haven't thought of it before this. You really have no idea, but sometimes a Christmas card is all that is needed to get some folks to go swimming in winter. It may sound illogical but here again the greetings have a psychological effect and folks feel that if you go to the trouble to wish them a happy New Year they are going to do something in return and try a swim at your tank.

Whether you operate an enclosed or open-air swim tank, try sending a New Years card and see if it doesn't pay.

## Dots and Dashes

Street window of Park Central indoor tank, N. Y. C., being eliminated this week to make way for an adjoining store. . . . Entirely new water equipment will go into Palisades Park (N. J.) pool next summer—Understand that much ballyhooed barnstorming trip of the Olympic swimmers, Josephine McKim, Georgia Coleman et al, has been a terrific flop and that, tho Broadmore pool, Philadelphia, got a lot of publicity when it staged the act recently, it didn't draw. . . . Eleanor Holm, however, is packing them in wherever she plays, but she doesn't swim—Haven't heard from Captain Charles B. Scully of the American Red Cross lately and wonder what's new in the way of swimming within his fold. . . . See a lot of those new coin-controlled mechanical shooting ranges around indoor pools these days and paying very well too, I understand.

## WHAT PARK—

(Continued from opposite page)

market until it has undergone the most rigid proving or testing.

Third: Safety. Taking for granted the device is safe from a major casualty standpoint and, considering the constantly growing claim-consciousness of the public, it is necessary to design and construct devices which are less liable to cause the smaller injuries that are causing us trouble and expense in no little proportion.

## Side of Manufacturer

Before concluding I want to look at the other side of the picture and champion the cause of the device manufacturer. Many of us believe that greater encouragement could be afforded the manufacturer, not alone in buying his equipment, but in fostering him as a necessary link in our business since it is to him we ever must turn for the fun-making gear that will keep our patrons coming. To him we can give the benefit of our experiences and suggest ideas for new amusements. It may never have occurred to many here this afternoon that they might contribute some new idea or thought which the device manufacturer could with proper application, produce with success. Tell the manufacturer your ideas, practical or otherwise, and I am sure he will have an interested ear. Talking it over with Paul Morris, here's what he had to say:

We men, who must ultimately sell these devices to the public should try creating some of these things ourselves. We are in contact with the public and should know or find out what they want. We are in a better position than the manufacturers to ascertain these facts. The makers of amusement equipment usually get set in one rut and stay there. Perhaps we should offer rewards to park employees who can suggest suitable changes in old equipment that will increase patronage. They in turn will watch the public closer to learn their reaction.

Another phase of fostering our good friend, the device maker, is that he be allowed to make money for himself. Sounds like the good old golden rule, doesn't it? But if you think about it, it's really good business.

## ATLANTIC CITY—

(Continued from opposite page)

on all incoming motorists isn't getting the amusement support expected and may be discarded. Largest Christmas wreath ever made is covering half of the front of Convention Hall. City press headquarters' Christmas greeting to newspapers was Santa hanging onto

# Steel Pier

## ATLANTIC CITY EXTENDS Christmas Greetings

To the Show World



FRANK P. GRAVATT, President

## THE ATLANTIC CITY STEEL PIER MINSTRELS

Send SEASON'S GREETINGS

To Its Many Stars of Past Seasons  
And Wishes Them Luck at the Start of Its 37th Successful Year

Thanks to

FRANK P. GRAVATT

at the

World Famous

ATLANTIC CITY

STEEL PIER

FRANK ELLIOTT, Director

## EDWARD SHERMAN, Inc., VAUDEVILLE AGENCY

Philadelphia Office, Real Estate Trust Bldg., Pennypacker 7595-7596.

New York Office, Mayfair Theatre Bldg., Bryant 9-1904-1905.

BOOKING HEADLINERS Into

## ATLANTIC CITY STEEL PIER IN PAST SEASONS

All Set To Gather New All-Star Summer Program for  
ATLANTIC CITY STEEL PIER

IN 1937

CHRISTMAS GREETINGS

"THE OLD HAUNTED  
CASTLE"  
"DAVY JONES' LOCKER"  
"LAND OF THE MID-  
NIGHT SUN"

3

ELECTRO-MECHANICAL  
— PANTOMIMES —

W. F. LARKIN  
PRODUCTIONS  
— NEW YORK —

## ALEX BARTHA

AND HIS STEEL PIER  
ORCHESTRA

Third Season on Steel Pier  
(There Must Be a Reason)

Wishes the  
Season's Greetings

to  
Frank Gravatt  
and Friends of Show World

## Holiday Greetings From PALISADES AMUSEMENT

PARK PALISADE,  
New Jersey.

THE MANAGEMENT TAKES

Pleasure in Announcing  
America's Most Beautiful and Successful  
Play Ground  
NOW BOOKING

## RIDING DEVICES OF ALL KINDS

Write, Wire, Phone.

Jack & Irving Rosenthal

## PALISADES AMUSEMENT

PARK PALISADE,  
New Jersey.  
Phone—Cliffside 6-1000.

## FOR SALE

## Amusement Park

Located Indiana, drawing population of 250,000 radius of 50 miles. One-half mile race track, bathing pool and beautiful ballroom. Reason for selling, other business interests. Write BOX D-57, care The Billboard, Cincinnati, O.

PRICE \$1,195.00 Cash  
F.O.B. North  
Tonawanda.



## ALLAN HERSCHELL CO.

1937 DE LUXE BLUE GOOSE  
MODEL KIDDIE RIDE  
THE NEW KIDDIE RIDE SENSATION

Made in one size only, 20 ft. in diameter, 8 sections of platform, 10 comical geese that flap their wings and move their feet while rotating. Large seat between wings accommodating largest child. Tried and proven in 1936. Eight orders already received for 1937.

ALLAN HERSCHELL CO., Inc.  
North Tonawanda, N. Y.

Patent Applied For—James Whiteley, Inventor.



## Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU  
BIG DIVIDENDS EVERY YEAR.



LUSSE BROS., INC., 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.  
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

King Neptune aboard a surfboard. Prof. A. F. Seward, one of the better known of AC's pitchdom, with elaborate places here and in Miami, got national publicity this week in a prediction that Edward would reascend the throne in 1939. Ben Yost's Singing Collegians, one of the neatest acts to play the shore in some time, made their second show-stop at Steel Pier on Sunday in as many bookings.

PITTSBURGH.—A municipal public works contract of \$2,287 was awarded for construction of pens in Highland Park Zoo, work to get under way this month.

# Amusement Parks' Season Best in Years

AMUSEMENT parks went thru to a greatly increased business during the season of 1936. Unlike that of 1935, it was not hampered by rain to any great extent. Shortly after opening last year there was every prospect of a banner season, but inclement weather soon cut down the prospects to those of just a fair season, but, however, better than the one preceding. Improvements started in 1935 were carried thru, equipment was augmented this year, and early in the season it was evident that operators were in for by far the best stretch since 1929.

Decoration Day business was big in all sections; Fourth of July established some new all-time records, and Labor Day, where weather was favorable, rounded out a season that has caused leaders in the industry to declare that parks have "come back."

Either tired of taking it on the chin or encouraged by 1935 and by the spirit of others in the field, many operators made real strides in modernizing and beautifying their properties. New rides were in evidence and more attractions were played than since the old days, when they were expected by patrons as a matter of course.

## Way Over Poorer Years

Reports to *The Billboard* indicate that spots, large and small, had better biz by from 10 to 50 per cent than in 1935. Dance halls went big, pools were well patronized, eats and drinks picked up and, in fact, practically all departments contributed to the black figures on the ledgers.

The past season was far better than the worst season experienced in the past decade, but, of course, did not measure up to the best seasons of record. Figures would indicate that the poorest year ever experienced returned revenues about 28 per cent less than those of 1936 and that the most profitable season ran about 20 per cent ahead of the one just passed.

A new spirit pervaded the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on November 28-December 4, and expansive preparations for next year were evident on every hand. Manufacturers and others in the allied organization, the American Recreational Equipment Association, reported more orders taken for new rides and other paraphernalia during the exhibit and more prospects apparent than in a number of years.

President Harry C. Baker of NAAPPB has repeatedly sounded the note of optimism during the season, his predictions of a banner year developing from numerous trips he made around the country. His findings were supplemented by those of Cy D. Bond and Charles F. Keller Jr., who also are students of conditions in their business swing-arounds.

More activity in concession games was

seen in reports to *The Billboard*. Outings and smaller picnics were greatly on the increase, and giveaways and novel contests held a large part in promotion and exploitation. Added outlays were made for music, and advertising budgets were stepped up.

## Changes Draw Public

Some operators believe that the several big expositions in the country and their attendant publicity helped parks in that "fair-mindedness" of the public caused it to patronize amusement spots more than for several years. However, the answer to good trade last season is seen by the majority in increased circulation of money, more liberal public attitude toward spending and the fact that parks really have been pepped up pretty generally in nearly all sections where their existence is justified.

A big year for piers and beaches was reflected in reports from the East and West Coasts, California spots being especially favored in the pickup and beaches and piers there going better than in recent years. Atlantic City had a whacking big period, Steel Pier and Million-Dollar Pier offering varied programs to the increased thousands who swarmed to the resort from May until September. Steel Pier went in heavily for flesh acts and President Frank P. Gravatt has gone to Europe on a scout-

ing trip for thrill attractions for 1937. Biz improvement reports came from Playland, Rye, N. Y., and the Long Island spots, Rockaway Beach, Jones Beach, Long Beach, Roxbury, Broad Channel, Freeport, Oceanside, Mineola, Hempstead, Valley Stream and a half dozen other localities.

## Outings Come Back

It was one of the best years in Eastern Ohio and Western Pennsylvania, where numerous pioneer spots have been going along only so-so since 1929 until last season. Large industrial outings came into their own once more and added effort in this direction will be made in 1937. Cedar Point on Lake Erie, Sandusky, O., went over big, excursion and convention business being beyond expectations.

In Canton, O., Meyers Lake Park continued its program of expansion, finding it well justified by ever-growing returns, and added investment is slated in beautification and added devices next year. Cincinnati's Coney Island had by far the best season since 1929, and reports indicated that the same applied to Glen Echo Park, Md.; Elitch Gardens, Denver; Lakeside Park, Denver; Carlin's Park, Baltimore; Norumbega Park, Auburndale, Mass., and numerous other spots where managements are progressive and efficient.

## Important Events and Happenings From December, '35, to December, '36

From Files of *The Billboard*

**NAAPPB CONVENTION**—Annual meeting of National Association of Amusement Parks, Pools and Beaches was held in the Hotel Sherman, Chicago, December 2-6.

**BEACH CLUB BURNS**—Palm Garden Restaurant and Night Club was destroyed by fire at Ocean Beach, New London, Conn., the proprietor, Michael Costello, attributing cause to explosion.

**DEATH OF FIEN**—Frederick Fien, 48, assistant superintendent of Playland, Rye, N. Y., died of heart failure December 6, 1935.

**JOHNSON DEATH**—Charles Milton Johnson, 56, manager of Bimini Baths and Swimming Pools, Los Angeles, died December 2, 1935, in North Hollywood, Calif.

**BAKER RE-ELECTED**—Harry C. Baker was re-elected president of NAAPPB at the Chicago convention.

**NEW ZOO HEAD**—Ernest Untermann, 71, was named head of Washington Park Zoo, Milwaukee, to succeed Edmund Heller, resigned.

**CRAMER ELECTED**—George H. Cramer was elected president of the American Recreational Equipment Association at the Chicago convention.

**LINCOLN PARK FIRE**—Damage of \$10,000 was caused by fire in Lincoln Park, Worcester, Mass.

**SANDY BEACH SOLD**—Harry L. Moller announced sale of Sandy Beach Park, Russells Point, O., to Associated Ballrooms, Inc., Toledo.

**AKRON REHABILITATION**—H. W. Perry, Akron park and ballroom operator, leased the major part of Summit Beach Park, Akron, from Mrs. Margaret Newman, one of the owners.

**FIXED POOL PRICES**—Oklahoma Park and Pool Association on February 15 in Oklahoma City decided to try to effect uniform price scale for pools in the State.

**WHALOM WETS WIN**—Whalomites campaigning for lifting of the liquor ban in Whalom Park, Fitchburg, Mass., were victorious in their drive.

**EUROPEAN RIDE DEMAND**—J. W. Shillan, London device manufacturer, said there is tremendous demand for rides in European amusement parks. He arranged to bring his Rocket ride to Dallas Centennial Exposition.

**BAUER IS ELECTED**—Daniel E. Bauer, head of Acushnet Park, New Bedford, Mass., was elected president of New England Section of the NAAPPB at the annual meeting in Boston in March.

**FAIRMOUNT PARK FIRE**—Damage of \$35,000 was caused by fire that razed

several buildings in old Fairmount Park, Kansas City, Mo., idle for several years.

**CINCY CONEY FLOODED**—Cincinnati's Coney Island was almost entirely inundated by flood waters of the Ohio River week of April 6, water being three and four feet deep in some spots.

**NEW SPOT FOR CHI**—Announced that work would start on City of Mars, new amusement park to be built on site of Chicago's old White City, not later than September 1. Martin J. Green, architect, said proposed investment would be close to \$4,000,000.

**ARMSTRONG DEATH**—L. E. Armstrong, 76, president of Fort Dodge (Ia.) Exposition Park Amusement Company and organizer of Hawkeye Fair and Exposition, died at his home in Fort Dodge.

**HEAVY FLOOD LOSS**—Wheeling Island was a picture of widespread destruction after disastrous spring floods. Damage to equipment on West Virginia State Fairgrounds was estimated between \$25,000 and \$60,000.

**RECORD A. C. EASTER**—More than 300,000 were checked in at Atlantic City for Easter holiday. Steel Pier did 25 per cent better than in 1935.

**PERISH IN FIRE**—Arthur Bigelow, 66, assistant manager of Conneaut Lake (Pa.) Park, and William A. Kleeb, 52, general manager of the park, were burned to death in a fire that destroyed a cottage in the park May 1.

**FT. WORTH CASINO FIRE**—Damage of \$10,000 was caused by fire that destroyed eight concessions and part of the boardwalk in Casino Park, Lake Worth, April 24.

**SAVIN ROCK FIRE**—Thunderbolt ride, Savin Rock Park, New Haven, Conn., was partly destroyed by a fire May 3, with damage estimated at \$15,000.

**FATAL EASTWOOD FIRE**—Fire in Eastwood Amusement Park, Detroit, caused \$12,000 damage and claimed three lives.

**CHURCH DIES IN COURT**—Fred A. Church, a foremost show and device creator, died May 11 while testifying in a lawsuit brought against Westchester County Park Commission, operator of Playland, Rye, N. Y. He had been superintendent of Playland since 1928.

**SOLOMON WINS TITLE**—Sol Solomon won the world's high dive title for portable tank and shallow water from an announced height of 122 feet in Palisades (N. J.) Amusement Park. Kenneth Blake, Chicago, took second money and Lucile Anderson, New York, won the women's title with a dive of 102 feet in a Decoration Day contest.

**SURVEY SHOWS GAINS**—A survey

from reports to *The Billboard* showed opening gains of 25 to 50 per cent over 1935 for amusement parks.

**FIRE RAZES WINNWOOD**—Fire at Winnwood Beach, near Kansas City, Mo., destroyed the bathhouse and home of Frank Winn. Bathhouse was built in 1928 at cost of \$83,000, and the home cost \$3,500. Insurance of \$50,000 was carried.

**LINCOLN, NEB., FIRE**—Nearly half of Capitol Beach Amusement Park, Lincoln, Neb., was destroyed by fire June 27 with estimated loss of \$20,000.

**GLEN PARK FIRE**—Fire damage estimated at between \$12,000 and \$20,000 was suffered in Glen Park, Williamsville, N. Y. Park owned by Harry Altman, who announced that he would rebuild.

**AERIALIST INJURED**—Carl Bolvaly, aerialist, playing Steel Pier Stadium, Atlantic City, was seriously injured when he fell 50 feet to the deck of the pier.

**ANOTHER FAIRMOUNT FIRE**—A second fire practically finished destruction of old Fairmount Park, Kansas City, Mo., 20 cottages being destroyed with estimated loss of \$10,000.

**MITZI RELLMUT KILLED**—Mitzi Rellmut, 23, died three hours after suffering a 60-foot fall while performing in the motorcycle-trapeze act of the Four Albanis at Salisbury Beach, near Boston, August 1.

**VALLEE AT EASTWOOD**—During a special engagement August 8 and 9 in Eastwood Amusement Park, Detroit, Rudy Vallee drew better than 30,000 people a day.

**LAKE VIEW PAV. BURNS**—A \$20,000 fire destroyed Lakewood Park dance pavilion, Lake View, Ia., August 14.

**ZOO MEN MEET**—Members of American Association of Zoological Parks and Aquariums, meeting in conjunction with 37th annual convention of American Institute of Park Executives in Cincinnati November 21-23, elected Joseph Stephan, chairman; Hugh Davis, secretary; Edward H. Bean, treasurer; N. T. Clark and Edmund Heller, directors.

**MARDI GRAS OVER BIG**—Coney Island Mardi Gras in New York was best in 10 years.

**RIVERVIEW'S BEST**—Riverview Park, Chicago, for its regular season set an all-time record for attendance. Pair-o-Chutes was outstanding attraction.

**LOSES AN EYE**—Ralph Beechner, pool manager of Capitol Beach, Lincoln, Neb., had his left eye, injured while giving a swimming lesson, removed.

**LEAVES JONES BEACH**—Kenneth K. Morgan, on eve of retirement as superintendent of Jones Beach State Park, Valley Stream, L. I., late in September, was feted by more than 100 friends and associates.

**OWNERSHIP CHANGES**—Charles E. Lore and others who operated Peace Valley Park near East Liverpool, O., acquired title to the property early in October.

**EASTERN OPS MERGE**—Revere Beach Amusement Men's Association was organized at Revere Beach, Mass., early in October. Thomas F. Harding elected president; John J. Hurley, treasurer; George G. Sabbagh, secretary; Jack Freedman, publicity agent.

**AREA-NAAPPB AGREEMENT**—At annual meeting of executive committee of AREA in New York October 13 a closer working arrangement between this organization and NAAPPB was effected.

**COLLISTER DIES**—Lawrence G. Collister, 43, amusement park and ride operator, died suddenly at Parma, O., October 19.

**TRUSTEES FOR PIER**—Three trustees to manage the corporation owning Young's Million-Dollar Pier, Atlantic City, were appointed October 16 in Camden pending reorganization under Section 77-B of the U. S. Bankruptcy Act.

**STATE BUYS SITE**—State of Ohio late in October took over the site occupied by Bonnie Park, near Cleveland. Park goes to new location.

**SCHOTT RE-ELECTED**—Edward L. Schott was re-elected president and general manager of Coney Island, Cincinnati, November 2. Reported park had best season by far since 1929.

**CHICAGO ZOO TOPS**—Chicago Zoological Gardens, Brookfield, Ill., played to 1,540,893 people in 1936 up to the middle of November, topping its previous records.

**STRATOSPHERE MAN**

Sends the  
**Season's Greetings**

From the Inside Front Cover  
of This Issue.

**World's Highest Aerial Act.**

Fairs, Parks, Celebrations.

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LARGEST MANUFACTURERS OF MECHANICAL  
**SHOOTING GALLERIES**  
PARKS-RESORTS SPORTLANDS-CARNIVALS  
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## With the Zoos

SAN ANTONIO.—Porter Loring Jr., son of the President of San Antonio Zoological Association, entertained 30 guests at his eighth birthday party. A feature was presentation of Dixie, a small female elephant owned by Tol Teeter.

PHILADELPHIA.—Philadelphia Zoo has acquired one of the deadliest snakes in the world, presented with a young python and several smaller snakes, by Warren Buck, Camden, N. J., who has sailed for Africa on one of his annual expeditions.

## FUN AREA

(Continued from page 86)

eral interlocking ideals. On account of the very limited time I will mention only two of them: The whole fair is built around a definite theme treating of the interrelations of men and their future welfare.

### Theme Building as Hub

"In the center of section one will rise the great Theme Building with its high overlooking tower. Here will be graphically exposed the theme of the fair. Radiating from the Theme Building are great triangular exposition blocks, each block carrying out in detail the dominant idea of the theme presented at its apex. Each block thus exposes some one of the man-relations such as Transportation, Communication, Distribution, Health, Shelter, Clothing, Art, Religion, Recreations, etc. In order to further interpret the theme as it applies to each of these relations, there will be located at the apex entrance to each block a 'Focal Exhibit' which graphically interprets the applications of this particular man-relation.

"This planning around the theme has led to radiating highways easily caring for a natural flow of traffic. The great axes lines of these highways are expanded into splendid vistal courts, landscaped with reflecting basins, shade trees, statues, etc. That part of the plan is not new or unusual but the Inner Courts are.

"In each of the triangular blocks the exposition buildings are arranged along its peripheral lines, leaving within the block an open court. Each of these Inner Courts is highly landscaped and decorated and intended as a restful retreat for footweary visitors, thus mitigating against that big hazard of 'fair fatigue.' In these courts, instead of along the streets, will be located the refreshment stands, restaurants, toilet buildings and in most of them some form of entertainment will periodically attract the weary to the shaded seats. Your experienced showmen will see immediately the tremendous value of these courts in freeing the pedestrian streets from the congestion around stands and the effect their restfulness will have in prolonging the length of time visitors will remain at the fair.

### Favors Amusement Area

"The amusement and assembly section (No. 2 section) is definitely divided from the exposition section by Horace Harding Boulevard, which must be kept open for thru traffic. At first this would seem to be a great impediment, but because of proper planning to make use of its natural conditions I think it may become a distinct advantage. It allows the closing of the exposition grounds at 9 o'clock and turning the remaining visitors into the amusement area for a night of revelry. In general, Horace Harding is elevated above the fair-ground level and at its eastern end it runs over a wide span bridge where great thoroughfares connect the exposition section with the amusement section.

"Near its center the boulevard conveniently dips down to allow the construction of a great, wide traffic bridge which leads directly from the Theme Center to the great auditorium. This auditorium, facing onto the large lake, is an important part of the general plan. Here will be given all the great free attractions, such as band concerts, opera, stage pageants, fireworks, electric fountain displays, etc. These should be planned so that one great show attracts a big crowd over the bridge at 1 p. m. when the amusement area opens for business, and another one at 9 p. m. when the exposition buildings close and night-life entertainment peaks.

"The amusement section will not be a 'midway' such as has been arranged in all previous fairs, but something very new and quite different from anything heretofore done. It will not compete

with Coney Island and surrounding amusement parks. It will be dignified and wholesome and yet more opportunities will be offered for real gaiety and entertainment than ever before. It will be beautifully landscaped and terrifically lighted. A few general principles have already been determined upon.

### Outside Ballying Banned

"(1) There will be no outside ballyhooing of noise or throaty artists or platform showing of the best part of the inside show. (2) There will be no nudity in little corrals standing stark before small gawking and uncomfortable audiences. There may be nudity, lots of it, but it must appear on large open stages, artistically displayed as part and parcel of a beautiful show along the lines of such standards as set by the Ziegfeld Follies or more nearly as by the French Casino and Billy Rose's Casa Manana. It is intended that all scenes containing nudity should be shown where patrons are seated at refreshment tables. The psychological effect is very different where flesh is incidental to a good show and the show is incidental to good refreshment.

"Also, the profit possibilities are greater and it is fairer to those concessioners offering other forms of entertainment. (3) Most fairs since St. Louis in 1904 have shown the same old stuff with nothing new about them but the outside wrappings; new and different fronts. These threadbare attractions better look for location in Coney Island, for the fair will not accept them. It will be up to you showmen to present new attractions, with novel thrills and high class entertainment, with big capacities. You must not misunderstand me; I do not mean that well-proven ride and activity attractions will be rejected. If they have proved to be what the public wants, they will be needed, but every one of them should be redesigned and improved to the highest degree before it is offered in New York as a concession.

### Big Chance for Profit

"It is my firm belief that never before has been offered such a great opportunity for profit as the New York Fair will offer to amusement concessioners. As you well know, people no longer go to fairs to see new cars, model houses, show cases of soap or shelves of dry goods. Every city now offers opportunities to view industrial products which opportunities were unknown when fairs of the '90s and early 1900s were planned. People go to be gaily entertained. Given a properly planned amusement section and an average daily attendance of even less than 300,000, every amusement attraction worthy of the name should be able to count on seven or eight full capacity hours for 160 out of the 180 days. Whether you can sign a contract for two consecutive years is yet undetermined but here is a fact you may count on. If the New York fair does not attain its 50,000,000 attendance in 1939 it will have to open the second season. If it gets its 50,000,000 the first season, it will want to run the second season, so you are pretty safe in planning for a two-year run.

"The laid-out plan for the amusement section is, I think, the best ever attempted. Its pedestrian paths are designed to best accommodate the flow of traffic from the two points of entry into the section. What are calculated as being the greatest crowd drawers are placed at the farthest extremities of the area. These are the great historical pageants similar to Wings of the Century at Chicago and Cavalcade of Texas at Dallas and a great extravaganza restaurant show bigger and better than Billy Rose's Casa Manana at Fort Worth. It is planned that both of these will be owned and operated by the exposition. There isn't a dead location in the whole layout and every concession will have a chance to draw what its attractiveness warrants.

"While on the plan as drawn it was necessary to show the intended location of all contemplated concessions it is but a selling plan and to a certain extent concessions will be sold to other locations if the concessioner can show mutual benefits by so doing.

### Novelty Monorail Line

"Inter-mural transportation is well planned to get visitors easily and rapidly distributed from the various entrances to whatever section of the fair they choose to go: (1) Rapid bus lines will travel at good speed on specially planned routes around the periphery of the whole fair, connecting all entrances and not crossing any main traffic lines. This will easily convey people to and from the amusement area

and has its main exchange station in the amusement area right in front of the great auditorium.

"(2) A high speed monorail line, with streamlined trains speeding above the heads of pedestrians and over the roofs of low buildings, is being planned as a great novelty transport line which will loop, with its main terminal at the extreme southern end of the amusement area.

"As yet the general manager's department is not organized to accept or review applications for amusement concessions. It is contemplated that shortly after the first of the year the director of amusement concessions will be selected and immediately an organization will be set up that will be glad to see every one of you who can bring in a plan and prospectus of something novel and attractive."

## GATES BIGGER

(Continued from page 80)

at Wisconsin State Fair, Milwaukee, on August 23, where gate record was 89,000, with over 18,000 admissions paid thru grand stand turnstiles. A program in Milwaukee on August 26 had more than 67,000 paid admissions. In Allentown, Pa., on September 26 Secretary M. H. Beary, Allentown Fair, reported attendance of more than 121,000. Date set for Reading, Pa., on September 20 was rained out, necessitating postponement to September 27, with a sellout and record of 55,000 in attendance.

"Practically every fair shows a most decided increase over previous years on auto racing days," said Mr. Hankinson. "Perhaps one of the most noticeable records was in Lewistown, Pa., on August 8, where paid admissions totaled 21,678, more than doubling turnouts in any previous years. Virginia State Fair on October 3 set an all-time record for auto races, attendance being reported in excess of 38,000. Bloomsburg, Pa., on October 3 also had a record crowd."

Hankinson organization affiliated with Nassau County Police Benevolent Association and races were conducted at Mineola, L. I., on July 18, advance sale numbering about 42,000 at minimum of \$1. Southern fairs including Shelby, Raleigh and Wilson, N. C., showed satisfactory increase over previous years. Spartanburg, S. C., where the Hankinson group has directed auto races twelve years, turned in a 21 per cent increase over preceding years. Due to a decision of the Pennsylvania State highway department to increase Lincoln Highway from a two-lane road, on which Langhorne Speedway track is located, to a four-lane road, the management decided to conclude Langhorne activities with two races, the latter being on June 21. Total attendance for the season, naturally, was a great deal under 1935.

### Willman Placed First

A total of 31 large car races were sanctioned by the contest board, American Automobile Association, 12 midget car races being in Philadelphia Stadium over the 1/4-mile track. Money paid to drivers in the combination of the two series of meets amounted to \$63,437.68, which included prize money, appearance and guarantees, which is an allotment of \$1,547.26 paid as an average at each of the 43 racing dates staged during 1936. More than 200 drivers participated. Mileage, eliminating time trials, amounted to 1,725 miles of actual competitive racing.

In Hankinson Speedways Circuit first place was awarded to Tony Willman, Milwaukee, with 1,715 points; second, Frank Beeder, St. Louis, 1,545; third, Frankie Bailey, New Brunswick, 1,500. As has been the custom with the Hankinson organization for five years, wrist watches were awarded to the first three. Hankinson Speedways, Inc., will continue the lease as operator of Langhorne Speedway, owned by the Rajloeh Corporation, and opening date at this track has been set for May 16, 1937. Inaugural event over half-mile courses has been assigned to Reading Fair grounds on April 25, 1937. Midget car activities, opening in Philadelphia Stadium on May 11, 1937, will continue until third week in September every Tuesday night.

On the Hankinson staff Charles Williams was again secretary. In publicity department and unit managers the 1935 group remained, James Malone, Tampa; Pat Purcell, Fargo; Russ Mover, Norris-town; Bill Breitenstein, Lake Helen, and Mort Berry, Philadelphia. George Kinum was in charge of public relations and national advertising. Roy Peugh was superintendent of tracks and maintenance, with Allan Huntsman assisting. Sam Nunis officiated as track superintendent of midget events and a majority of large

car races. Jake Marks completed his 21st year in charge of outdoor advertising and concessions. Eddie Suggs, Charlie Suggs and Ed Masters were again in charge of admissions and auditing, assisted by Joe Franks, Willie Kauffman, Harry Silvers and Eddie Kale.

### Standing of Drivers

Final standing of drivers by points, those with less than 15 points not being included: Tony Willman, 1,715; Frank Beeder, 1,545; Frank Bailey, 1,500; Tommy Hinnershitz, 1,470; Doc Mackenzie, 1,310; Floyd Davis, 1,260; Ken Fowler, 1,175; Johnny Duncan, 1,105; Bob Sall, 1,065; Chuck Tabor, 1,015; George Connor, 925; Wilbur Shaw, 910; Billy Winn, 845; Vern Orenduff, 825; Frank Moore, 745; Monk Tadlock, 680; Bill Cummings, 665; Frank McGurk, 605; Floyd Roberts, 595; Chet Gardner, 590; George Barringer, 500; Roy Lake, 485; Walt Brown, 480; Ted Johnson, 480; Len Perry, 475; Bill Schindler, 420; Eldridge Tadlock, 405; Harry Angeloni, 400; Eddie Skinner, 400; Zasu Pitts, 305; Babe Stapp, 295; Mauri Rose, 290; Tex West, 265; Al DeFrates, 250; Lee Wallard, 245; Gus Zarka, 235; E. Morris, 220; Jack Moon, 200; Ted Nyquist, 195; Red Redmond, 185; Ray Pixley, 165; Bert Ross, 160; Barney Overton, 155; Al Crissler, 155; Wes Johnson, 145; Jimmy Snyder, 140; Johnny Sawyer, 130; Ted Horn, 130; Floyd O'Neal, 125; Tommy McWilliams, 120; Henry Gritzach, 110; Buster Warke, 105; E. Brown, 105; Bozo Balus, 100; Charlie Breslin, 95; Carl Beal, 95; Walt Adler, 90; Emil Andres, 90; Myron Pohr, 90; Johnny Matera, 80; Frank Brisko, 80; George Fleming, 75; Doug McLeod, 70; Duke Nalon, 70; Honey Purick, 65; Ernie Gessell, 65; Bill Eschbach, 65; John Bryant, 60; H. McCombs, 60; Ernest Rushing, 60; Freddie Winnai, 55; Joel Thorne, 50; Eddie Stanek, 50; Johnny Moretti, 50; Johnny Ulesky, 45; Lou Tomel, 45; Joe Sheppard, 45; Rex Mays, 45; Al Markewitz, 40; Mike Dagata, 40; Park Culp, 40; Jack Bright, 40; Henry Banks, 40; Joe Noederer, 40; Joe Sanka, 40; Cliff Smullens, 40; John Thorpe, 40; Jimmy Young, 40; M. Tomlinson, 35; Jack Russell, 35; Milt Marion, 35; Walt Keiper, 35; Doc Fredericks, 35; Al Cusick, 35; Charles Brough, 35; Joe Miller, 30; Al Putman, 30; Al Smith, 30; R. Wright, 25; Steve Wayto, 25; Paul Lysek, 25; Doc Keim, 25; Bill Holland, 25; Harry Felton, 25; Johnny Concannon, 25; Ora Bean, 25; Mike Zilka, 20; Speed Brandt, 20; Ed Endle, 20; Don Harding, 20; B. Hudinot, 20; Wally Marks, 20; Fred Reed, 20; Bob Swanson, 20; Joe Vereby, 20; Charles Tramonis, 15; Bill Rogers, 15; Frank Reynolds, 15; J. Muscatell, 15; W. Krouvick, 15.

(\*) Deceased.

## Fair Elections

HILLSDALE, Mich.—Hillsdale County Fair elected Dr. J. C. Whitney president; Frank Carter, vice-president; J. I. Post, treasurer; H. B. Kelley, secretary.

UPBANA, O.—Herbert C. Everhart was elected president of Champaign County Fair Association for the sixth consecutive year. Balance of \$2,748.69 will take care of outstanding bills and leave a profit, officials reported.

WARREN, Minn.—Marshall County Fair Association directors re-elected William Forsberg, president; Clayton Olson, vice-president; J. A. Grindeland, secretary. L. O. Winberg was elected treasurer to succeed A. B. Nelson, retired.

JAMESTOWN, N. D.—Stutsman County Fair re-elected Directors C. B. Buckley, O. H. Bennett and H. G. Picard and directors elected Dr. G. A. Ottinger, president and secretary; O. H. Bennett, vice-president and E. W. Mueller, treasurer.

WARSAW, Ind.—Milo Maloy, superintendent of Kosciusko County Infirmary, was elected president of Kosciusko County Fair Association; Chester Jontz, secretary; Willard Cain, treasurer. Association's balance is \$2,016.44. City council gave permission to use city streets for the 1937 fair.

COLFAX, La.—Grant Parish Fair Association re-elected W. J. LaCroix president; J. M. Lang, vice-president; Odella Purvis, secretary-treasurer; Julia Stinson, assistant.

CHATHAM, N. B.—Miramichi Exhibition Association elected J. Mac O'Brien, president; H. B. McDonald, secretary-treasurer; A. G. Dickson and S. D. Heckbert, co-managers.



MAX GOODMAN, widely known concession operator, who for the season of 1937 is entering the carnival field with his own shows.

## Wonder Shows Goodman Title

Max Goodman announces plans for new organization—work starts January 1

CHICAGO, Dec. 19.—Season of 1937 the Goodman Wonder Shows, under personal supervision of Max Goodman, well known as owner of Goodman Concession Company of New York, will be launched and make their bid in the carnival field as one of its railroad shows.

In organizing the show Mr. Goodman says his thought is to bring out something new, novel and original—on a par with the Goodman concessions, known to numerous large fair associations and cities for their clean, sterling qualities, free from graft and unethical methods. First, an all-steel train of 20 cars has been secured, to which more cars will be added as required, also over 40 rubberized wagons to be loaded with the latest ideas in modern equipment. Special feature shows are to be built along lines that will be original. These in connection with elaborate wagon fronts will assist in making an attractive new midway. The ride department will consist of large rides, including two purchased at the Chicago meeting.

Contracts have been signed for a superb lighting assemblage for the midway consisting of several large towers of dazzling brilliance. The concession line under the supervision of Mr. Goodman will be an exceptional feature. Nothing will be left wanting to make it one of the best ever presented to the show-going public, Mr. Goodman states.

Mr. Goodman says that with the announcement of the new show several valuable contracts have been tendered him, along with the well wishes of many leading fair secretaries and showmen, and he believes the Goodman Wonder Shows will be an assured success from the opening date.

A crew of mechanics and builders will start work at winter quarters, Raleigh, N. C., January 1, with instructions to build only the best. The executive staff is being assembled and will be composed of experienced showmen, ready to fulfill Mr. Goodman's plans to make the Goodman Wonder Shows an outstanding organization.

## Walter A. White Goes Home for Holidays

CINCINNATI, Dec. 19.—Walter A. White, general manager, Johnny J. Jones Exposition, stopped off here this week and visited *The Billboard* office. He reported only a week's rest at home following the Chicago meetings but that he would return there for the holidays, after which he would go to winter quarters at Augusta, Ga. White intimated that the bookings for season 1937

# Pacific Coast Showmen's Annual Ball a Revelation

All-time attendance record smashed—notables of circus and screen augmented the gathering—seasoned showmen stood aghast at its beauty and brilliancy

LOS ANGELES, Dec. 19.—The 15th annual Charity Banquet and Ball of the Pacific Coast Showmen's Association was held at the Biltmore Hotel Wednesday night, December 9. The Gold Room and the Ballroom were used, with tables for diners also on the balcony of the Gold Room. Each succeeding administration of this big organization has had the very definite objective to outdo the predecessors, but with the many fine functions that have gone before this is no easy task. However, President Theo Forstall, figuring from every angle, did an extraordinary job in that this was not only the crowning effort thus far displayed but sets a pace that will be rather difficult for others to outdo the job as done by him and Jack Grimes, to whom goes great praise for the masterly manner in which they handled the big event.

When tickets were priced at \$5 for the ball many thought the price would be a serious obstacle to selling out. However, it was a sellout and more, extra tables having to be set in. And there were more than 50 tickets that did not show up.

As to the decorative scheme, it would require one with a keen knowledge of art to describe and do justice to it. The short way to tell about it would be by saying that it was a veritable riot of gorgeous shades and color. The lighting effects that are each year put in by the Biltmore management for the affairs were by far the top effort of the electrical engineer and associates. Flowers were seen in great profusion, everything from the desert plants to all other flowers for which Southern California is noted. The decorations were most impressive in the color scheme of PCSA, orange and gold, done by the art department of MGM studios, were beautiful hanging pieces of silk panels and unique set pieces. One local daily said of this: "A glimpse of Fairyland." This scheme was made possible thru Frank Whitbeck, former trouper but now an executive at MGM studios. The souvenir program was a work of art, done by this studio also.

### Large Guest List

Large parties were much in evidence. O. H. Hilderbrand, owner Hilderbrand's Shows, had table for 52. Dr. Ralph E. Smith, first vice-president PCSA, 30; Harry Fink and the San Fernando contingent, 22; Archie Clark, of Clark's

## Fontana Joins Heth As General Agent

BIRMINGHAM, Ala., Dec. 19.—L. J. Heth, owner of the shows bearing his name, returned here from Chicago and points north, this week. He reported as having purchased some equipment from Hennies Bros., at Shreveport, La., with which to enlarge his shows for the '37 season.

Heth stated that he had engaged Joe J. Fontana, well-known carnival executive, as assistant manager and general representative, whose duties commence immediately following the new year.

Shows, 15; MGM studios, 10; Warner Bros.' studio, 12; President Theo Forstall, 15; Orville N. Crafts, owner Crafts' Shows, 20; Charles J. Walpert, of West Coast Amusement Company, 18; Downey Bros.' Tent and Awning Company, 15; United Tent and Awning Company, 16; Mark Kirkendall, Barnes Circus, 15; Tom Atkinson, of Barney Bros.' Circus, 10; Baker-Lockwood Company, 8.

There was no speakers' table this year. Persons introduced just took a bow, a splendid arrangement. The list of persons and script was written by Steve Henry. The spotlight men had a diagram of the tables at which those to be introduced were seated and thus no fishing around for the person, and both light men hit them flush.

An untold amount of prestige has been gained by PCSA thru this event whose growth in membership and influence puts this organization in the list (See *PACIFIC COAST* on page 92)



WALTER H. DEVOYNE, secretary of Royal American Shows for the last four years, has again contracted for 1937 tour. DeVoyne is in charge of activities at winter quarters during rebuilding periods.

## Cetlin-Wilson Are Active

Winter-quarter work underway—new main entrance to be theater style

GREENSBORO, N. C., Dec. 19.—Work has been progressing rather rapidly under supervision of Frank Massick and staff. All building is being done indoors, and from the way things are arranged there will be no time lost regardless of weather. Three rides have already been completely overhauled and repainted, and the crew is now working on the fourth. Another set of men are busy remodeling all show fronts. There will not be a front the same as used last year. *The Paradise* and *Black and Tan* revues will be 80 feet each.

A new marquee with a 40-foot theater-style entrance will be used for coming season. This will be something entirely new for the carnival business.

All the officials are back in Greensboro, but Mrs. Cetlin and Mrs. Wilson are at present in New York on a shopping tour, both personal as well as for the show.

Shortly after the first of the year the route of fairs will be announced.

Visitors in the last few days included Frank Pope, on his way to Florida; John Marks, on his way to Richmond; Mr. and Mrs. Jack Martin and Jack Summers. Mr. and Mrs. Charles Cohen left recently for Florida. Mrs. Speedy Merrill was home for a few days, and on her return Speedy left for Alabama to bring his mother up for the winter. Merrill has placed an order for all neon signs for the front of his Motordrome.

The show will have a new transformer wagon that will carry four 100 KVA transformers. Mrs. Cetlin and Mrs. Wilson had the office wagon entirely remodeled and painted while the show officials were at Chicago. Only the workingmen in winter quarters, everyone else seems to be in Florida. Reported by George Hirschberg.

## Gooding Books Delphos, O., Fair

COLUMBUS, O., Dec. 19.—F. E. Gooding, general manager of the Gooding Amusement Company, operator of the Gooding Greater Shows, Inc., announced this week that he has contracted for all shows and rides for the Tri-County Fair, Delphos, O., for 1937. This marks the third consecutive year for this organization to so be honored.

The news was also released that E. W. Weaver has been engaged by Gooding for the coming year as general agent. Weaver has been employed in this capacity for some time and accompanied his employer to recent fair meetings at Chicago and elsewhere.

# Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Rhythm, Alabama,

Week ended December 12, 1936.

Dear Charlie:

The first, second, third and fourth section of the Gold Leaf Special arrived here all in one. Picture 90 double-length cars making up one solid train. This was very easily done on this 100-mile all downhill run, which gave our privilege car the best week of the season.

Auspices here was the World-Wide Fan and Bubble Terpsichorean Week and Beauty Revue. Our general agent dug up the fixers at a local dancing school after all other organizations turned the proposition down.

Thousands of beautiful dancing girls arrived in the city to compete for the grand prize. Our girl show was also well represented, with the Ballyhoo Bros. being elected to act as judges. The committee was soon convinced by our showmen that the bosses had ample experience with dancing girls in the past and would qualify in that capacity. They immediately sent their wives home for a pre-holiday visit and accepted the honor with smiles.

Contract called for a stage 60 by 300 feet with all settings and was to be erected in the center of the midway. We to furnish 50 big box wagons for dressing rooms as well as all razor

were most satisfactorily progressing and that many return dates would be played by the Jones organization.

blades and make up. Several rumba dancers arrived but were barred. Their ability was settled at the fairs last season. The cooch dancers were informed that the contest was bubble vs. fan, and that they should return to the gilleys and beat a drum.

So strong was the auspices that more than 1,000 concession men bought space at \$20 a foot just to be there. When the contest started every booth, show and ride closed. Monday, Tuesday and Wednesday the midway was packed and jammed with everyone mopping up. The office didn't let the patrons know which night the big event would be staged. This to keep them coming back Thursday the girls made their appearance on the stage and were introduced. Friday was the night of all nights. There appeared first 500 fan dancers on the stage at one time, dancing and swaying their fans to music furnished by our Jigg Show band. They were followed by 500 beautiful bubble dancers, dancing, whirling and teasing the multitudes. What a show! One thousand beautiful, perfectly formed girls taking part and only the five brothers to judge them.

For more than 10 hours the bosses sat in the dressing rooms talking and voting. Finally awarding the contest to the bubble dancers and crowned Miss Waltzer Tunnel, our girl show operator, as the queen and winner of \$1,000 in gold, which took her off the nut in the office for the 1936 season.

MAJOR PRIVILEGE.

**ANNOUNCEMENT EXTRAORDINARY!**

**MAX GOODMAN**

*Extends HOLIDAY GREETINGS and thanks to his many friends and former associates for their well wishes for success of the*  
**NEWEST 1937 ATTRACTION**

**GOODMAN WONDER SHOWS**

**The Show of Beauty. Elaborately Electrified. The Best Equipment.  
 Transported on Our All Steel Train**

**FAIR ASSOCIATIONS AND COMMITTEES:** The Shows, Riding Devices and Concessions will contain many ideas **NEW TO THE AMUSEMENT WORLD**, that will appeal to the most exacting sponsors, who demand attractions of **QUALITY** and **MERIT**. We will appreciate your consideration before booking contracts elsewhere.

**SHOWMEN AND PRODUCERS:** What have you along original plans? Nothing too elaborate if it merits construction. **WE WILL FINANCE SAME.**

**WANTED:** Experienced, sober, reliable Carnival People, in all departments.

Address **MAX GOODMAN, General Manager,**  
 77 Fifth Ave., New York City.

Chicago Address: **Box 227, Billboard, Woods Theater Bldg.**

**Smith's Shows  
 End Season**

*Claimed most successful  
 in its long career — will  
 enlarge for new season*

AUGUSTA, Ga., Dec. 19. — Smith Greater Atlantic Shows terminated its 1936 season at Ridge Springs, S. O. All equipment was shipped and housed in ample quarters. Show played 39 weeks of still dates and fairs covering 7 States.

Some of the stands being two weeks each on different locations.

Manager K. F. Smith said it was the most successful season of the show's career. The calamity that struck the show and management while playing the Colored State Fair, Columbia, S. C., caused the show to cancel Dillon, S. C. All parties connected were made satisfied and the show opened again at Kingstree a week later with 7 rides and 8 shows and 35 concessions.

The management announced the building of a bigger and more elaborate backend would start at once. The pay gate and an array of free acts will be featured on the 1937 tour. Jacquan, aerial ring and bar act, has been contracted. Many new shows will be on the midway and the entire organization as a whole will be enlarged.

Mr. and Mrs. K. F. Smith and family will winter here. The boss's children, Paul and Merica Smith, will attend school during winter months. While Manager Smith is out on his fair booking trip the office will be in charge of the missus, who, incidentally, is the show's secretary.

Final destination of show's personnel: Electrician and Mrs. D. W. Jones here, he in charge of quarters. Mr. and Mrs. E. Tolliver, Peggy E. Wells, store show, here. Mr. and Mrs. Lou Ross, Pittsburgh, Pa.; Frank Zisk and Jack King, cookhouse, Augusta; Bill Penny, Swanson, S. C.; Joe Harris, Harry Schreiber, Al Russel, Florida. Joe Williams, Clay Mantley, corn game and photo gallery operator, to Florida and then Augusta. K. F. Smith Jr., to Salisbury, N. C., to operate his snake show; Mr. and Mrs. Kline, here. Eddie Mack, wife and company joined the Roberts Shows. Anna Lee Smith, Harlem Revue manager, will remain in Augusta.

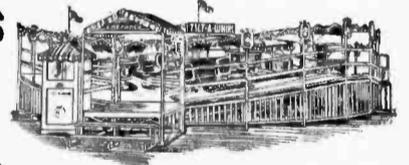
There are 8 shows, 7 rides and 15 concessions in the barn. Ten of the concessions owned and operated by the office. The work will start in quarters at once for an early opening in March. Manager Smith announced that no money will be spared in making the show bigger and better than ever before. Reported by K. F. Smith Jr., press agent for the shows.

**YOUR Income depends on the Equipment YOU have**

**Get More Business**

with the **1937**

**TILT-A-WHIRL**



Lots of Flash for Your Midway—Thrills That Make It a Repeater—Economical Operation and Lasting Value—An Off-Heard Fact—

**"TILT-A-WHIRL IS TOPS IN RIDES"**

It Will Help You in Your Bookings for 1937.

**SELLNER MFG. CO.**

**Faribault, Minnesota**

**RELIABLE, DEPENDABLE  
 CARNIVAL OWNERS!**

**NOTICE!  
 H. "DOC" ALLEN**

General Representative, desires connection with high-class Carnival Company for 1937. Book Your Show First In. Best Industrial Cities. Strongest Auxiliaries, Livest Committees. Your Territory or Mine, and "I Don't Give Your Show Away." Have car. Address **BOX D-54, Billboard, Cincinnati, O.**

**MELL A. GRISSOM**

**SELLING CHEVROLET EQUIPMENT.**  
 Special Showman's Finance Plan.  
**KENSINGER CHEVROLET CO.**  
 MEMPHIS, TENN.

**CHUCK SAUTER**

Selling **CHEVROLETS**

Special Plan for Showmen.  
 Now With **SOUTHLAND MOTORS, INC.,** Miami, Fla.

**THANKS, SHOWFOLKS  
 AND  
 SEASON'S GREETINGS  
 CHARLIE T. GOSS**

PRICED FROM  
 \$1,095.00 Up

**ALLAN HERSCHELL CO.**

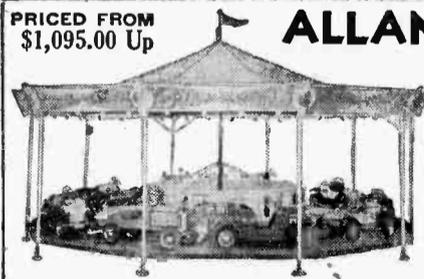
**1937 DE LUXE KIDDIE AUTO RIDES**

MORE THAN 120 SATISFIED OWNERS.

"Made in three different sizes, for 1937. Model 'A' De Luxe 10-Car, seating 14 children, sells for \$1,295.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,095.00 F. O. B. North Tonawanda."

Special 20-Car Model for \$2,150.00 furnished on special order.

**ALLAN HERSCHELL CO., Inc.**  
 NORTH TONAWANDA, N. Y.



**MERRY XMAS AND HAPPY NEW YEAR TO ALL**

**Bantly Greater Shows**

Now Booking for 1937.

**HERMAN BANTLY'S GREATER SHOWS, Reynoldsville, Pa.**

**Season's Greetings to Everyone  
 FROM A SHOW WITH A CLEAN REPUTATION  
 KAUS UNITED SHOWS, INC.**

Want For 1937 Season—Loop-the-Loop, Rideo, Double Loop-O-Plane or any New or Novel Ride. Will furnish outfit to any new money-getting shows. Have complete new Motor Drome, want Manager that can produce. Small Wild West or Rodeo. A few choice Concessions open. Legitimate only. Fair Secretaries, Convention Committees and Auxiliaries desiring a large, clean, up-to-date Carnival write us. This show positively carries no grit.  
 Address 12 National Ave., New Bern, N. C.

# GREETINGS! Ben Weiss

Exclusive De Luxe Bingo  
Five Ultra Modern Complete Units

Permanent Address: 1108 Avenue R, Brooklyn, N. Y.

## SEASON'S GREETINGS AND THANKS TO ALL OUR FRIENDS HAPPY DAYS SHOWS, INC.

NOW BOOKING ATTRACTIONS FOR THE SEASON OF 1937.  
Opening MONTGOMERY, ALA., FEBRUARY 22. Followed With Best Route of Still Dates, Celebrations and Fairs in Our History.

WANTED—SHOWMEN WITH WORTH-WHILE ATTRACTIONS. Organized Minstrel Troupe with Band, Gipsy Rave for Sit-Down Show, MOTORHOME, PENNY ARCADE, WANT INSIDE ACTS, Talkers and Grinders FOR SIDE SHOWS. Have complete outfit. FUN HOUSE, GRIND SHOWS, WITH OR WITHOUT OWN OUTFITS. WILL BOOK OR BUY MERRY GO-ROUND AND ONE FLAT RIDE. WILL BOOK Merchandising Concessions ONLY. EXCLUSIVE COOK HOUSE, DIGGERS, PHOTOS, Scales, American Palmist, Peanuts and Popcorn, Candy Floss, etc. WANT Sensational FREE ACTS (Kramer & Zorsky answer). UNIFORMED WHITE BAND, Electrician (Pat Brown answer), Billposter with Sound Car. Secretaries in Indiana and Illinois meet our representative, A. H. FINE, at the meetings. All replies to  
T. L. DEDRICK, Manager, Winter Quarters, Montgomery, Ala.

## Toledo

TOLEDO, Dec. 19.—Quite a few outdoor folk are making this their winter home.

K. G. Barkoot, of Barkoot Bros. Shows, is at home.

Lloyd and Mae Rittenhouse have forsaken the road for the time being and are the owners of an apartment house. Latter has an all-girl band playing local night spot.

Billy Senlor is on the go making the different fair meetings in the interest of the Gus Sun office.

Andy Marcum and Sol Potter have their custard outfit stored.

Al Wagner, owner of a string of concessions the last season at Indian Lake, is home here.

Fred Brandt is on the road with his Hall Show playing near-by towns.

Lew Williams is playing Santa Claus at a local department store.

Bob Bremson, former carnival secretary, and wife, Rena, formerly of the Howard Girls, are permanently located here.

Lew Marcuse, manager of the Imperial Shows the past season for Sam Solomon, was a Toledo visitor last week.

Jack and Nan Lampton have arrived from Miami, where they have been spending a five weeks' vacation, coming here for the holidays to visit former's parents. Reported by J. E. Lampton.

## Pittsburgh

PITTSBURGH, Dec. 19.—Irish Cassidy turned pitchman here for the winter season.

Joe McMahon, of the Beckmann & Gerety Shows, is selling novelties in this territory.

Joe Cramer pens from Germany that his Peerless Exposition will adopt some new ideas which he has seen in operation on the midways in that country.

Ray Bonzer, formerly with the Peerless outfit, is working his Ferris Wheel with a carnival in Georgia.

Harry Weber is clowning in a department store.

Joe Allen, human corkscrew, opened in Somerset, Pa., recently.

Marionette shows are very popular here this month. Even the Chatterbox, one of the night clubs in the town, is now featuring a marionette outfit.

## PACIFIC COAST

(Continued from page 90)

of real worth-while factors in the social and civic affairs of Southern California and the whole West Coast.

The greatest number of screen personages ever attending a similar event were noted among the guests of the evening. Taken from every angle, it was a splendidly handled and joyous occasion that made one feel proud to be a showman. A list of the ladies who were present in a splendid display of finery would likely to out of place. However, the ladies lent added color to the ball.

Manny Harmon's Orchestra did the usual swell job in furnishing music.

### The Menu

California fruit supreme, jumbo ripe olives, hearts of celery, cream of fresh

mushroom, melba toast, top sirloin steak bordelaise, new peas bonne femme, potatoes Parisian, romaine salad with egg dressing, fancy form glace, petite fours and coffee.

For the handling of the guests special committees were appointed by Jack Grimes. Roscoe Ates was emcee for floor show. Charley Murray introduced those listed and Al Fisher read the congratulatory letters and wires.

Reception: Mr. and Mrs. Archie S. Clark, Mr. and Mrs. John R. Castle, Mr. and Mrs. O. N. Crafts, Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Frank Downie, Mr. and Mrs. Harry Fink, Mr. and Mrs. Theo Forstall, Mr. and Mrs. A. Samuel Goldman, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mr. Roy Ludington, Mr. and Mrs. J. L. Landes, Mr. and Mrs. Ted Metz, Mr. and Mrs. John Miller, Mr. and Mrs. George Moffat, Mr. and Mrs. Charles S. Priest Jr., Dr. and Mrs. Ralph E. Smith, Mr. and Mrs. Charles J. Walpert, Mr. and Mrs. Will Wright and Mr. and Mrs. C. F. Zeiger. Table committee: James J. Jefferies, John J. Klein, H. C. Rawlings, Edward Walsh, Claude Barie, Floyd Rathbun, Frank Phillips, Al Fisher, Ed Nagle, Harry B. Levine and Buddy Cohen.

Publicity: Steve Henry, Bill Newberry, Frank Whitbeck and Joe Glacey.

Program: Claude Barie, Arthur Stahlman and Leo J. Haggerty.

Floor: John Miller, Frank W. Babcock, Harry C. Seber, Charles E. Cunningham, Will J. Casey, W. T. Jessup, Milt Runkle, Mark Kirkendall, Walton de Pellaton, George Tipton, Joe De Mouchelle and George Hines.

The Billboard had place cards at the tables for the registration of the guests, and the usual apology goes to those whose names may be overlooked, this due to those who may have failed to register. Ted Le Fors, Joe Glacey and Buddy Priest assisted The Billboard representatives in placing and collecting the cards.

### Floor Show

Roscoe Ates, of stuttering stage and screen fame, with his usual line of patter, was a riot, assisted by charming Barbara Ray, the high spot being the song number *Guess I'll Write Myself a Letter*.

Billy and Beverly Bemis, brother and sister, from the Bltmore Bowl, did a fine dance number styled *Dancing Youth*.

Condos Brothers did novel dances with a strong acrobatic finish.

June Kilgour in a song number tied the show up. She was in fine voice and did three numbers to tremendous applause. It took Roscoe Ates to help get her away, the listeners demanding more. This girl knows to sell her act.

David Robel, with Bonita Barker, came direct from Grosvenor House, London, England. Truly marvelous, mostly new, intricate dance routine registered a second show-stop.

Johnny Kiado, piano-acordionist, got over to a lot of well-deserved applause and he had difficulty getting away.

A real comedy number, Douglass Wright and Company, attractive girl and the comedy horse. There are many acts of somewhat same style, but this trio did another tieup.

Randall, Griest, Searcy and Hyde, harmony four, are splendid singers and went over to much applause.

Hudson-Metzer Girls, act staged by Hudson Metzger. The girls were June Boix, Gwen Ferguson, Doreen Odette,

Aileen Mack, Doris Saxon, La Vonne Sweet, Mary Jane Ardes, Katherine Wilson, Cherle Medbury, Flora Layne, Peggy Clark and Irma Dair. Did for first number *Gold Digger Money Number*. Of special note was the tap routine. C. L. Daniels, *Songs of Yesteryear*. The high-kick ballet by the girls, followed by Larry Layne, feature of the *Gold Diggers of 1937*, unusual terpsichorean number that registered heavily.

Lola Jensen, feature of the *Great Ziegfeld*, got fine hand for novelty dancing number. For the closer Hudson-Metzer Girls did a swing number that scored, as did the other numbers of this fine girl revue.

### Registrations

A  
C. H. Alton, Silver State Shows; Mr. and Mrs. Tom Atkinson, Barney Bros. Circus; Capt. W. D. Ament, vaudeville artist; Pat Armstrong, Arthur E. Anderson, Malfreda Avalon, Verne Ahrens, Helen Anderson, Genevieve Ahrens, Mr. and Mrs. Billy Axelrod, Tom Ahearn; Mike Andrews, concessioner; A. J. Andreani, vice-president Bank of America; Jesus Areval; Bert Aylesworth, Illinois; F. L. Allen, Mr. and Mrs. J. C. Anderson, Mrs. Inez Alton; Martie Anson, California.

B  
J. J. Brassil, Al G. Barnes Circus; Mrs. Estell Brake, Joe Bowers, Tom Mix Circus; Ralph Balcon, Mr. and Mrs. F. N. Blake, Bernice Brown; Dr. George W. T. Boyd, Al G. Barnes Circus; Louis Bacigalupi Sr., Bicigalupi Organ Company; Addie M. Butler, Hiram W. Butler, Mrs. Al G. Barnes and Virginia Barnes; Sam Brown, Clark's Greater Shows; Lawrence M. Buck; Mr. and Mrs. M. M. Buckley, Washington; J. J. Brachle, C. F. Zeiger Shows; Jake Brizindine; Nora Martyne Bagby, California; Mr. J. J. Brachle, Mrs. M. Brazier, Mr. and Mrs. L. R. Brigham; Rita Brazier, C. F. Zeiger Shows; Jack C. Bigelow, California Zoo; E. R. Bagby, California; Ken Beatson, Illinois; R. Barlin, Oregon; Bozo, magical clown; Mr. and Mrs. Ben R. Bone, Warner Bros. Studios; C. L. Bond, Sierra Paper Company; D. W. Brodie, assistant director, Paramount Studios; William J. Burke; Claude A. Barie, Barie's Studios; Pauline Bailey; Leona Barie, Barie's Studios; Frank W. Babcock; Mrs. Elsie (Calvert) Brizindine, Missouri; Thomas W. Baldwin; Mr. and Mrs. Chet Bryant, Clark's Shows; H. W. Boyd, Massachusetts; Bill Browning, Pennsylvania; Mr. and Mrs. L. R. Burke, American Railway Express; J. Alvin Bailey; Clara Keys, Kansas; Marie Bailey, C. A. Blair, Mabelle Bennett, Mr. and Mrs. C. K. Brodie; Mrs. Zama Beardsley, California; Jack and Flo Burslem, Tom Mix Circus; John T. Backman, secretary PCSA; Mr. and Mrs. H. F. Batchelor, Bank of California; John and Louis Bacigalupi Jr.; W. M. Baggott, lieutenant Los Angeles Police; Mr. and Mrs. Charles M. Beaver, Pacific Fruit Express; Charlotte Brent, Dot Bolton; Mr. and Mrs. D. E. Beum, Pennsylvania; Mr. and Mrs. Kyle Benadum, Ohio; Jack Bayton, California; Mr. and Mrs. J. G. Bauer, Texas; Jeff Barnhart; Billie Bastain, Oklahoma.

C  
Mr. and Mrs. A. S. Clark, Clark's Greater Shows; William J. Casey, MGM Studios; Jack Carlis, Henry Carberry; Mr. and Mrs. D. L. Cveno, Mexico; B. M. (Doc) Cunningham, Mr. and Mrs. C. E. Cunningham, W. J. Curnow; Buddy Cohn, Great Majara; C. F. Corey; Bert Chipman, California; Mrs. Marjorie Cohen, Rosina Carle; Mr. and Mrs. E. W. Coe, Hilderbrand's United Shows; Mrs. Thelma Carlyle, World's Fair Shows; Frank H. Capp, Baker-Lockwood Manufacturing Company; Mr. and Mrs. M. T. Cook, Barnes Circus; S. B. (Tex) Cordell; Mr. and Mrs. John R. Castle, Louisiana; David Cavanaugh, California; Dan Callahan, Mrs. Ruth Coviello, Alice Chrysler; Capt. John Y. Cordell, Los Angeles Fire Department; Mr. and Mrs. Gordon Cruikshank Jr., Eastern wholesale grocer; Olga Celeste, California Zoological Gardens; Mr. and Mrs. Frank R. Conklin, Conklin's All-Canadian Shows; Mr. and Mrs. H. F. Callan, Kennedy-Callan Company; Nell M. Cobbe; Mr. and Mrs. Orville N. Crafts, Crafts 20 Big Shows; Mr. and Mrs. C. E. Carl; Hank Carlyle, World's Fair Shows; J. F. Cullington, Eugene C. Coviello, Paggy Carleton; Louis C. Cecchini, California; Mme. Cherie, Maitre d'Ballot; Laura Chaffin, California; Esther Carley; Earl H. Caldwell, Caldwell Sign Service; W. D. Corbett, Golden State Shows; Paul F. Connor, Connor Amusement Company; W. F. Carsey, Delaware; Harry Corsack, Bill Cantwell, New Jersey, en route to Orient; Mark Current, city comptroller's office; Los Angeles; Mrs. Bertie C. Caswell, Pennsylvania; Mr. and Mrs. Tom C. Cull, California.

D  
Mr. and Mrs. Bran D. Delaney, California; Jack Dillon, R. S. Deeming; Sis Dyer, United Shows of America; Walton de Pellaton, Hilderbrand's United Shows; George Dominic, Walker Dean; W. W. Dodsworth, United Tent and Awning Company; Mr. and Mrs. Joe De Mouchelle, Golden State Shows; Nina Dodsworth; June Dyer, United Shows of America; Mr. and Mrs. E. B. Davis, Mr. and Mrs. Joe Duran; Mr. and Mrs. Bunny Dryden, stunt performers; Mr. and Mrs. Laurence Dinhaupt, Heavy Hardware Company; Clifford Daniel, radio singer, California; Mr. and Mrs. Jerry Doyle, Arizona; Mrs. Arlo Dunn, Nebraska; Ernest W. Downie; Russell Davis; Mr. and Mrs. Frank J. (Vera) Downie, Doris Downie, Downie Bros. Tent and Awning Company; Mr. and Mrs. Ben Dobbert; Mr. and Mrs. William Daze, Lincoln City Park; George C. Drake, Huggins-Young Company; Dan Dix, booking agent; I. J. De Fount, Baldwin Park Chamber of Commerce; Mr. and Mrs. J. D. Davis, Ed Danner, Mr. and Mrs. Ed DeMirjahn, Edwards Novelty Company.

E  
Amalia Earles (Mrs. Bert Earles), R. E. Esterbrock; Joseph R. Egan, Jefferies Sporting Pavilion; Frank E. Eldridge, Arthur Eslick, Mrs. Kittie Eldridge; W. E. Eskridge, Ohio; Mr. and Mrs. N. Eastman; Frank Erler, California; Bert Erlenbern, Southern Pacific Railway Company; Mr. and Mrs. Earl Eades, Washington; Max Eisenman, New York, George Emerson, MGM studios.

F  
J. C. Furness, Yorkshire Hotel; Mr. and Mrs. Theo Forstall, Al G. Barnes Circus and president PCSA; Mr. and Mrs. Harry Fink, California; Minnie Fisher, retired aerialist; Ida Fernandez, West Coast Amusement Company; Mr. and Mrs. Frank C. Foley, Mr. and Mrs. Ray Frary; George French, French Amusement Enterprises; Mr. and Mrs. Ed Terrell, California; Alin Federman, C. F. Zeiger Shows; Bessie Fuller, Missouri; Gladys Forrest; Dr. Ray H. Farrar, California; Mr. and Mrs. Frank Burke; Mr. and Mrs. Morris M. Ferguson, attorney; Eric S. Faith, Al Fisher, Charles Frank, Mr. and Mrs. H. G. Farmer, Art Forbes Jr., Ida Fromm; M. Felsenthal, Louisiana; Ivin Fromm, Louis Fisher; Mike Foran, California; Frank Fewins, Los Angeles Society of Magicians; Leonard Flaum, Pennsylvania; A. D. Hubard, Pennsylvania; Fred and Tony Francis, in from China; Delbert Frayne, Minnesota; Mr. and Mrs. F. T. Fordyce, Michigan; Eleanor Fayle, Minnesota; Mr. and Mrs. Frank Forest, South Carolina.

G  
Jack Grimes, Al G. Barnes Circus and chairman of the ball; Dr. G. M. Glidden; Mr. and Mrs. Sol Grant, Illinois; Mr. and Mrs. A. Samuel Goldman, attorney; Margurite Graham, Al G. Barnes Circus; Joe Glacey, Hix's Strange as It Seems; Harry Guida; George R. Gallagher, California Industrial Accident Commission; Harold J. Goldman, Den Gilbert, Lyman Gresham, Mrs. G. M. Glidden; June Godfrey, California; Homer Goddard, Al G. Barnes Circus; Mrs. S. M. Jordan; Eddie Gamble, booking agent; H. A. Growe, Mrs. Sadie Growe, Byron G. Graff; Ada L. Gonzales, Zeiger's Shows; Mr. and Mrs. Johnny Gibson and Mr. Frank Garbees.

H  
Mr. and Mrs. Steve Henry, *The Billboard*; Eliot Henry; Eliot J. Henry, Ohio; Mr. and Mrs. Leo J. Haggerty, Miss Kea, Hawaii; Mr. and Mrs. Elmer Hanscom, Crafts Shows; Thomas J. Hughes, ride owner; William Hobday, Golden State Shows; W. C. Howse; M. D. Howe, M. D. Howe Booking Agency; Jewel Hobday, Golden State Shows; Mr. and Mrs. L. D. Haskell, Esther M. Howlett; Mrs. W. B. Hunsaker, California; Mr. and Mrs. Jack Hinds, MGM studio; George Hines, Ambassador Theater; George L. Harms, George Halligan; Ivy Overholtzer, mortician; Mr. and Mrs. J. L. Hurd; Mr. and Mrs. O. H. Hilderbrand, Hilderbrand's United Shows; Mr. and Mrs. Leon Harris, Western Novelty Company; Mr. and Mrs. R. Harris, Lord Printing and Engraving Company; Jim Haskell.

I  
A. G. Ijams, California; George Iverson, Colorado; Axel Iverson, Minnesota.

J  
Mr. and Mrs. James J. Jefferies, Jefferies Sporting Pavilion; R. E. Jennings, Cherie and Justin Jondro; Mr. and Mrs. W. T. Jessup; General R. E. Jennings; H. B. Johnson, California State Highway Patrol; Mr. and Mrs. Laird Johnson, California; Mr. and Mrs. Vic Johnson, Evelyn N. Johnson, Pearl Jones and Marie Jessup, West Coast Amusement Company.

K  
Mark T. Kirkendall, Al G. Barnes

Season's



Greetings

# RUBIN & CHERRY

## EXPOSITION

INCORPORATED

*"The Aristocrat of the Tented World"*

EXTENDS SEASON'S GREETINGS AND SINCERE THANKS TO ITS  
NUMEROUS FRIENDS FOR A VERY PLEASANT AND  
SUCCESSFUL YEAR

The New Year will find America's Greatest and most Elaborate Show, THE RUBIN & CHERRY EXPOSITION, presenting, for the 24th consecutive year the latest and most unique attractions in the entertainment world. For 24 years the most glamorous and gorgeous midways were a presentation of THE RUBIN & CHERRY EXPOSITION. The coming season is a continuance of that enviable reputation, plus every endeavor to surpass it.

GENERAL OFFICES: Suite 1310 Robert Fulton,  
Atlanta, Georgia.

WINTER QUARTERS, ATLANTA,  
GEORGIA.

**RUBIN GRUBERG**  
President  
**MRS. ANNIE GRUBERG**  
Treasurer

**JOE REDDING**  
General Manager  
**J. C. McCAFFERY**  
General Representative

Circus; Mr. and Mrs. John J. Klein, Paramount studio; Mrs. M. Kilgour, June Kilgour, Mr. and Mrs. Ed Kanthe; Joe R. Krug, Golden Gate Shows; Lucille King, Hilderbrand's United Shows; F. E. Kissinger, Mrs. William Kiger; Mrs. N. M. Kearns, California; Mrs. Ruby Kirkendall, Bessie B. Koff; Mr. and Mrs. Stanley Kuhns, California; Ethel B. Krug, Golden Gate Shows; W. P. Kennedy, Sam Katz, Dr. William S. Kiger, Lou Korte; Dan Kelly, California; Mr. and Mrs. Dick Kanthe, Ruth Korte; Nate Klein, Tom Mix Circus; Mr. and Mrs. S. D. Kimes; George King, Al G. Barnes Circus; A. Kleeman, New Jersey; Mr. and Mrs. Spot Kelly, California; Tom Kathe, Ohio; Ben Kavanaugh, Massachusetts; Eddie Klee, New York; George Kelly, California.

**L**  
Mr. and Mrs. J. L. Landes, J. L. Landes Shows; Mr. and Mrs. Roy Ludington, Crafts Shows; Mr. and Mrs. Al Lindberg, Wilshire Floral Company; Harry B. Levine, Broadway Diamond Company; Ted LeFors, stunt performer; Thomas Lamph, Howard Levine, Mr. and Mrs. R. P. Le Fiburt; Elizabeth Lawhon, California; I. Levitt, Martha B. Levine, Mrs. Esther Levitt; Marlo LeFors, stunt performer; Norman Levenson; Mr. and Mrs. Louis Leos, West Coast Amusement Company; Mrs. M. H. LeVan; Mae Parker, Washington; Josephine Leos, West Coast Amusement Company; M. H. Le Van; Alvin L. Lawhon, California; Mr. and Mrs. William Large; Mr. and Mrs. Martin Lee, Colt Cromwell Company; Mr. and Mrs. Paul Laymon, Laymon Distributing Company; Cal Lipes, Hix's Strange as It Seems; Mr. and Mrs. William Lennet, Al G. Barnes Circus; Mr. and Mrs. Ernest Lally and Mr. and Mrs. C. R. Lukens, Nevada.

**M**  
M. L. Mellor, Baker-Lockwood Manufacturing Company; Mr. and Mrs. Charles Murray, screen actor; Mr. and Mrs. John Miller, California; Mr. and Mrs. Ted Metz, Tom Mix Circus; Mr. and Mrs. B. J. McCoy, Joseph B. Mana, Mr. and Mrs. I. J. Miller, Ada Mae Moore; Mr. and Mrs. Frank S. Mattison, Warner Bros. Pictures; Ed H. Martin, John Mooney, Virginia Miller, Capt. L. L. Medbury, Mrs. L. L. McClary; Mr. and Mrs. Ed Maxwell and Walter McClain, Al G. Barnes Circus; George R. Moffat, United Tent and Awning Company; Mrs. L. J. Mont-

gomery, W. A. McKenna; La Verne McClain, Al G. Barnes Circus; Mr. and Mrs. Blake McVeigh, Warner Bros. Pictures; Mr. and Mrs. Chas. Miller, Ruth McMahon, Daisy McKenna, Mr. and Mrs. H. C. McVea and Patty McVea, California; L. L. McClary; Bertha Matlock, Al G. Barnes Circus; Mr. and Mrs. Jack Marks; W. M. Matlock, Al G. Barnes Circus; Tom Mellos, Mellos Peanut Company; Joe Metcalfe, Barney Bros. Circus; Juanita Mason, R. D. Miller; R. L. Morris, Washington; Charles McCarthy, Robert Mitchell, Charles L. Merschall, Mr. and Mrs. Ralph McCall, Eddie Miller; F. J. McComber, Mellos Peanut Company; Mr. and Mrs. C. W. Middlehoff, Frank Murphy, Josephine Martin; Grace McIntire and Jack McAfee, California; P. Mayaguez, Puerto Rico; Ed J. Marquard; Frank Messina, Messina Lumber Company; Martha and Inez Mulholland.

**N**  
Bill Newberry, manager Wallace Beery; Toney Nelson, Jean Nickel, M. B. Nichols, Jo Norckauer, Frank Noecker, Paul Nicolette, Mr. and Mrs. George T. Nash; Mr. and Mrs. R. F. Nickerson, West Virginia.

**O**  
Lawrence E. Olsen, California; Chris Olsen, Mel Vaught State Fair Shows; Ross Ogilvie; Mrs. Lawrence Olsen, California; George C. Osborne; Kirt Ober, California; Mr. and Mrs. M. E. Oster; Mr. and Mrs. H. G. Olvaney, Missouri.

**P**  
Howard E. Parker, Washington; W. King Provan, Mrs. Edith Porteous, Mrs. L. E. Page, W. S. Parker; Mr. and Mrs. J. W. Petterson, Al G. Barnes Circus; Tillie Palmattier, Captain and Mrs. Frank Phillips, California Zoo; Mr. and Mrs. C. H. Priest Jr., Heavy Hardware Company; Mrs. Florence Pierce, Washington; Gertrude Provan, Charles H. Priest, Heavy Hardware Company; Georgie Pierce, Washington; Mr. and Mrs. Ernest Pickering, rides and concessions; Mr. and Mrs. E. Pickard, Hilderbrand's United Shows; Mr. and Mrs. H. S. Perry, General Hospital; Donald Pries, Mrs. Helen Priest, B. A. Pikiel, John Alexander Politt, Edward S. Penrath, Vermont; Phil Peyton, Tennessee; Mrs. G. H. Patrick, Illinois; Carson Perryman, Mississippi; George D. Prentiss, Iowa.

**Q**  
Mr. and Mrs. P. D. Quinn, Warner Bros. Pictures; Leonard Qualls, Mrs. C.

Qualls; Ed Quaintance, Missouri.

**R**  
W. J. Richards, California Zoo; Mr. and Mrs. R. C. Rawlings, Milt Runkle, Mrs. R. P. Rigby; Mr. and Mrs. C. R. (Buck) Reger, Nebraska; Norah Rowland; J. Rabin, Majestic Poster Press; Blossom Robinson, California; Eunice Richards, Jim Rohland; E. C. Ryon, Packard Motor Company; Mrs. J. Rahbin, Mr. and Mrs. Frank P. Redmond, Clark's Greater Shows; Mr. and Mrs. John D. Reilly; Mel H. Smith, Al G. Barnes Circus; Mayme Ward Smith, Cole Bros.-Clyde Beatty Circus; Pearl Runkle, Sarah Roskin, John R. Ragland, Mr. and Mrs. Vincent Raffaele; Stanley Rogers, art department, MGM studio.

**S**  
Jack and Virginia Schaller, Ida Saunders, George Simmons, George Silver, Schaller Attractions; L. E. Smith, Leslie and Loretta Smithley, Patrick Francis Shanley, Cleveland Schultz, Mrs. Dorothy Shepard; Pearl Shafer, C. F. Zeiger Shows; Cliff Sibbet, Edward Murphy Smithson, Crafts Shows; Jack R. Stone; Charles Ason, California State Industrial Accident Commissioner; Will Z. Smith, California; Tylan Stern; James L. Shute, Foley & Burk Shows; I. Schaefer, Bernard Shaffer, Mrs. I. Schaefer, Frank J. Solt; Dr. and Mrs. Ralph E. Smith, first vice-president PCSA; Melba Siebert, Henry Stark; Ethel Schaefer Shute, Mr. and Mrs. J. M. Schafer, C. F. Zeiger Shows; Lilian Swartz; D. R. Sparke, Louisiana; Marguerite C. Smith, Henry Mack Smith, Standard Brands of California; Harry G. Seber; Mel H. Smith, Seagram Units.

**T**  
Dewey Thomas, concessions; Sam Thompson, Foster-Kleiser Advertising Company; George Tipton, Al G. Barnes Circus; Mr. and Mrs. Harry Taylor, California; Turner Thomassen, Al G. Barnes Circus; E. M. Tompkins, California; Mr. and Mrs. W. F. Tschudy, Al G. Barnes Circus; Raymond Tetzlaff, Velma Henry Tetzlaff; Mr. and Mrs. Noel A. Timmerman, Montana; Mr. and Mrs. Buel Tinney.

**U**  
L. S. Uselton; Mr. and Mrs. B. A. Unger, Massachusetts; T. C. Ulm, Ohio.

**V**  
Truman VanDyke, screen actor; Mrs. A. D. Vernon, G. H. Vanderhof, A. F. Vergote, Lil Alton Vergote; Barney Vance, Pennsylvania; Anna Veldt.

**W**  
Frank Whitbeck, MGM studio; Nick Wagner, Margie Kennedy Wood, Intermountain Shows; James H. Wilson, National Orange Show; California; Mr. and Mrs. Charles J. Walpert, West Coast Amusement Company; Nellie Williams; Mr. and Mrs. Will J. Wright, Golden State Shows; Mr. and Mrs. Ed F. Walsh, Hotel Bristol; Rose Westlake; A. E. Weber, Arcade Printing Company; Mrs. A. C. Wilson; E. S. Workman, California; Al Wallace, John H. Marks Shows; Mr. and Mrs. Lloyd Wilson; Dixie Whitaker, Al G. Barnes Circus; Mr. and Mrs. P. Wheeler, Edward Wheeler, Los Angeles Fire Department, Venice Division; Mr. and Mrs. H. J. Weber, Clark's Greater Shows; Mrs. Al Wallace, John H. Marks Shows; Harry Wallace; Al Wier, Al G. Barnes Circus; L. H. Williams; Lee R. Wier, Hugh Wier, Standard Brands of America, California; Mr. and Mrs. Tom Warnecke, Tennessee.

**Y**  
Jack Youden, Al G. Barnes Circus; W. H. Yourex, Ohio.

**Z**  
Mr. and Mrs. C. F. Zeiger, C. F. Zeiger Shows; Mr. and Mrs. Ellis Zemansky, Shirlee Zemansky; Mr. and Mrs. L. S. Zimmerman.

**GREETINGS READ**  
Many congratulatory wires and letters were received and read by Al Fisher from Sylvester L. Cronin, Harry Bert, Jake Newman, Arthur Hopper, Charles Sparks and Bernie Head, signed Harry Bert (this from Hot Springs, Ark.); Abner and Virginia Kline, vacationing East; Frank L. Shaw, mayor of Los Angeles, his recent injury reason for not being present; Mr. and Mrs. Dick Wayne Barlow, Lawton, Okla.; Mr. and Mrs. Mel Vaught from El Paso, Tex.; Al C. Hartmann, editor *The Billboard*, Cincinnati; S. L. Cronin an individual wire; members of the Fernandez American Circus, Honolulu; Mike Krekos, of West Coast Amusement Company; cablegram from Paris, France; Patty Conklin, from Toronto, Can.; Johnny J. Kline; cablegram from Churchill-Tait Enterprises, Manila, P. I.; Carrie and Rhoda Royal, Tom Mix Circus; S. W. Gumpertz; Eddie and Mabel Brown, Dallas, Tex.; Showmen's League of America, Chicago; Spot Ragland, Oxford, N. C.; Heart of America Showmen's Club and Ladies' Auxiliary, Kansas City, Mo.

# Midway Confab

By THE MIXER.

**THE WORLD** is mind. However, not like Monte Cristo said it, "The World Is Mine."

**MRS. EARL HALL** cards from Santa Ana, Calif.: "Husband is very ill."

**THE ONION** is always open to criticism. Shoot it in. He can take it.

**ALLEE OOP!** Right! Acrobat, pass the handkerchief.

**NEW INNOVATIONS** is not good English. Starling innovations is okeh.

**GEORGE S. MARR**, secretary Strates Shows, is very much elated over the prospects for the coming season.

**WHY ENVY** the man or woman who has a real purpose in life.—Tilly Few Clothes.

**HARRY E. DUVALL**, candy concessioner, has been working in Cincinnati in another line for the winter.

**R. F. McLENDON** is in Greenville, S. C., assisting in the organization of a new carnival that will take to the road in 1937.

**MOTHER**, may I be a blonde? Yes, my darling daughter. But mother don't think you oughter.—Tilly Few Clothes.

**L. D. Rowens** shooting gallery. Am now driving a cab here."

**LET'S HAVE** exclusive carnival features. Not those that are advertised as direct from some world's fair or circus. Badly needed.

**IT IS** reported that Sarah and Jimmie Burley passed thru Memphis recently en route to Indiana to spend the winter after closing with Roy Goldstone.

**MODERN ARCADES** are needed. Why not try one with the modern amusement machines exclusively?

**PAUL H. WADDILL** letters from Carthage, N. C., that he may open a booking agency after the first of the new year.

**CAPT. JOHN M. SHEESLEY** has a favorite expression. When things are not right he says, "I never saw anything like this in all my put together."

**SOME** who pose as press agents do not know a piece of news even after they see it in print. Press agency is a highly specialized art.

**JOHN NEDWETSKE** letters from Shamokin, Pa., that he is interested in getting in communication with a couple

Consult your press agent, Mr. Carnival Owner. He knows.

**F. PERCY MORENCY** was a recent visitor to *The Billboard* office. He looked good. Declined to give any news and left with "Am on my way." F. Percy does really know the carnival business.

**F. E. GOODING**, general manager Gooding Greater Shows, letters one of thanks for the co-operation rendered him by *The Billboard* during the past year.

**THE Zero Hour** is ever in the wake of time. There comes the day, hour, minute and second when it is all over, done and finished. Latter four words make this emphatic.

**BOBBY KORK** letters from Greenville, S. C., that he closed last week with the 'Universal Mystery Show and will spend the holidays with the home folk at Trenton, N. J.

**DR. TIMOTHY NEEDHAM**, physician of Johnny J. Jones Exposition, is a Washingtonian and lives in the Capitol City. His personality and efficiency are a valuable addition to the carnival field.

**MRS. BILL NORWOOD** letters from Osceola, Ark.: "Bill Norwood, who underwent an operation in a hospital in Memphis November 27, is recovering nicely. He is now in Osceola."

**WHY WORK** when there is no work to do?—Soapy Glue. He should have said why be on the pay roll if you do not intend to work.—"The Onion."

**GLEN (TINY) WESTON** cards from New Orleans: "Bobby Whalen, emcee for Karl J. Walker's Gay New Yorkers on Beckmann & Gerety Shows past season, went thru here recently en route to Miami, Fla."

**C. L. DUTCHER** letters from Hot Springs, Ark.: "After a successful season with my Crime Show I returned to my home here for the winter." With Mrs. Dutcher he is operating an apartment house.

**MRS. FRANK SEIBERT** letters from Memphis: "Never wrote your department before. We are celebrating our blessed event, it's a boy. For last two seasons we have been operating concessions on Johnny J. Jones Exposition."

**A CARNIVAL** concessioner once looked at his bell board and said, "So after 30 years in the business this is it." Some progress. He drank beer—that was all. It is all in the mind and physical being of a man to make him either go forward or backward, it seems.

**THOMAS D. WILLIAMS** and Samuel E. Boone letter from Los Angeles: "Past season with Shorty Adams on World of Mirth Shows' cookhouse. We are very comfortable here for the winter. Will go east in time for the spring opening."

**MRS. MAY ANDERSON** (Madame LaBelle) letters from Tampa, Fla.: "Had a

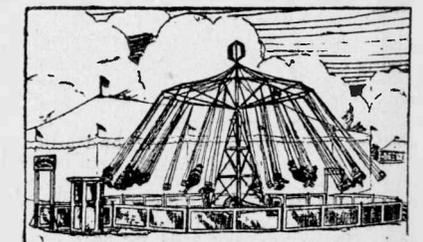
To Our Friends Everywhere

## GREETINGS

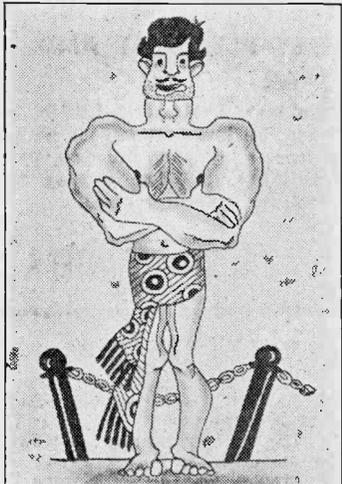
We hope the past year has been good to you, and may the NEW YEAR, 1937, bring all that you desire of Happiness, Health and Abundant Prosperity.

**ELI BRIDGE COMPANY**  
BIG ELI Wheels — ELI Power Units,  
BIG ELI Semi-Trailers.  
JACKSONVILLE, ILL.

## THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.  
**SMITH & SMITH, Springfield, Erie Co., New York.**



**INTRODUCTIONS ARE DIFFICULT TO EFFECT.** However, we take pleasure in presenting **SOAPY GLUE** and **TILLY FEW CLOTHES**, whose recent marriage was the talk of the carnival world and Ballyhoo Brothers. The sayings of Soapy and Tilly have been features in *Midway Confab* for many weeks, and it is hoped they will continue to serve their readers for some time to come.

**ROBERT BLOOM**, get in communication with Louis Bloom. He reports the death of your brother Isaac in New York.

**CHARLES KYLE** reports his Rubeville Minstrels were well received at Brockton, Mass., recently.

**THAT FIRST** of May Guy will never get any real pleasure out of life until he can tie a half-hitch.—Soapy Glue.

**EMMETT (TIM) SIMMONS** letters from Dayton, O., that he is busy settling up an estate.

**PAUL HEROLD** lettered from Ogden, Utah, that he is doing good with a side line as well as appearing with a museum.

**WHEN A SHOWMAN** does not know where he or his show is going he is indeed in a bad mental state and a very poor business man.

**H. M. GOODHUE**—What is the title of the new delusion show for 1937? Regards to H. H. Pattee.

**IT IS REPORTED** that Lodema Corey will spend the holidays in Kansas City, Mo., as guest of her brother and sister-in-law, Mr. and Mrs. Leon Liesenberg.

**C. R. JEWELL** cards from Tampa, Fla.: "Last two seasons on Strates Shows with

of showmen. We recommend *The Billboard* each week for him.

**ELLIS WINTON**, of Cumberland Valley Shows, post cards from Americus, Ga.: "Back to quarters after spending four weeks in Florida. Will enlarge the show for '37. Bought a dual Loop-o-Plane."

**THERE** are a sort of men who apparently neglect their bills for no good reason at all unless it is the hope their creditors will drop dead.—Whitie Norman.

**DO IT NOW!**  
**MERRY CHRISTMAS.**  
**CHRISTMAS**, then the New Year and playtime will all be over. Back to work, real work then.

**MIKE (SENROR) KORRIS** letters from New York that he is feeling fine. Mike became a regular general agent the past season and is expected to announce his future plans at an early date.

**BECKMANN & GERETY** certainly do know how to handle the free pass question in a gentlemanly and efficient manner. Get their system if you can and help the business.

**ROY B. JONES** put over some excellent publicity for Carl J. Lauther's museum at its opening stand, Wilmington, N. C. Where for the carnival season in '37, Roy B.?

**COL. M. L. BAKER** cards from Crouse, N. C.: "Will build three illusions and trailer. Am at present selling medicine and Christmas signs on a country route. Business is very good."

**MORE** newspaper advertising is one of the trends for 1937. Mats are very important.

## WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,

**\$12.00**

### BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 236. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.

**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

## ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936-1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
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Analysis, 8-p., with White Cover. Each . . . . .15  
Forecast and Analysis, 8-p., Fancy Covers. Ea. .05  
Samples of the 4 Readings, Four for 25c.

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Gazing Crystals, Oulja Boards, Planchettes, Etc.

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Pol-loy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION**, 24-Page Booklet, Beautifully Bound. Samples, 25c.

**FORTUNE TELLING WITH CARDS**. Same Binding, 24 Pages. Samples, 25c.

**HOW TO BECOME A MEDIUM**. Same Binding, 30 Pages. Sample, 30c.

**ZODIAC FORTUNE CARDS**, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**  
19 West Jackson Blvd., CHICAGO.  
Instant Delivery. Send for Wholesale Prices.

## HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.  
Open All Year Round.  
Want Freaks and Novelty Acts of merit at all times.  
**SCHORK & SCHAFFER.**

### 1937 ASTRO FORECASTS

Hourly and Daily Guide.

Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

**NELSON ENTERPRISES**  
198 S. Third Street, Columbus, O.

### DON'T HIBERNATE

Lord's Prayer Engraved on Penny — BEST money-maker all year (Stores, Lobbies, Carnivals). If your outfit hasn't got one by now, you are missing plenty. For 10c we send sample and facts through U. S. Mails.

**"BLUE DOT" STAMP COMPANY**  
124 East Larned Street, Detroit, Mich. (Est. 1928.)

## Buddha Prices Cut

After 40 years in New York we have moved to new and larger quarters. Write direct to

**S. BOWER**  
Bellemead, New Jersey

## ASTROLOGERS

### Horoscope Workers

Send your route and permanent address for details regarding threatening legislation affecting Astrology. Vitally important to everyone selling Forecasts. Enclose dime to pay postage. **JOHN BIANCHI, 642 New Castle Street, Butler, Pa.**

### BARKER SHOWS

SEASON 1937.

Place Capable General Agent with car. Must be able to handle front of show, keep it booked. Close contractor, know some territory. Sober, reliable. Place Grind Shows, Stock Concessions, Ride Help that drive trucks.

**MRS. STELLA BARKER,** Charleston, Mo.

### Season's Greetings

## Zimdars Greater Shows

NOW BOOKING 1937 SEASON.

Will book or buy Loop-o-Plane and Loop-the-Loop. Wanted High Free Act. Address, **WINTER QUARTERS, 352-354 N. Front St., or P. O. Box 574, Memphis, Tenn.**

**THE BILLBOARD MAIL FORWARDING SERVICE** craves the co-operation of all who make use of it. **IT IS CHRISTMAS TIME.** Mail is heavy. Send in your permanent or forwarding address to **The Billboard** promptly so that there will be no delay in **FORWARDING MAIL.**

very successful season at Russells Point and Indian Lake, O., with cafe, filling station and other concessions. Here at my winter home."

MRS. FAY FROHMUTH letters from Indianapolis, Ind.: "John Dale, manager Mid-West Shows of Indiana, has been nearly blind for several years. He recently underwent an eye operation at City Hospital here and is getting along as well as could be expected."

WHAT is a five-cent midway? Ten cents admission is the right price if there is any carnival at all in a town. Higher if they offer better entertainment value than others. Why give entertainment away. It is just as much a commodity as a can of tomatoes, to say the least.

JAMES E. FINNEGAN post cards from Augusta, Ga.: "A million wishes for the entire staff of *The Billboard*." James E. was with J. J. Page Shows past season and is stopping for the winter months with Doc Narval. He says there are many showfolk in Augusta.

BILLY ARNTE and Bertha Norris letter from Columbia, S. C.: "Closed successful season with Dixie Exposition Shows. Now playing theaters, school-houses and colleges. Billy is the man who claims to have put the U in fun and that it pay to advertise."

MILTON W. WESTLAKE letters from Columbus, O.: "Enjoyed sentiments expressed in 'Voice of the Winds' by Doc Waddell in Christmas issue of *The Billboard*. He has the right idea for bigger, better and cleaner carnivals. Success to them."

THE LATE Johnny J. Jones first forced himself to be sold entirely on an idea or plan of action before he tried to convince other men that it was the right thing to do. When mentally set to his own satisfaction he went ahead to accomplish his objective fearless and determined. This self-convincing mental attitude stood him well in all his dealings with men and affairs during his matured life.—"The Onion."

BERT HARRIS, formerly of Clark's Greater Shows, and Stanley Cole, late of Hilderbrand's Shows, letter from Oakland, Calif., that they are pitching wonder mice in a big department store in that city. Bert says Stanley will return home to Los Angeles after Christmas.

CORRECTED: R. E. Savage letters from Augusta, Ga.: "An error appeared in my last news from J. J. Page Shows, which was entirely my own fault. Buck Denby, assistant manager at start of season, was replaced by Charlie Sutton, who in turn was replaced by Billie Clark."

MRS. RALPH DUKE letters from Rockwell City, Ia.: "Ralph Duke and Harold Browning, of this city, left Ft. Dodge, Ia., November 27 with the Stanley Products, Santa Claus Parade No. 1 unit. Their route took them into South Dakota, Nebraska, Kansas, Oklahoma, Missouri and back into Iowa."

CROWDS frighten some people, but to the seasoned showman they do not affect his deportment or nerves and do not upset his stomach nor make him impolite nor irritable. Just watch some of the big-time showmen and see how they act when the lots are jammed with people and you will learn something. This was inspired while watching Fred Beckmann at the Illinois State Fair, Springfield, the past season.—"The Onion."

STARR DeBELLE writes from Augusta, Ga., that he is in a quandary but will probably spend the remainder of the winter in the heart of Florida. Starr said: "Your recent Confab article regarding workmen of shows hit me just right. As a rule they are forgotten, yet they are the backbone of all the big shows."

HARRY M. DUNN, of Rita and Dunn, high-wire walkers, was a caller at *The Billboard* office last week. Since close of his outdoor season he has been operating a Kiddie Ride in a local department store. Following this engagement the ride will be placed at the Children's Fair, Cleveland.

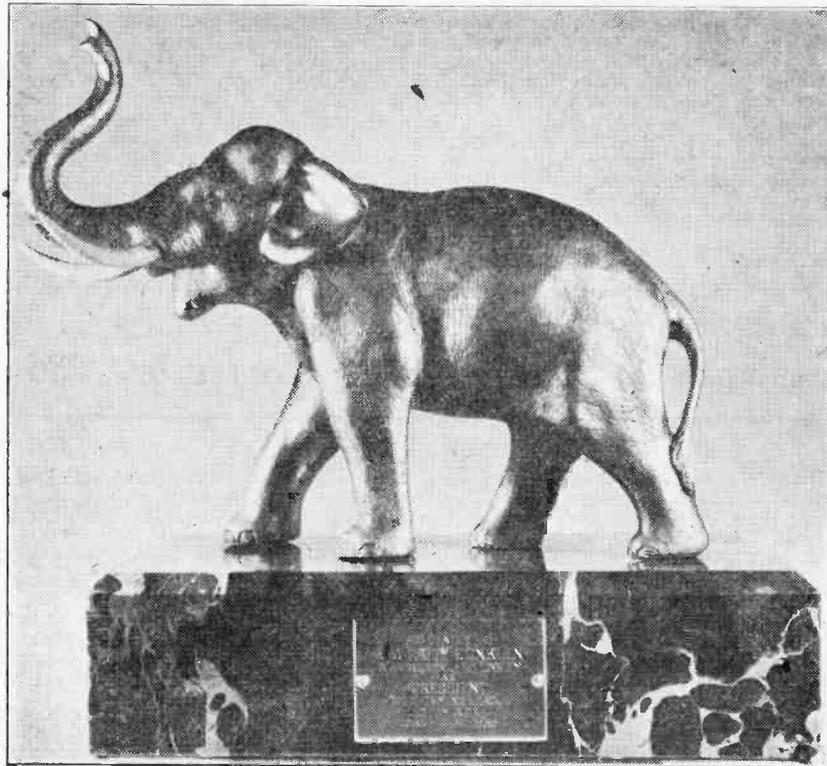
JOHNNIE BULLOCK, owner of the Bullock Amusement Company, passed thru Cincinnati last week en route from Bamberg, S. C., to Dayton, O., to spend the holidays. He was accompanied on his call at *The Billboard* offices by his prize-winning dog. Mrs. Bullock went shopping. The Bullocks will return south after the new year.

MRS. LEE SCHAEFFER letters from Pottsville, Pa.: "Wish to thank all who sent messages and flowers following my husband's death. Lee was killed in accident in Virginia some two months ago and was buried in Philadelphia. He had been in the carnival business 30 years and was well known." At time of death Schaeffer was general agent for William Glick.

F. W. MILLER letters from Little Rock, Ark.: "I have suffered much embarrassment due to the erroneous impression that there is another museum or museums operating in this vicinity. There is no museum or store show in either here or in North Little Rock, so far as I am able to ascertain, and none operating in this State."

BOB HURST cards from Fort Worth, Tex.: "Bob Hurst Shows closed season at Pittsburg, Tex., November 1. Played 12 still dates and 18 celebrations and fairs. Lost one week entirely on account of bad weather at Gilman (Tex.) Jamboree. Closed with 5 rides, 5 shows and 25 concessions, just what we opened with. Same spots as previous season. Business was up about 40 per cent."

ELMER BROWN, general agent Dee Lang Shows, letters from Des Moines, Ia.: "Results of Chicago meeting were in excess of what was expected for our shows. Some very good dates were secured and many old friends were met. Shows were



WHEN J. W. (PATTY) CONKLIN, of Conklin's All-Canadian Shows, retired as president of the Showmen's League of America his brothers in that organization wanted to give him something in appreciation of his conscientious and successful administration. A committee was appointed to make the selection of a suitable present. That was no easy task. For weeks they searched the retail and the wholesale markets of Chicago for just what they wanted. Finally they scored. At the recent testimonial party tendered Conklin Dr. Max Thorek, physician to the league, made the presentation. It is a huge bronze elephant, mounted on a base of Italian onyx. Its weight is so great one man would tire if he had to take it very far. Set in the face of the black-and-white base is a gold plate, on which is inscribed: "Presented to J. W. (Patty) Conklin in appreciation of his loyalty as president of the Showmen's League of America, 1935-'36."

represented by Mr. and Mrs. Dee Lang, the writer, Mr. and Mrs. B. Huttell and John Sweeney. Lang and Brown attended Iowa fair meeting here."

HOMER BRANNON letters from Memphis: "A new trouper is in the making. Margie Herrin, of Miami, Fla., is to be married in the spring. This brings to mind what my old pal Manny Brown, of the Old Brown and Dyer Shows, said. It was, 'Some men have wives and some have money. I'd rather have a wife; they last longer.' Money talks but it will not talk back after it leaves you."

HOLD ON ABOUT LIGHT TOWERS! Don't get them too high. Center poles of big circus tents are about 55 feet. Height of light towers should be engineeringly determined by the area to be illuminated by the lights from their peaks. See about this from someone who knows triangulation and light radiation. Remember, black tie for tuxedo and white tie for full dress. Eternal fitness, you know.

## Midway Confab Jr.

For the Ladies

Mrs. Abner K. (Virginia) Kline sketches of a few of the fortunate women who attended the Showmen's Convention and Banquet with their husbands, relatives or business associates as follows:

Mrs. Grace Goss and Mrs. Frances Keller—most club minded, both placed several new names on the auxiliary rolls.

Mrs. Frank Shean—most cosmopolitan.

Mrs. Al Wagner—newest stories.

Mrs. Norma Dee Lang—modest and retiring.

Mrs. Rubin Gruberg and Mrs. Noble Fairly—busiest helping their husbands.

Mrs. Mabelle Kidder—youngest looking mother.

Mrs. John Francis and Mrs. C. W. Parker—dignified.

Mrs. Lillian Sheppard and Mrs. Alice Strout—longest girl-show experience.

Mrs. Lee Eyerly—interested in everything because her first trip east.

Mrs. Katy Dodson—the most room numbers remembered because written down.

Mrs. Pearl Vaught—devoted daughter, left during the week for visit with her father in Cleveland.

Mrs. Helen Brainerd Smith—visited

# EVANS

MONEY MAKERS

Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

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Complete line of Shooting Galleries.  
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EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up

of All Kinds

FREE CATALOG

Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries, Sets, Creepers, Grind Stones, P. C.'s and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

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SEASON'S GREETINGS TO OUR FRIENDS.

### FRISK GREATER SHOWS

3719 Emerson, N. Minneapolis, Minn  
NOW BOOKING FOR 1937.

Have finest Rides and Motorized Equipment. WANT Foremen all Rides, Banner Man, Electrician, first-class Cook House. Guarantee privilege in tickets.—WANT clean Shows, Concessions except Bingo, Diggers. Fair people write.

SECOND-HAND SHOW PROPERTY FOR SALE.  
\$ 1.75 Men's New White Buckskin Skate Shoes. All Sizes.  
\$50.00 13 Wax Spec. Unborn Show, Glass Case.  
\$15.00 Mail Bag Escape, Professional Size.  
\$20.00 Twenty-Three Musical Glasses on Rack.  
\$ 1.65 Pr. Richardson Steel Rollers, Rink Skates, All Sizes. We buy Skates, all makes. GUESS-Your-Weight Scales, Concession Tents. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

(Queenie)—frequent Celtic Room visitors.

Mrs. Al Latto and Mrs. Charles Driver—Chicago show women who helped to make out-of-town visitors welcome.

Mrs. Brumleve, Mrs. Yeldham, Mrs. Streibich and Mrs. Chase, all officers in the Chicago Auxiliary, who were representative hostesses in rooms at Hotel Sherman and made everyone feel that she wanted to be present next year.

# 1936 Better in Every Way Over 1935

IT CAN be truthfully stated that season of 1936 saw the carnival come into its own as outstanding outdoor amusement for the masses. Fair and exhibition secretaries and managers in general have at last fully accepted it as essential to the success of fairs and exhibitions. This assertion is fully sustained by the 1936 report of the International Association of Fairs and Expositions, in which it is revealed that of all the departments of the fair the midway showed the greatest increase in gross business done. Even in instances where the attendance dropped it is recorded that the midway receipts were above 1935. This pertained also to several cases where bad weather prevailed during the fairs and exhibitions.

The past season showed some very definite trends in the physical makeup of the carnival, its plan of presentation, advertising, bookings and transportation. During that period better types of executives, independent showmen, performers and workmen entered its ranks. There has been developed a better understanding of organization and departmentalization and less of the "floating labor" element is seen in its operating departments.

## The Billboard's Early Canvass

On April 2 and 3 last *The Billboard* wired 18 of the carnivals then on tour in California, Texas, Florida, Arizona, Arkansas, Alabama, South Carolina and Missouri as follows: "Wire statement of your business this year so far, as compared with same period of last year, giving percentage increase or decrease; also, how prospects look for this season."

These carnivals playing in the States named, in the opinion of the carnival editor, represented a fair cross-section of the activities in the carnival field at that time of the new season. Fifteen replies were received and almost without exception each carnival manager stated that business was better than in 1935 for the same period. In fact, each carnival reported from 5 per cent to 40 per cent increase, despite the unseasonable weather encountered for many weeks previous. Each and everyone, without exception, predicted from 20 per cent to 25 per cent business increase for the year of 1936 over 1935. This was indeed a truly optimistic outlook, yet fully sustained in the final summation for the season that the carnival business as a whole at the larger and better fairs recorded 13.1 per cent increase on a general average. This percentage ranged from 3 per cent to 57 per cent.

## Trend in Transportation

Most of the outstanding carnivals are transported on railroad cars and their trains are patterned after the circus in that they have flats, baggage, stock and dining cars and sleepers and workmen's cars. They are moved by the railroads in one and two section trains as the situation may require and vary in size from 25 to 40 cars each. Other carnivals on rails of lesser train length do not have accommodations for their people other than day coaches, the physical train equipment being only for the show properties and animals carried. Another class is transported on flats and in baggage cars jointly. In addition there is the strictly baggage-car carnival, some semi-baggage and trucks, and then there is the fully motorized carnival, all properties being moved in trucks and semi-trailers, while the people provide their own transportation by means of private autos and house cars under their own power, or as trailers.

The trend is back to rails, either as flat cars or all baggage with day coach accommodations; that is, for the railroad shows. As for the motorized or semi-motorized the trend is for complete motorization for both show properties and people.

The most economical and expedient method of transportation is now being given deep consideration by all carnival owners. The question is to be finally decided as either all-railroad or all-truck. The hodge-podge nondescript method will be put in the discard and there will be many changes made in methods of movement before the dawn of season of 1937. Many have definite plans while others are holding them in abeyance awaiting the action of the leaders in each respective classification. The method

of transportation is a serious problem, but will be solved by those now in a quandary over it.

## On the Lot

Since the inclosed midway has been recognized as essential to the financial success of a carnival at other than fair and exhibition dates, free acts and bands have returned as part of the complement of the amusement end. The past season found more free acts and bands employed than for many years. The coming season will find many more of these features with inclosed midways. Many have discarded the banner and panel fronts for all-wagon fronts, or more substantial and elaborate panel fronts in the railroad classification. As for the motorized carnival the trend is to build folding fronts on trucks (wagon style). The baggage-car carnivals will, of necessity, confine their front styles to banner and panel.

It is noticeable that season of 1936 bought out the need for larger and more elaborate carnival tent theaters and pit-show attractions. There will be no receding from this, as shows are recognized as most important factors in the makeup of the carnival and at this time many new and larger tents and equipment are being built and better talent to present the shows engaged. The coming season will see a marked improvement in the size and entertainment value of carnival shows of all classifications.

Amusement-ride inventors have long since outdistanced the shows, as each year or so some new ride has found its way to the midway. There are several new ones that will be seen and have already made their appearance as 1937 models. Yet, with all this, there is a

carnival that has unusual and distinctive ride features not duplicated on other carnivals. Still the crying need is for distinctive features in both rides and shows.

More and better illumination has encompassed the carnival during the past year. Light towers of greater height and wider radiation and a more liberal use of neon lights have seen widespread application to entrance fronts, show fronts and amusement rides.

## Booking Trend

In view of the substantial returns from the inclosed midway many carnivals have leaned toward independent booking rather than fair and exhibition dates where terms in the main are all too high. It has been announced by several managers that they not in the field to book any fairs or exhibitions unless percentages and guarantees are lowered by fair and exhibition managements for season of 1937.

## Coming Out of Quarters

More carnivals will be on the road in 1937 than for several years past if not in history. The majority, according to present indications, will be more elaborate and complete than in any previous seasons, with more rides, better shows, more sensational free acts, larger bands, more illumination features and, in fact, better amusement enterprises in every particular. All in all season of 1937 looms as approaching with no apprehension for any diminution in public popularity or gross business done during 1936. The preliminary season will be on about the middle of January. All hail the carnival!

## Important Events and Happenings From December, '35, to December, '36

### From Files of The Billboard

**CONKLIN PARTY**—J. W. (Patty) Conklin testimonial dinner in Showmen's League clubrooms at Chicago was one of biggest events of its kind.

**MEMORIAL SERVICE**—Contrary to usual custom, annual Showmen's League memorial service was held in Hotel Sherman's Louis XVI Room, Chicago, instead of Showmen's Rest.

**SLA FUNCTION**—The 23d annual banquet and ball of Showmen's League in Chicago was huge success. More than 900 in attendance.

**ACA SESSIONS**—Greatly augmented interest in American Carnivals Association, Inc., was manifested during second annual meet in Chicago. Officers re-elected were John M. Sheesley, president; Max Linderman, secretary; Max Cohen, general counsel. Harry Dunkel was elected a director. Re-elected directors were J. W. Conklin, Fred Beckmann, J. M. Sheesley and Max Linderman.

**SLA ELECTION**—Showmen's League of America re-elected all of its officers for another year and added two new directors in persons of Mel G. Dodson and Rudolph Singer.

**PCSA EVENT SETS RECORD**—The 14th Annual Charity Banquet and Ball of the Pacific Coast Showmen's Association drew 635 persons, a new high.

**HASC ELECTS**—John R. Castle was elected president of Heart of America Showmen's Club for 1936.

**CURRAN DEATH**—Charles F. Curran, general agent Crafts' 20 Big Shows, died December 15 at Oakland, Calif. Burial there.

**FORSTALL ELECTED**—Theo Forstall was elected president of Pacific Coast Showmen's Association for 1936.

**MORAN WITH GLICK**—John J. Moran, after several years' absence from carnival field, was named business manager for William Glick Exposition Shows.

**ROYAL AMERICAN BUYS PLANT**—Carl J. Sedlmayr, general manager, and Elmer C. Velare, business manager Royal American Shows, announced purchase of Acme Neon Illumination Company at St. Petersburg, Fla.

**PCSA LADIES' AUXILIARY ELECTS**—Ethel Krug was elected president of Ladies' Auxiliary of Pacific Coast Showmen's Club at annual banquet in Los Angeles January 11.

**GAY DEATH**—Matthew H. (Matt) Gay, high diver, died suddenly at San Francisco January 6. Burial in Showmen's Rest, Evergreen Cemetery, Los Angeles.

**ROYAL AMERICAN, CONKLIN WINNERS**—At annual meeting of Western Association of Exhibitions January 25 in Winnipeg Royal American Shows were awarded contracts for 1936 Class A Circuit for third successive year. Class B Circuit went to Conklin's All-Canadian Shows.

**BOCKUS, KILONIS PARTNERS**—Curtis L. Bockus and John D. Kilonis formed a partnership to launch a circus.

**HILDRETH DEATH**—J. W. (Daddy) Hildreth, 58, general agent C. R. Leggette Shows, died of bronchial pneumonia January 23 at Kingsland, Ark. Interment there.

**LEGION ELECTS ELLIOT**—Frank J. Elliott, owner Bluenose Shows, was elected vice-president of Amherst (N.S.) branch of Canadian Legion.

**RATES LOWERED**—Interstate Commerce Commission February 28 announced nation-wide slash in railroad fares.

**BREESE WITH STRATES**—W. H. (Billy) Breese was contracted to act as special agent for Strates Shows.

**MCCARTHY SUCCEEDS BROWN**—George T. McCarthy was made director of shows and concessions at California-Pacific International Exposition at San Diego, succeeding J. Ed Brown, who resigned.

**BUY R-C PROPERTY**—Dodson's World Fair Shows purchased considerable equipment from Rubin & Cherry Shows.

**HASC AUX. CELEBRATES**—Ladies' Auxiliary of Heart of America Showmen's Club celebrated 16th anniversary in Kansas City February 28.

**MSWC'S FETE**—Missouri Show Women's Club banquet in St. Louis was distinct success.

**KRAUSE IN STORM**—Terrific wind-storm of five minutes' duration dealt severe damage, estimated at \$35,000, to midway of Krause Greater Shows in Miami March 9. Many people injured but none seriously.

**SPRING SHOW SUCCESS**—With a score of stage, radio and screen artists of note delivering a whale of a show and more than 500 persons packing College

Inn in Chicago, Showmen's League of America's third annual Spring Theatrical Night was huge success. American Hospital was recipient of entire net proceeds totaling \$1,000.

**FISHER CHANGES**—Al (Big Hat) Fisher severed his connection with Polack Bros. and joined Clark's Greater Shows.

**LEMOINE FLOODED**—J. C. Lemoine Show was under 12 feet of water at winter quarters in Holyoke, Mass.

**MAJESTIC INUNDED**—Following a cloudburst in Coal Creek, Tenn., April 6, Majestic Exposition Shows were submerged in several feet of water. Very little damage.

**IN AUTO ACCIDENT**—Frank J. Downie, of Downie Bros.' Tent and Awning Company, and the missus, Vera, secretary of the Ladies' Auxiliary, PCSA, received severe cuts and bruises in auto mishap April 6.

**SHOW CHANGES TITLE**—Organization managed by W. M. Tucker, which had been tagged Central States Shows, adopted new name title, Al G. Hodges Shows.

**SIMPSON UNDER KNIFE**—James C. (Jimmy) Simpson underwent successful eye operation at St. Vincent's Hospital, Birmingham.

**NEW CARAVAN**—Intermountain Shows succeeded Greater Kennedy Shows.

**MINCEY DEATH**—While rehearsing his act in preparation for night performance at Reed's Motordrome with Strates Shows at Portsmouth, Va., April 18 Raymond M. Mincey, motorcycle rider, was fatally stricken.

**COBB DEATH**—Polack Wilson Cobb, 76, died at Lutheran Hospital, St. Louis, April 16 of a paralytic stroke and heart attack suffered while on lot of Majestic Mighty Midway Shows, on which he operated several rides. Interment in Oaklawn Cemetery, St. Louis.

**JONES AND DODSON BATTLE**—Electrical inspectors at Washington threw a hitch into opening plans of Dodson's World's Fair Shows when they forbade lighting of midway on opening day and permitted but few attractions to have light second day. Johnny J. Jones Exposition opened day and date with Dodson.

**ELLIS DEATH**—Mrs. Mabel Ellis, well-known show woman, died suddenly May 2 in Corinth, Miss.

**AERIALIST KILLED**—Sue Arlick, member of Four Queens, aerialists, was injured fatally on Conklin's All-Canadian Shows at Kitchener, Ont., May 7 while doing a breakout.

**STEVENS DEATH**—Mrs. T. A. Stevens, professionally known as Madam Mozelle, died of lobar pneumonia at Burham Hospital, Champlain, Ill., May 14. Interment in Showmen's Rest.

**BUNTS CHANGES TITLE**—W. J. Buntz changed title of his organization from Bunts Greater Shows to Crystal Exposition Shows.

**"BATTLE OF SHOWS"**—An interesting "battle of shows" prevailed at Peoria, Ill., week of May 23, when Rubin & Cherry and Royal American shows played day and date.

**DODSON'S WIN JUDGMENT**—Dodson's World's Fair Shows win judgment against Shenandoah Valley Fair Association for full account claimed by show for deposit given at time of signing contract which management refused to refund when 1935 fair was canceled.

**HANSEN TO RAIL**—Al C. Hansen Shows were converted from a motorized to railroad show in 10 days.

**SHOW TRUCKS EXEMPT**—Wisconsin courts ruled that out-of-State trucks owned by shows and carrying their own equipment would not be required to buy license plates when entering Wisconsin.

**CYCLONE HITS VAUGHT**—Mel Vaught's State Fairs Shows when exhibiting at Rawlins, Wyo., June 4 were struck by a cyclone, causing great damage.

**ROBERTS DEATH**—Robert (Bob) Roberts, 61, sword swallower with Snapp Shows, was fatally injured June 4 at Jacksonville, Ill., by a faulty discharge of a gun used in his act.

**SHERIDAN DEATH**—Clarence Sheridan, billed as Dare-Devil Piccolo, high diver with Silver State Shows, was killed June 18 when he missed tank of water in doing his act.

**JONES BOOTH'S BURN**—Several members of Johnny J. Jones Exposition, while

exhibiting in Meadville, Pa., June 20, were burned, one of them seriously, in a fire that destroyed two booths.

**NEW SHOW**—A new titled organization, Lane & Bowen Shows, operated by C. E. Lane and W. E. (Billy) Bowen, was launched at Mandeville, La.

**R. A. UPS CALGARY GROSS**—Royal American Shows smashed their own gross records of two previous engagements at Calgary Exhibition and Stampede, despite slight reduction in total attendance.

**STORM HITS MAJESTIC**—Heavy damage was dealt Majestic Mighty Midway Shows by a sudden windstorm at Pinckneyville, Ill. No one injured.

**EDMONTON RECORD SMASHED**—Edmonton Exhibition high midway record of 1929 fell when Royal American Shows claimed a gross nearly one-fourth larger than last year's.

**HEAT STOPS JONES**—For first time in history of Johnny J. Jones Exposition an opening was delayed because of excessive heat and dust at Owensboro, Ky. Rainstorm blew down several shows in middle of week.

**HALL JOINS BISTANY**—Harry Hall was appointed to pilot Leo Bistany's Mohawk Valley Shows.

**SIMS SHOWWALK IN CRASH**—Fourteen members of Sims' Greater Shows were injured, three seriously, when bus left road and turned over at St. Louis, N. B.

**SASKATOON FIGURES TOPPLE**—Royal American Shows exceeded their last year's record at Saskatoon Exhibition by 25 per cent.

**"POPEYE" BOLIN KILLED**—Lyle (Popeye) Bolin, of Gooding Greater Shows, died at St. Vincent's Hospital,

Indianapolis, of injuries sustained when auto backed over him on showgrounds.

**LATLIP AWARDED DAMAGES**—Capt. David Latlip, Latlip Shows, was awarded \$20,000 by a jury in a trial of damage suit in death of his daughter, Rita, killed in an auto accident in Ironton, O., November 8, 1935.

**FUCHS FATALLY INJURED**—Albert Fuchs, of Coleman Bros.' Shows, was fatally injured near Cromwell, Conn., when show truck was struck by an auto.

**MIDGET DARE-DEVIL INJURED**—Elmer Spangler, midget rider with Speedy Loftus' motordrome on Hennies Bros.' Shows, broke leg at Langdon (N. D.) Fair when he fell from straight wall.

**PENNSY GALE LASHES LOTS**—West's World's Wonder, Elaine Exposition and Bantly Greater Shows were badly damaged by storm that lashed Western Pennsylvania.

**BREAK WINNIPEG RECORDS**—Royal American Shows pulled record-breaking patronage at revival of Winnipeg Exhibition.

**MARJORIE KEMP CLAWED**—Marjorie Kemp, with Royal American Shows, was badly clawed by lion while performing in Motordrome at Regina Exhibition.

**BISTANY INJURED**—Leo Bistany sustained four broken ribs and collar bone when truck crashed into side of his car at Hampton, Va.

**STORM LEVELS SHEESLEY**—Following four days' continuous rain, electrical and wind storm, hit Mighty Sheesley Midway at Huntington, W. Va., August 27. Damage estimated at \$10,000.

**CRACK RECORDS**—Beckmann & Gerety Shows grossed better than \$49,000 at Illinois State Fair, Springfield, Ill., setting a new record there.

**JUMP IONIA 68 PER CENT**—Rubin & Cherry Exposition played their first fair of the season at Ionia, Mich., with business 68 per cent over 1935, or best in four years.

**CLICK IN OTTAWA**—World of Mirth Shows topped 1935 figures at Ottawa's Central Canada Exhibition by 30 per cent.

**LATLIP WHEEL BURNS**—A Latlip Shows' truck, carrying Ferris Wheel, was destroyed by fire near Sutton, W. Va., September 17. Property total loss.

**VAUGHT'S SHOWS HIT**—Rain and a windstorm did \$2,000 damage to Mel Vaught's State Fair Shows at Tulsa, (Okla.) Four-State Fair.

**RILEY QUILTS STRATES**—Matthew J. Riley, general agent, announced October 17 that he had severed his connections with Strates Shows Corporation.

**GAMES DECLARED LEGAL**—At a hearing before Special Judge Ernest A. Landman in Athens, Tex., an injunction was granted East Texas Cotton Palace officials preventing officers of Henderson County from molesting them or in any way interfering with conduct of carnival playing fair. All games at fair, except one, declared legal.

**MOHAWK VALLEY FLOODED**—Mohawk Valley Shows caught unawares in flood at Laurens, S. C. Lot in some places more than four feet under water. Damage small, however.

**DEBELLE JOINS JONES**—Starr DeBelle joined Johnny J. Jones Exposition at Georgia State Fair and Exposition, Macon, as general press representative.

**STRATES EXPANSION**—Manager James Strates of Strates Shows Corporation announced plans for 20-steel car show for 1937.

**MARY O. GASKILL DIES**—Mrs. Mary Osterstock Gaskill, widow of Frank W. Gaskill, one of founders of carnival industry in America, died in Minneapolis October 22.

**HENNIES BUY USA**—Orville W. Hennies and Harry W. Hennies, representing Hennies Bros.' Shows, purchased United Shows of America, it was announced October 28.

**HENNIES SIGN STAFF MEN**—Robert L. Lohmar appointed general representative; Joseph S. Scholibo, general press agent, and Irving C. Ray, treasurer, of the new Hennies Shows for 1937.

**BUY HENNIES TRUCK SHOW**—Noble C. Fairly and Toney Martone purchased entire Hennies Bros.' motorized show.

**CASTANG CHIMPS FOR DODSON**—Dick Collins, representing Dodson's World's Fair Shows in Europe, closed contract with Reuben Castang to bring his four Hollywood chimpanzees to this country as one of features of Dodson Shows in 1937.

**HILLIAR DEATH**—William J. Hilliar, well-known carnival and circus press agent, died suddenly in Cincinnati November 15.

**GENERAL AGENTS SIGNED**—Harry Dunkel signed to again pilot Cetlin-Wilson for 1937; W. M. Breese signed in same capacity by Strates Shows, and C. W. Cracraft signed as general agent with William Glick Shows.

**STRATOSPHERE MAN**  
Greet's You on the Inside  
Front Cover of This Issue

**WE WISH YOU ALL**  
*A Merry Christmas*  
and a  
*Happy and Prosperous*  
*New Year*  
**EYERLY AIRCRAFT CORP.**  
ABNER K. KLINE, Representative

**BURDICK'S ALL TEXAS SHOWS**  
Now Booking Attractions For 1937 Tour.  
Can furnish New Tops and Fronts for any Good Show. Can place Tilt-A-Whirl or any other Flat Ride that can gilly. Also Merchandise Concessions. Want man and wife to take Cookhouse. Winter Quarters Address:  
**BURDICK'S ALL TEXAS SHOWS,**  
Box 646, Aransas Pass, Tex.

**WANT TO BUY**  
FOR CASH  
4 STEEL FLAT CARS AND 1 SLEEPER CAR.  
State Full Particulars.  
Box 33, Care Billboard, 390 Arcade Bldg.,  
ST. LOUIS, MO.

**WANT TO BUY**  
FOR CASH  
WURLITZER BAND ORGAN OR CALIOLA  
Must be in good condition.  
BOX 32, Care Billboard, 390 Arcade Bldg.,  
ST. LOUIS, MO.

Season 1937. Season 1937.  
**O. J. Bach Shows**  
Now booking Rides, Shows, Concessions, High Free Act, Band, Ride Foreman. Opening April in New York State. Address Box 292, Ormond, Fla.

*A.M. Pollack Poster Print*  
BUFFALO, N.Y.  
**POSTERS-CARDS**

**BULLOCK'S**  
**Amusement Enterprises, Inc.**  
*Extends Holiday Greetings To All*  
WE WILL OPEN OUR 1937 SEASON EARLY IN MARCH AT BAMBERG, S. C.  
CAN PLACE capable, sober and reliable Ride Help. Must be Truck Drivers. Also reliable Agents for Cigarette Gallery, Ball Game and Bingo.  
HAVE FOR SALE one Evans' Devil's Bowling Alley Cabinet, practically new, \$25.00; one 12x18 Bingo Top and Frame, complete with Light Stringer and Background, \$50.00; one Little Beauty Merry-Go-Round Top and Side Wall, \$35.00. All can be seen at my winter quarters at Bamberg, S. C., after January 1.  
**JOHN S. BULLOCK, Mgr. A. E. MURRAY, Gen. Agt.**  
Address all mail to Bamberg, S. C.

**Gooding Greater Shows**  
*Wish All A Happy Holiday Season and Prosperous 1937*  
Loyalty and co-operation from our employees, friends and business associates enabled us to enjoy our greatest season in 1936. We take this opportunity to express our grateful appreciation to those who assisted us so faithfully. F. E. GOODING, General Manager, Box 386, Columbus, O.

**Season's Greetings to ALL**  
*A Merry Christmas and a Happy New Year from*  
**SOL'S LIBERTY SHOWS**  
CARUTHERSVILLE, MO.

**Sunset Amusement Company**  
*Extends Holiday Greetings to Everyone.*  
Now Booking Exclusive on all Legitimate Concessions for 1937. Corn Game and Cookhouse Already Booked.  
NO PAY GATE — PLAYING CITIES — NO PAY GATE  
EIGHT RIDES, EIGHT SHOWS, NO RACKET CONCESSIONS.  
Have complete equipment open for Hawaiian, Athletic and Girl Shows. Want Side Show, Unborn, Monkey Circus and Small Grind Shows with own outfits.  
P. O. BOX 253, OAK PARK, ILL.

# Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

## Krause Greater Shows

SANFORD, Fla., Dec. 3.—Krause Greater Shows closed its 44-week tour at Marianna, Fla., after covering a total of 11,562 miles in 10 states. Show carried 10 shows, eight rides and 30 concessions, all of which enjoyed a successful tour. The show will be completely overhauled and enlarged before the beginning of next season.

Mr. and Mrs. Ben Krause, Mr. and Mrs. H. Morris and Bob Coleman are wintering in Tampa; Barney Lamb is in Jacksonville, Fla.; Omar Hannsen and crew in Detroit; S. C. (Whitty) Reed and Slim in

Clinton, S. C.; Mr. and Mrs. Carl Morrison, Eddie Young and Soldier in De Land, Fla.; Mr. and Mrs. Miceles in Philadelphia; George, the electrician, Eustes, Fla.; Sam Jones and Smokey are working in a lumber camp; Mr. and Mrs. Paul Kaduke are staying in winter quarters to supervise painting and repairing of their Tilt-O-Whirl; Mrs. L. Kriswell, Ray Kriswell, Jack Murphy, John Pridgeon, Paul Kaduke, chief carpenter, and Edward L. Poupin are also there. Rogers has booked his ride on another show, and many others have joined shows playing Georgia, South Carolina and Alabama. Reported by Edward L. Poupin.

## Bantly Greater Shows

REYNOLDSVILLE, Pa., Dec. 19.—Winter quarters activity is fast rounding into shape. New modernistic fronts have already been planned and work is to begin immediately after the first of the year. The carpenters and painters who are to build the fronts and repaint the rides are due here soon. Sam Hull is to supervise the construction and Dick Keller, scheduled to arrive Christmas, is to do the painting.

Mr. and Mrs. Herman Bantly are planning an extended tour of New York State, thence southward to the Carolinas. They have already contracted for two additional flat rides and another Big Eli wheel.

The hotel is the rendezvous of the showfolk of this vicinity. Wintering here are Mr. and Mrs. Harry Copping, Mr. and Mrs. Herman Bantly, Mr. and Mrs. Ben Smith and son Howard, Billy Hendron and Jimmy Marshall.

Buddy Bantly, a medical student of Allegheny College, was a visitor last week and will be back for the Christmas and New Year holidays.

Harry Copping who has definite plans of going on the road again next year is very busy at his favorite pastimes playing bridge and hunting. He is very successful, having bagged a 10-point buck and several rabbits and birds. Reported by William S. Whitmore, show's secretary.

## Hilderbrand's Shows

LOS ANGELES, Dec. 19.—Special agent, Lucille King, was honored by the ladies auxiliary by being presented with an elaborate present for winning the membership campaign. Lucille's social duties since the closing of the show have kept her constantly occupied.

Johnnie and Irene Gibson of the Four Jacks have been recipient of many a dinner party in their honor since their return. Mrs. Virgie Miller has become a hustling business woman. After a hectic season of *Trapeze Love* and other emotional activities, Charles Mar-

shall has returned to normalcy. Mr. and Mrs. Hi Severson have been busy entertaining many of the showfolk at Sunday breakfasts.

The Ralph Balcoms are remodeling their photo gallery used during Christmas holidays in a downtown location. Keith Sutton is employed at a local cafe. Mrs. Elva Rockwell considers winter tramping an art. Frank Babcock promptly placed his show in the barn. Frank and Ernest Downie, ever on the alert for new business, are progressing rapidly with their plans for 1937. Mr. and Mrs. Glenn H. Perry's cafe in San Diego has been a decided success. Mr. and Mrs. Red Growe are busy building house cars and remodeling several of Hilderbrand's. Ross Davis of Lincoln Park claims the 1936 season was the best ever. Show's greatest nimrods, the Johnnie Hicks went fishing and returned without a catch.

Dan Barnett, *The Great Mogonigal*, receives more letters than any one on the show. Bessie Bessett has taken an apartment for the winter. Hazel Fisher sent greetings from Portland, Ore. Many of the showfolk were guests of the Escalante Circus during their showing within a few blocks of winterquarters. Delebert O. McCarty is lost in a big city. Ben Doubert cries—let there be more canvas—and doubtless there will be. Milt Runkel claims to have the best pickle relish in town. Verna Seeborg postcarded from Oakland, Calif. Reported by Walton de Pellaton.

## J. J. Colley's Shows

MINCO, Okla., Dec. 19.—Ended a successful season of 32 weeks, November 30 at Stillwater, Okla. Did not play outside the state. The show has not been out of Oklahoma in six years. After closing, all equipment was stored in a spacious building. Show closed with 6 rides, 8 shows and 33 concessions. No work has started yet and will not until about February 15. Staff will remain about the same. J. J. Colley, owner and manager; Mrs. J. J. Colley, secretary and treasurer; Frank Du Shane, general agent; Cassy Smith, lot superintendent; Johnnie Collins, electrician; Curly Sparks, in charge of trucks and transportation. Plans are to enlarge some for 1937. Will again carry duplex No. 5 Big Eli wheels. Just before closing shows set up and operated its new 1937 model loop-o-plané. Reported by E. C. Naylor.

## Johnny J. Jones Exposition

AUGUSTA, Ga., Dec. 19.—Things are still humming in quarters. More men have been added to the different shop departments and work has started in earnest. Director E. Lawrence Phillips arrived to finish laying out the 1937 building program.

General Agent James C. Simpson came in and announced the signing of contracts for the Spartanburg (S. C.) County Fair. After due consideration John Fielder, secretary-manager, and G. C. Todd, treasurer, picked the Jones show to furnish the midway for 1937.

Dave Trougett, bill truck manager, arrived with the new Dodge bill truck, modernly equipped with closets, rack and paste-cooking apparatus; also berths for bill crew.

Joseph Stly, cookhouse operator, and Tommy Thomas, special agent, short-time visitors while en route south. Arthur Atherton leaving for home at Montgomery, Ala., to spend the holidays. Pearl Harvey left for Florida. Manager Tom Allen leaving for his vacation; also Dell Lampkin and family to Florida for the holidays.

The moving picture film of the Indiana State Fair and the Johnny J. Jones Exposition arrived in the office. They were made by a Chicago firm for the International Harvester Company, which furnished the show with new power units. They are to be shown at a local theater in the near future for the pastime of the troupers wintering here.

The writer to leave for Florida next week to spend the winter. Reported by Starr DeBelle.

## Zimdars Shows

MEMPHIS, Dec. 19.—Harry and Artie Zimdars returned from trip to Dallas, where they had been visiting their wives' parents. Upon their return, Sailor Harris was appointed foreman over all work. Charles S. Reed returned from his vacation and signed a contract for 1937 season. He left immediately on a booking trip. Frank Penturf came in to

join Harris' side show next season as a tattoo artist. The show will have all new fronts and will be equipped with neon lights. Will carry a band and free acts.

Jack Smith and wife, of Murphy United Show, and Jim Rogers, of Rogers and Powell Shows, were visitors recently; others were Bob Flannigan, Jack Wortham and wife, Lloyd Russell, Shorty Farrel and wife and Jack Oliver. Huston Muser, after playing here for three weeks, pulled stakes for New Orleans. Johnny Webb, with his big side show museum, came in and is going to open here. Town is full of troupers. Last show to come in was the Great Olympic Shows. Reported by Charles Seip.

## J. J. Page Shows

AUGUSTA, Ga., Dec. 19.—Work at quarters has not reached the top rung, however, after the holidays, the crew of five will be augmented, and the major portion of work, such as building fronts, will be at its height. Lee Ward, who had his grab concession over here this year has a crew of men out handling Xmas packages of toilet articles and doing okeh. . . . Jimmy York, erstwhile foreman of Tilt-a-Whirl for the Montgomery's, is paving the way for appearances at theaters of the *West Virginia Hillbillies*, better known as the *Friendly Five*, ranging in ages of eight to 16. The writer made it possible for them to be a sustaining feature on the local Radio Station WRDW and doing okeh, according to the many requests sent in for their music. Incidentally all the Gande children who comprise the *Friendly Five* are going to school here. . . . Nightly rummy games are entertaining features of quarters. Visitors since the closing of the show were Johnny Hobbs, Jimmie Finnegan, Johnny Bullock, Barney Sisson, Humpy Evans and Starr De Belle. Tex Thorpe, who had the athletic show on this carnival for several seasons, left to join the Roberts' Show. Reported by R. E. Savage.

## Blue Ribbon Shows

PHENIX CITY, Ala., Dec. 19.—Shows have dug in for the winter. However, the show is as busy as a beehive and extensive preparations are under way.

Fifteen men are busy in the workshops painting and repairing old equipment and putting the finishing touches to the new. Many new shows have been added. Among construction projects is the erection of two steel spotlight towers. Bright prospects for the coming season were indicated by L. E. Roth, owner.

Except for the workmen, the troupers, for the most part, have joined in with the townspeople to pass off months of winter. Reported by L. E. Roth.

## Dee Lang's Shows

ST. LOUIS, Dec. 19.—Dee Lang and Elmer Brown arrived in St. Louis this week after a three weeks' trip—covering Chicago and Des Moines meetings.

A circuit of fairs are being contracted. Lang made several purchases while in Chicago—a new Scooter ride, canvas and electrical equipment.

Another order for trucks was placed with Goss, in addition to 7 ordered a few weeks ago.

At quarters men are building some new fronts and painting.

Sonny Burnett paid a visit, going into details for a new line of special paper that is now being designed by him for the show. Reported by Elmer Brown.

## West Bros.' Amusement Co.

MORLEY, Mo., Dec. 19.—Winter quarters has been a regular beehive since the show returned. Work was started immediately on rebuilding a home to take place of one destroyed by fire only a short while prior to closing date. New rooms were added, the house entirely re-lined and painted and Mr. and Mrs. Laughlin moved into it two weeks after getting back. A crew was put to fencing in the acreage acquired during the summer, another building new barns to house the show and show equipment, and a third went to building new fronts.

Show closed season at Blytheville, Ark., after one of the most successful tours in its history. Over 6,000 miles covered, playing the eight States, Missouri, Illinois, Iowa, North and South Dakota, Minnesota, Kansas and Arkansas.

In 34 weeks show exhibited in 43 different towns. Of these 12 were bona-fide fairs, 10 golden jubilees and the balance under auspices.

New equipment purchased during the year included three tractors and trailers.

## 1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

## 3000 KENO

Made in 30 sets of 100 cards each. Played in 8 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

## THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class. . . . \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up) . . . . . 2.00. Bingo Record Sheets, 24x36, 20 for . . . . . 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

## J. M. SIMMONS & CO.

9 W. Jackson Blvd., Chicago

## FOR SALE

\$20,000 Parker Stationary Carousel, steel frame for building, Airplane Swing, Lindy Loop, Cars and Mechanism for large Coaster, Motors, Stand Equipment, Etc. Price \$25,000. Terms to reliable people. Stored Route 1, Box 511, Dallas, Tex. Address

## Mrs. C. A. Wortham

114 Princess Pass, San Antonio, Tex.

## Season's Greetings To All COREY GREATER SHOWS

Wanted for 1937 Season, SHOWS, RIDES AND CONCESSIONS. Address P. O. BOX 918, Johnstown, Pa.

## SEASON'S GREETINGS TO ALL OUR FRIENDS DICK'S PARAMOUNT SHOWS, INC.

NOW BOOKING FOR SEASON 1937.

WANTED—Concessions; all legitimate Grind Stores. RIDES—Flat Rides that do not conflict. SHOWS—Reliable Showmen with or without own outfit. Will book or buy 8-car Whip or Tilt-a-Whirl. Address all communications to

RICHARD E. GILSDORF, care G. DeCICCO, INC., 115 Washington St., Boston, Mass.

## CROWLEY'S UNITED SHOWS

SEASON'S GREETINGS TO ALL OUR FRIENDS.

CONCESSIONS—Can place any legitimate Concession that works for stock. Reasonable privilege. Roy Goldstone will not be with this show. Good opening for Cook House, Grab, Mitt, Diggers, Merchandise Concessions of all kinds. CAN PLACE Agents for Wheels, Grind Stores, Corn Game, Ball Games, Slum Skillo, Scales. SHOWS—Have outfit for any high-class money-getting Attraction. Have beautiful outfit for Side Show. Johnny Howard writes. CAN PLACE Fun House, Motordrome, Big Snake, Mechanical, Girl, Unborn. Address

G. C. CROWLEY, Richmond, Mo.

Show opens Early in April. Long Season, North and South.

## Merry Xmas Happy New Year WEST BROTHERS AMUSEMENT COMPANY

WANTS FOR 1937—Shows and Concessions. Cook House, Will take Tickets for Privilege. CAN PLACE strong Pit Show, Glass Show, Monkey Circus, Minstrel Show, Midget Show, Motordrome. Will furnish outfits to reliable parties for any Show of merit. Our 1937 route best yet. Fairs and Celebrations in Montana, the Dakotas, Minnesota, starting first week in June. If you mean business, get in touch with us. Bill Snyder writes. J. W. LAUGHLIN, Manager, Morley, Mo.

Closing week another No. 5 Eli Wheel was purchased. At same time J. W. Laughlin added five ponies to his pony track and also purchased transformers to build a plant on a wagon.

Following reported as their winter home: Mr. and Mrs. Earl Barnhart, Blytheville, Ark.; Mr. and Mrs. George Campbell, Kansas City; Mr. and Mrs. R. J. Moore, Little Rock, Ark.; Mr. and Mrs. C. A. (Slim) Cunningham, Tulsa, Okla.; Mr. and Mrs. Eddie Reano, Calif. George Childs will promote and direct home talent minstrels in Arkansas, while Mr. and Mrs. Taylor Miller were to do a little more trouping south.

Staff closed as it opened, J. W. Laughlin, manager; Virginia Laughlin, secretary and treasurer; Glen Osborne, legal adjuster; R. J. (Whitie) Moore, electrician; Mac Finley, mechanic; Robert Laughlin Jr., concession superintendent and *The Billboard* agent; the writer assistant to the Laughlins; Earl Bruce Barham Jr., mascot.

In quarters at present time are Mr. and Mrs. Laughlin; Helene Violette, Mrs. Laughlin's sister; Robert Laughlin, senior and junior; Larry Edmonds, Elmer West Wheeler, John Tahge, Blacky Smith, Swede Nelson, Mulligan, old-time trouper; writer and his son. Reported by Bruce Barham.

**Corey Greater Shows**

JOHNSTOWN, Pa., Dec. 19.—Work will begin at winter quarters here when Manager Corey closes his indoor carnival. New canvas has been ordered from J. W. Hurst & Son for side show and a new marquee for the main entrance. Word was received from Miami that Mr. and Mrs. E. Boltz and Mr. and Mrs. Jack Rockway will stay there until time to trek to opening stand. R. S. Rakestraw, superintendent of transportation, is at Bonita Springs, Fla. Frank Russell is wintering at Suffolk, Va.; Mr. and Mrs. Jerry Swisher are in Tampa; L. S. Osborn, Miami, has booked his concessions.

F. J. Thal, of Tyrone, Pa., has booked his ride. Frank Maddish and the missus, after a few weeks in Florida, will winter at their home, Kulpmont, Pa.; Geo. H. Ammon, boss canvasman; Jean Beagle, manager of the *Hillbillie Show*; Sam Collier, who has the sound system; Percy Dalrymple, electrician; Red Bell, assistant electrician; Lester Tate and the missus, and their family, and Mr. and Mrs. Freeman Foster are wintering here.

Quentin Anderson has signed with a concession; Walter Conner has booked his water show; Mrs. E. S. Corey has returned from New York, where she spent several weeks with her parents. Aerial Earls Free Attraction is working indoor shows in Canada. E. S. Corey has been busy with his indoor carnival.

Show will be augmented in 1937, 31st season, organized in Philadelphia in 1906. George C. Smith, lot superintendent, is conducting his coal business in Cumberland, Md. Reported by E. S. Corey.

**Hendershot Now Active in Advance**

CINCINNATI, Dec. 19.—J. B. Hendershot, general agent Mighty Sheesley Midway, was a visitor at *The Billboard* last week while en route from Charlotte, N. C., to an unrevealed destination.

He reports bookings for season 1937 as going along in a most satisfactory manner and he was very much elated over prospects for the coming year.

**Showmen's League of America**



165 W. Madison St., Chicago, Ill.

CHICAGO, Dec. 19.—The big excitement is over and things have returned to normal. Committees are already beginning to show action and everything points to a big year. The club is already in receipt of 10 applications for the new year and the committee is out to beat last year's record.

Committees are making arrangements for the purchase of additional space for Showmen's Rest. Space around the Rest is selling rapidly and the club finds it necessary to make this purchase now or be left out in the cold. Committee includes Edward A. Hock, M. H. Barnes, L. C. Kelley, Rudolph Singer and Harry Coddington.

Plans for the New Year's Eve Party are in the making and from all appearances it looks as tho it will be one of the outstanding events of the season.

The club has received a call for Brother Charles J. Miles. Better wire at once, Charlie, illness is the cause.

Recent visitors to the rooms were: Rubin Gruberg, Harry Lewiston, I. J. Polack, Peazy Hoffman, Zebbie Fisher, Lou Leonard, John Lorman, J. C. McCaffery, Edward A. Hock, Leo Berrington, Mike Rosen, Wm. Young, John Pritchard, Harry Coddington, Dave Tenyson, Maxie Herman, A. R. Cohn, Jack Benjamin, A. L. Rossman, Max Hirsch, Nat Hirsch, Dave Picard, Al E. Hock and Al Latto. Brothers A. R. Cohn and A. L. Rossman reported that they would depart for Florida at an early date.

In reply to many inquiries: Awards in the Cemetery Fund Drive were made to A. R. Cohn, Leo Renzelberg and K. Degachj.

Brother Guy Dodson came in with three applications to add impetus to the 1937 drive. They were for Jack Baille, Ray Balzer and Joe Miller. Better take a look around you, folks. There may be some prospects that you have overlooked.

Just advised by Canadian secretary, Neil Webb, that Past President Patty Conklin has left for a visit in Vancouver.

New stationery is in the making and will soon be ready for use. What's the matter with the Silver Jubilee slogan for 1937. Remember, this will be the 25th annual Banquet and Ball.

**Washington, D. C.**

WASHINGTON, D. C., Dec. 19.—Many show people are here for winter months. Danny Taylor and wife in from Coleman Bros. Shows says he had one of the best seasons ever on that show.

Mr. and Mrs. Pete Arneelia had the Diggers on the West Shows and expect to be on the road again next season.

Stuby Morseur can be seen most any day on the main avenue with his new car. He was with the Max Gruberg Shows and did good business.

E. Lawrence Phillips, of the Johnny J. Jones Exposition, here for the holidays, says the show had a nice season and look for a bigger one next year. Johnny Donlea is still here as manager of Playland Arcade.

Mr. and Mrs. Lawrence Leader were not on the road this season but expect to go out with one of the big ones.

Paul Murphy, of Cetlin & Wilson Shows, is now chef at a restaurant.

Spot Pinsonault is back after a short season with Bockus & Kilonis Circus. Says he is going with a carnival next season. John Barry, former general agent, is now employed by the government in this city.

Pete Tomcheck and missus have an apartment for the winter months. They will be back with the Strates Shows with a few concessions.

Frank La Barr, veteran of the white tops and also of the West Shows for the past five years, is back at Playland Arcade as cashier. He will be back with same shows season 1937.

Sam Levy and John Folly have opened up a soft drink stand and report doing some business.

Honny Simmons, of World of Mirth Shows, is now employed as porter at a hotel.

Lawrence Leader gave a Thanksgiving dinner to his many friends at Hotel Willard.

**The Biggest Ever!**

**17th Annual Banquet and Ball HEART OF AMERICA SHOWMEN'S CLUB**

To be held in the Congress Room, Thursday Evening, December 31, 1936, Hotel President, Kansas City, Mo.

TICKETS \$3.00 PER PLATE

An event that you will always remember.

For reservations write or wire

HEART OF AMERICA SHOWMEN'S CLUB, Coates House, Kansas City, Mo.

All-green Tents seem to have been the vogue in 1936. Wonder what the big color scheme will be in 1937.—Midway Confab, November 7.

**WE OFFER ELECTRIC GRAY**

As Used, Tested and Endorsed By Us Over the Last Four Years. Water proof—perfect protection. Mildew proof—not subject to dry rot. Army duck—lasts longer. Gray color—does not fade or show dirt. Lock stitching—no ripped seams. Combines well with red, blue or green for super flash and extra customer appeal. The Showman or Concessioner Looking for Something Different yet Practical in a Quality Tent, Is Invited To Submit His Specifications.

**SIGMUND BROS., KEOKUK, IOWA**

Established 1900. Write Now for Samples and Low Winter Prices.

**ED GROVES SHOWS**

WANTED, SEASON 1937.

Shows, Rides, Concessions. We own 4 Rides. Will book late model Loop, 3 or 5 unit Loop-the-Loop. Will furnish new outfits for Athletic, Hawaiian, Geek Shows, organized Musical Comedy with Band. New Canvas, New Panel Fronts. Merchandise Concessions only. Exclusive on Cook House; Diggers, Photos. Ride Help on all Rides, Talkers and Grinders for Shows. WANT Banner Man with Sound Car, Electrician.

Show will open Clinton, Ind., April 24—35 weeks, including our Fairs and Celebrations. Fair Secretaries write T. J. SMITH, General Agent, care Winter Quarters, Ed Groves Shows. Winter Quarters, 216 N. Main St., Clinton, Ind.

**THE MABEL R. WEER SHOWS**

EXTEND TO ITS MANY FRIENDS OF THE AMUSEMENT WORLD SEASON'S BEST WISHES FOR A

Merry Christmas and a Most Happy and Prosperous New Year

MABEL R. WEER, CASSOPOLIS, MICH.

**ANDERSON - SRADER SHOWS, Inc.**

Now booking Shows and Concessions for 1937 Show will open early in April at Wichita, Kan. Want Athletic Show and Cookhouse. Will furnish complete outfit for any money-getting show. Address all mail to Concordia, Kan.

THERE ARE "SCORES" of REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It is based upon the greatest three graces God has given to man, faith, hope and charity, and the greatest of these is charity.

# Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Dec. 19.—Monday night's meeting drew 153 members. President Theo Forstall presided with the following executives also present: Dr. Ralph E. Smith, first vice-president; Roy Ludington, second vice-president; O. H. Hilderbrand, third vice-president, and John T. Backman, secretary. Regular business meeting was cut short to just the preliminary report on the banquet and ball. Figures are not complete but officers believe there will be a handsome profit realized. This will be added to the charity fund. President Theo Forstall and Chairman Jack Grimes came in for a tremendous round of applause for the splendid manner in which they handled the affair.

A ticket naming the officers nominated for election in 1937 was posted two weeks ago and appeared in these columns. The by-laws and constitution of PCSA, however, provides that 15 members in good standing are privileged to put up for election a ticket other than the first nominated. The second ticket, which made its appearance at this meeting, is as follows: O. H. Hilderbrand, president; Frank J. Downie, first vice-president; W. T. Jessup, second vice-president; Frank W. Babcock, third vice-president; Ross R. Davis, treasurer; John T. Backman, secretary, and Pat Armstrong, cemetery board. The ticket was posted for election which will be held December 28. A Samuel Goldman was named chairman of the committee appointed to codify the by-laws. Idea being to fit the by-laws and constitution to the present needs of the organization. Report of the work of this committee for approval of the body has been set for the second meeting in January. After adjournment lunch and refreshments were served by W. D. Corbett, Ted Le Fors, L. A. Godfrey, Will Z. Smith and Jack Bigelow.

### LADIES' AUXILIARY

Despite inclement weather, the December 14 meeting was well attended with Ethel Krug, president; Ruby Kirkendall, vice-president, and Vera Downie, secretary, presiding. Quite a number of discussions on the floor were disposed of in record time. Owing to the fact that it was nomination night, the better part of the meeting was devoted to selections of 1937 officers.

Piano under discussion at last two meetings was finally brought to a decision when the board of directors ordered that it be purchased and dedicated to the outgoing president, Ethel Krug.

Mrs. J. Brizandine (Elsie Calvert), (See PACIFIC COAST on page 107)

### Tucker's New Catalog

FORT SMITH, Ark., Dec. 19.—The 1937 catalog of "The House of Tucker" has been issued and is a most attractive book, some parts of it being printed in eight colors. This annual book, published by the Tucker Duck & Rubber Company, features a number of specialties, including "Fish-N-Float," which was announced last year and proved to be a popular item among fishermen.

**LORDS PRAYER**  
ENGRAVED ON YOUR PENNY  
GO IN BUSINESS FOR YOURSELF. BE YOUR OWN BOSS. MAKE \$2 TO \$5 AN HOUR OPERATING THE MOST BEAUTIFUL ENGRAVING MACHINES ON EARTH.  
PRICES: LAYERS, 6¢ CA. BEADCHAM 2¢  
WRITE FOR ILLUSTRATED LITERATURE  
MIDWEST NOVELTY MFG. CO. 6311 EUGENE AVE. CHICAGO, ILL. PRICE \$3.75

### NICK PATRINOS WANTS

Cook House Help with Happy Days Shows, Inc., for Season 1937. Answer Care Mecca Hotel, Birmingham, Ala., or Winter Quarters, Montgomery, Ala.

### NOTICE!

L. D. CARSON, formerly associated with Wortham Shows, or anyone familiar with his present whereabouts, please communicate with BOX D-58, care Billboard, Cincinnati, O.

**15 Years Ago**  
(From The Billboard Dated December 24, 1921)

Attaches of Clarence A. Wortham's interests were working overtime at their San Antonio winter quarters on their formulated plan to have the Wortham banner made further famous in 1922 by new offerings. . . . Well-known carnival folks listed among the callers at the Cincinnati office of *The Billboard* were K. G. Barkoot, Bobby Burns, E. C. Brown and Edward Jessop. All expressed themselves as optimistic for the ensuing season. . . . Ike Rose, with the Grown-Together Twins, left New Orleans for Mobile and Montgomery, Ala., where he was slated to play a limited engagement.

H. M. Waugh, of the Greater Alamo Shows, visited *The Billboard's* Chicago offices on his return from Mayo Bros.' Sanitarium, Rochester, Minn. He reported his physical condition to be excellent except that he was much overweight and planned to return to winter quarters in Houston. . . . Irving J. Polack's World at Home Shows announced the retention of N. J. Shelton as press representative for the season 1922. . . . Prosperity, S. C., was just what the name implies for Scott's Greater Shows which were playing their second "closed county" in South Carolina in three weeks' time.

More than 300 persons were in attendance at the highly successful second annual bazaar and dance given by the Ladies' Auxiliary of the Heart of America Showman's Club in the Coates House, Kansas City, Mo. . . . Conclusion of a two week's engagement at Pensacola, Fla., brought the Miller Bros.' Shows long season to an end. . . . Golden Rule Shows were establishing winter quarters at Upper Sandusky, O., amid much activity in the way of numerous changes. . . . With 75 people on the payroll, "activity" became the watchword at the Rubin & Cherry winter quarters, Savannah, Ga.

Levitt-Brown-Huggins Shows called it a season at San Francisco and immediately went into winter quarters there. . . . It was vacation time for F. Percy Morency, popular manager of World at Home Shows. He and the missus were visiting with homefolks at Montreal, Can. . . . William Sturges and numerous assistants were making wonderful progress, painting and gilding new fronts for the Johnny J. Jones Exposition at that caravan's winter quarters in Orlando, Fla. . . . Shadow Baker and the missus, after ending their outdoor activities rambled into Ensley, Ala., to spend the winter.

Hovsep DeKreko and Jim Schreck were launching a winter show from San Antonio with the opening scheduled for Harlington (Tex.) Mid-Winter Fair. . . . E. B. Roberts reported that he had his "Dancing Dolls" booked solid until March 1, 1922. . . . Dix Schiller, general agent of Percy Martin's Famous Shows, had just returned to that caravan's winter quarters in Cumberland, Md. . . . Prominent showmen seen in the lobby of the American Hotel, St. Louis, shortly after the Chicago meetings were C. A. Wortham, Fred Beckmann, Elmer Jones, Walter Stanley, M. W. McQuigg and Jim Sutherland.

### Burdick's All-Texas Shows

ARANSAS PASS, Tex., Dec. 19.—Closed a successful season here, with good two weeks' business, auspices of the fire department. Work for next season has already begun under the direction of Jack Brown. Manager and Mrs Burdick report best year since 1932. Those who stayed to fish and hunt here are Mr. and Mrs. Eden Dye, Mr. and Mrs. E. G. Reed and Don Leslie, who is legal adjuster; Jack Benson, scenic artist; Bill Smith, Harry Wilson, Mr. and Mrs. Howard Hubbard and C. G. Foster. Mr. and Mrs. Ollie Wade left for their home in Waco. Mr. and Mrs. Baker and family and Colonel Wilson of *Siberian Giant* fame are fishing. Burdick and Don Leslie will start out after the first of year on booking tour. Reported by Don Leslie.

MEMPHIS, Tenn., Dec. 19.—C. S. Reed stated here this week that he had been re-engaged as general agent for Harry Zimdars' Shows following a most successful season. His recent trip to behalf of the shows resulted in several fair contracts, according to Reed.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 19.—It was evident at the meetings of the association in Chicago that one of the problems uppermost in the minds of those connected with the carnival industry was the application of the new Federal Social Security Law to the industry.

With the thought in view of furnishing the industry a general outline of the scope of the statute, we plan from week to week to present items of general interest in this field. It should be borne in mind that the information thus furnished in this column is general and not intended to apply to any particular state of facts. As previously indicated, the ACA office will be pleased to discuss members' particular problems thru correspondence.

### Social Security Law

In order to give a bird's-eye view of the scope of the new law we quote from an article by Thomas H. Eliot, general counsel of the Federal Social Security Board, who says: "The legal problems involved in the Social Security Act naturally divide into two groups—questions arising out of administration and questions of constitutionality. And these in turn can each be split into parts—matters of direct federal law or administration, and matters of State legislation.

"Much has been said about the 'vastness' and 'complexity' of the Social Security Act. It is a fairly long piece of legislation, but not particularly hard to read. It has wide implications, but its actual workings can be quite easily explained.

"First, the Act authorizes grants-in-aid to the States to provide for needy groups, including the aged, blind and dependent children.

"Second, the Act establishes a system of federal old-age benefits, geared to wages earned, and without State participation.

"Third, the Act removes obstacles to the enactment of State unemployment compensation laws and encourages their adoption by allowing a 90 per cent credit against a newly imposed pay-roll tax, to be available to employers contributing to State unemployment funds, and also by granting financial aid to the States in meeting administrative expenses.

"Fourth, the Act provides Federal revenue that will help meet the outlays authorized. A 1 per cent pay-roll tax on employers of eight or more is already in effect (it will be 2 per cent in 1937, 3 per cent thereafter) and beginning in 1937 there will be a 1 per cent pay-roll tax on employers of one or more, and a 1 per cent tax on the earned wages of employees.

### Federal-State Relationships

"Let us look first at the legal problems inherent in the federal-State relationships arising under the Act. Commentators have warned of destructive friction affecting this 'delicate contact'; but the Act was carefully drawn to eradicate in advance as many sources of friction as possible. Some remain; but there has not been much serious criticism so far as I am aware of either the Act or the administration thereof in the State relations field. Minor administrative delays, instructions to have high State officials sign several copies of a single document and such things have naturally caused some irritation; but the effect of the existing legislation upon the States has not given rise to objections, save for two matters pertaining to unemployment compensation, which I will deal with shortly."

### Sheesley Midway

CHARLOTTE, N. C., Dec. 19.—Capt. John M. Sheesley after booking Charleston, W. Va.; the Lynchburg, Va.; Gastonia, N. C., and Charlotte, N. C., fairs returned to Miami. General Agent Hendershot and Mahager Sheesley have done a lot of advance work so far for coming season. The writer received a card from W. H. Davis, who has spent 59 years with circuses and carnivals. Doc and Nora Carver went to New York. Tommy Pinbeck, groom, is looking after Red Lips, diving horse; dog and goat. Jimmie Austin is taking it easy around the box cars, of which he has charge. Nick De Rose, of the girl show, has returned here. Reported by Ward (Dad) Dunbar.

# Miami

MIAMI, Fla., Dec. 19.—Plenty of cool, showery weather last week. Charles Gerard's Shows and rides were playing a lot on 79th street but have disappeared from the local scene. . . . Louis Hersch, 28 years a weight guesser, is operating his scales. . . . Leo Carrell, of Cetlin & Wilson Shows, is in town. . . . The water carnival presented by Alexander Ott at Miami-Biltmore pool Sunday the 13th, benefit Miami Christmas fund, was most successful. About all the water performers in this district contributed their services. Sol Solomon's high dive was a big hit. . . . Ike and Mike Faust are having a power boat built which will be launched soon. This craft was designed especially for river tarpon fishing. . . . Sam Kaplan is seen daily parading on the main stem. . . . Bill Frey and Dixie Music Company are two of the biggest operators of coin machines in this State. . . . Bill Shippey, of one-time Keen & Shippey Shows, owns three apartment houses at the Beach and is a city employee and mixes much in local politics.

Hamda Ben, wife and son are here from the Frank West carnival. . . . Jimmy Finn is here from Max Gruberg Shows. . . . J. Frank Hatch (Silver King) is a guest at one of the ultra-swanky hotels at the Beach. . . . Jimmy Fingers, ex-concessioner, is collector for W. D. Bartlett, operator of Diggers and other amusement machines. . . . Joe Sheppard is associated with Bartlett in various amusement enterprises. . . . John M. Sheesley has returned to his trailer at the camp. . . . Rola-Score, a new nickel-in-slot bowling game, has been installed at Ollie Trout's trailer camp. . . . Eva Lewin, diving lassie of long ago, paid a visit to Bench Bentum. Bench's dressing tent is the meeting place for most of the water performers sojourning here. . . . Royal Palm Shows have been awarded contract to produce the annual fair at Vero Beach. . . . Maxwell Kane has been living for the last 10 months at Miami Beach. He will establish his permanent residence there, along with George Harmon, Whitey Adams and Eddie Rosenbaum.

The Sol Solomons and Max Kimmerers went on a fishing trip to Key Largo. . . . Max Kimmerer is a florist. He has two homes, one in Miami Beach and one in Miami proper. . . . Bench Bentum's tractor-trailer, en route from Raleigh, N. C., to here, was sideswiped by another truck. Bentum's truck had one side completely torn out. No one on either truck injured, so both continued on their way after settlement arrangements had been made. . . . Jimmy and Laura Walsh are seen almost nightly at Funland Park. . . . Mrs. Bertha Melville is domiciled in an apartment at the Beach. . . . Lee Manchael, formerly of Allied Enterprises, New York, is combining business and pleasure on his trip here.

# Groom Lauds Free Acts and Midway

ST. STEPHEN, N. B., Can., Dec. 19.—St. Stephen (N. B.) Exhibition Association, sponsoring a yearly fair, has set its dates for the 1937 event. H. M. Groom, secretary, in his report of the 1936 exhibition stated that Ben Williams brought more shows and rides than ever before, altho he has been supplying the midway for about 14 years, and that the shows and rides gave a real carnival flavor to the fair and elicited much favorable comment from patrons. The secretary also said the directors of the event were fortunate in the selection of free acts. These were clever and entertaining, and the opinion of the public seemed to be that each attraction itself was a feature. The consensus, according to the secretary, was that the fair was the best in years.

# Animal Shows at French Carnivals

PARIS, Dec. 14.—Van Ben David's menagerie and Vanderzepen's snake show are at the street fair in Avignon. Jean Pezon's menagerie is at the street carnival in Grasse, and Mayrou's trained dogs are at the street fair in Pezenas.

## Lawrence Will Have New Show

Will title Metropolitan Sam Lawrence Shows — Percy Martin, general agent

AUBURNDALE, Fla., Dec. 19. — Sam Lawrence, the present owner and operator of the Metropolitan Shows, announced here this week that he will have a completely new show on tour season 1937 under the title of Sam Lawrence Shows. It will carry 8 rides and 10 shows.

Lawrence has been operating the Metropolitan outfit for the past two seasons and has been singularly successful in Florida and Georgia territory. It is his aim to have a strictly high-class organization under the new banner with no off-color concessions nor questionable girl shows. In announcing the new regime Lawrence stresses the point that he desires to have every attraction a feature as far as it is humanly possible to make them so.

Percy Martin, who for the past two seasons has been general agent for Max Gruberg's Shows, has been engaged in the same capacity for the Lawrence Shows. At present he is in Crystal River, Fla., with his wife, where they have a home and a small business enterprise. Mrs. Martin will attend the latter two interests while he is on the road.

Martin will take up his advance duties January 2 and plans to route the new show in up east territory and later at fall fairs.

The Sam Lawrence Shows will be completely motorized at the opening, tentatively set as April 10 next.

## Davis Ends Engagement With Metropolitan Shows

BROOKVILLE, Fla., Dec. 19.—John B. Davis, well known general agent, severed his connections with the Metropolitan Shows following the shows' engagement at Blakely, Ga. Davis had his concessions, free act and other connections with the Hernando County Fair held here last week. He will rest a while in Lakeland with Mrs. Davis, who was recently released from a doctor's care in Atlanta, after several weeks of successful treatment. After the holiday season Davis will handle some promotions and celebrations in this state for the balance of the winter months.

## Chappell Booked as Business Manager for Spencer Shows

AUBURNDALE, Fla., Dec. 19.—Rita Chappell stated here this week that Ben Chappell has been appointed business manager for the Sam E. Spencer Shows for season 1937. Chappell formerly operated concessions with various carnivals. He is now touring in Florida in the interests of his new affiliation with the idea in mind to enlarge and enhance the shows in all departments. It is stated that no questionable concessions or girl shows will be carried under the new order of the management. Both free acts and band will be on the midway as special features it is reported.

## Walter Harvey in Charge Of Show Print Division

CINCINNATI, Dec. 19.—Following the death of William Bretnitz, with whom he teamed as representatives of the Donaldson Lithographing Company at conventions of outdoor showmen and fair secretaries, Walter Harvey this week assumed complete charge of the show-print division of the United States Printing and Lithograph Company. When the Donaldson company became a division of the United States company, Bretnitz and Harvey continued to look after the show-print end of the business. Bretnitz was with Donaldson for 45 years and Harvey for more than 32 years.

GASTONIA, N. C., Dec. 19.—L. C. McHenry has booked three rides and gangster car with Corey Greater Shows for next season.

BROCKTON, Mass., Dec. 19.—Eddie Taylor, well-known carnival talker, is home here for the holiday season.



## Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Dec. 19.—Last week's regular meeting of the club was well attended due to the fact that many of the members were on their way home from the Chicago meeting and stopped off for a visit.

Dave Stevens, acting president, appointed a committee to make arrangements for Memorial Services, which will be held the Sunday following Christmas. All showmen are invited to attend. Harry Duncan, chairman; Art Brainerd, H. S. Smith, R. E. Haney, Joe Roselli, Henry Hankan, N. B. Cresswell and Jim Craig have been named to serve on the committee.

The president also announced that a dance and party would be held in the clubrooms from 9 p.m. until 1 a.m. Christmas night.

Tickets for the banquet and ball were put on sale. Mr. Duncan, who is in charge of the ticket sale, reported that indications pointed to a sellout. He urged all members to get their tickets before the night of the event.

The membership drive, which will come to a close December 31, has been at a standstill the last week. Those in the lead are reported to be holding out for the closing date. The dope is that there are quite a few dark horses, so you fellows had better look out.

All the members are glad to see Tommy Martin, of the Fairly-Martone Shows, here for the winter, but they cannot understand why Tommy refuses to answer the telephone.

Colonel Dan MacGuggin, altho feeling much better, is still confined to his bed at the Coates House.

Members receiving new cards are Sam Spallo, J. N. Miller, George Duvall, A. D. Jenkins, J. George Loos, Kent Hosmer, Frank Ryan, Tommy Martin, Roy V. Shubert, Lew Gordon, Maurice Helman, Francis H. Green, Ned A. Eddy, Phil Little and E. Armfield. The sixth brother act was added to the club roster when Roy V. Shubert joined recently.

### LADIES' AUXILIARY

Thirty members were present at the regular meeting last Friday and activities seem to be starting for the Christmas season. Ladies returning from the Chicago convention told of the wonderful hospitality and cordiality of the Ladies' Auxiliary of the Showmen's League of America. To prove it they brought back the following members' and officers' applications for membership in the Kansas City Club: Frances Kellar, Cora Yeldham, Leah Brumleve, Alice Cheddell and Mrs. Al Latto.

The auxiliary also took in Merle Helman, Mrs. George Loos, Ruby Velare and Jess Nathan from Kansas City, which holds the membership to more than 100 members with more expected before the drive closes December 29.

The rummage sale which was presented last Saturday under the leadership of Margaret Haney and Myrtle Duncan was such a grand success that the club will make it an annual affair. Members are invited to send their old clothes to the secretary, who has ample room to store them until the next sale.

As Christmas Day falls on the regular business meeting this year, the club will hold a business meeting December 28, after which Past President Mary Francis will give a night club party. December 29 has been set as the date for the installation of officers, followed by an open house party.

## Museums

Address Communications to Cincinnati Office

### Miller's World's Fair

LITTLE ROCK, Ark., Dec. 19.—Opened here to nice business the day was very cold. Business increased Tuesday and Wednesday. Auspices, Young Business Men's Association co-operating, procuring publicity in both newspapers and on the air.

Manager F. W. Miller doing advance work, with Mrs. Miller managing. Bill Sylvan, business manager. Doctor Mayfield joined with fire acts. Tom Crum left for New Orleans. Writer doubling on ticket box at present. Eddie Von Schoen lecturing. Monkey Children, Prince Le Roi and Hario and Mario are making

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**RIPLEY'S**  
**"BELIEVE IT OR NOT"**  
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**PETER KORTES WANTS**  
**FREAKS and Side Show Acts.** Steady work in Museum all winter and Beckmann & Gerety Show for 1937 season. Would like to hear from the following Attractions: Good Midget, a Blue Man, Spotted People, Pop Eye, The Albino Twins, also a good Man to Break In and Train Chimpanzee. Any Strange Act please write. State lowest salary in first letter. Meals furnished. Would like to hear from Austin King. Here till Dec. 27, 2464 Washington Ave., Ogden, Utah; then for 2 weeks will be at 151 South State Street, Salt Lake City, Utah.  
 Holiday Greetings to All Our Friends.  
**PETE AND MARIE KORTES**

**Wanted 15 FREAKS Wanted**  
 Those cartooned by Ripley preferred. Grace McDaniels, Doral Diana, Adam and Eve, Ossified Edward, Chester Dolphin, Frank Lentini, Frances Benton, Uno, John Sailor, Marvin, Anatomical Man, Hubbel. Pin Cushions, Mind Readers, Ticket Sellers, Talkers—all answer to **LOROW BROS.**,  
 716 North Avenue, A, Tampa, Fla., until January 5, then Shreveport, La. Hennies Bros.' Show. This will be the finest Side Show on the road on the newest Big Railroad Show. All salaries sure. Drunks don't answer.  
 P. S.—Girls for Illusion Show for Florida Fairs and Next Summer. Answer now. We open January 8.

**MUSEUM PEOPLE**  
**LEE SLOAN WANTS** For Showateria (Formerly Wonderland), 452 South State Street, Chicago.  
**FREAKS—CURIOSITIES OF ALL KINDS.** All year around work between museum and park. Want outstanding Freak or Act to feature. Also Young Hula Dancers that can dance. Must have platinum color hair and flashy wardrobe. All people send photos and state salary for winter and summer. **NOTICE** Gravityo, Melvin and Jerry, Dave and Goldie.

Annual luncheon will be held December 30 and all members are urged to notify the secretary whether they will be able to attend. Elaborate preparations are being made.

Pearl Vaught, who passed thru the city this week, paid a short visit to the club. She says she will return for the Christmas holidays.

### Klines in Auto Accident

POTTSTOWN, Pa., Dec. 19.—While en route to the home of his mother here from Chicago, Abner Kline, factory representative of Eyerly Aircraft Corporation, Salem, Ore., and his wife had a narrow escape from injury when their auto, which was being driven by Mrs. Kline, skidded in coming down the east side of the Allegheny Mountains. For some unknown reason Mrs. Kline lost control and the car "coasted" down the mountain until it was wrapped around another car below. The Kline car was badly damaged.

Harris visited Scott Shows at Brawley. The museum moves on 1 truck, 5 private cars and 3 house trailers.  
**R. W. KING.**

### Kortes' Traveling

OGDEN, Utah, Dec. 19.—Dr. Ben Pardo (Great Lorenzo), after finishing the season with Beckmann & Gerety Shows, is now traveling with Pete Kortes' Museum. Members had a three-week vacation at San Antonio, at which time Pardo went to Monterey, Mex. Jockey E. Day joined as advance man, and Kortes bought a two-year old chimp from Frank Buck. The museum troupe made a 1,600-mile trip from San Antonio to Utah and finally settled at Ogden, where business was fair. Sixteen acts.  
**BEN PARDO.**

### Fitzgerald's Wonderland

MOBILE, Ala., Dec. 19.—Harry Fitzgerald's Wonderland Museum enjoyed satisfactory business in Selma, Ala. Featured acts were Shooting Mansfields, Slim and Bertha Curtis; Doc Young and his educated pony, Cupid; Homer Hughes, the Immune Man; Rich Doolin, juggling ventriloquist; Babe Labarre, enigmabelle; Kid Ginsberg, the physical marvel. Show moves in here for Christmas week. Great Gravity will join as a feature here.  
**DOC YOUNG.**

### World's Fair Oddities

LEXINGTON, Ky., Dec. 19.—H. H. Hall announced this week that the Jack Walsh museum disbanded here and that the attractions will go out under the title of World's Fair Museum, and will open in Winchester, Ky., auspices of American Legion welfare fund.

Roster: Tracy Midgets, boxing, sword swallowing and feats of strength; Esau, bear-man; Princess Marajah, mentalist; Howard, magician and lecturer; Pauline, electrical act; May Winn, sword box, and Elephant, elephant face boy. Hall, manager, and Ed Whitehead, tickets.

good. Julius Kuehnel lecturing in front of Annex. **J. C. MCGOWAN.**

### West World Wonder

WESTMORELAND, Calif., Dec. 19.—Tour of California thus far has proved successful. Duke, iron-skinned man, has added a human volcano act to his repertoire and some other new flares. Princess Shander, mentalist, has been making good. Jean Janet, sex enigma, has redecorated annex with velvet. Ruthe and Jesse Dixon, Ethiopian mother and baby, have been making a big hit. Professor King has added several new magic effects. As a whole museum is getting bigger. N. L. West and Mrs.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Shrine Books Detroit Show

**Stellar acts lined up for  
31st annual circus—three  
a day may be necessary**

DETROIT, Dec. 19.—A majority of featured acts have been signed for the 31st Annual Shrine Circus, Tunis (Eddie) Stinson, manager, said this week. Ticket sales are 10 per cent ahead of last year and advance sales are causing consideration of a change from two to three shows a day to handle crowds. All contracts have been drawn to permit this change in policy.

Detroit Shrine will be hosts to Imperial Shrine Council (national) this summer, and interest is being aroused in increasing circus revenue to underwrite expenses of this conclave. Those signed include Alf Loyal's Dogs; Cecil O'Dell, iron jaw; Dorothy Herbert, high equine jumps; Art and Tony Concello, flying act; Anteleks, high perch; Naitto Troupe, wire and tumbling; Billy Waite, Australian whipcracker; Merle Evans, bandmaster; Naidda and Perez, perch; Eight Reynolds, skaters; Irene Ledgett and Hunt Twins, elephant act; Loyal Repinski Troupe, bareback riding; Nelsons, stilts; Janette May, ceiling walker and one-arm plange; Ed and Jennie Rooney, cloud swing; Fred Freeman, riding; Wallendas, high wire; Rudy Rudinoff, Liberty horses; Fred Bradna, equestrian director.

Thirty-six clowns have been signed, including Shorty Flemm, Kinko, Emmett Kelly, Otto Griebing, Donahue and LaSalle, Roy Barrett, Lester, Bell and Griffin Trio, Paul (Chesty) Moriart, Everett Hart, F. Canestrella, Frederico and Harry Ridley. Props, wardrobe, menage and elephants have been leased from Ringling Bros.-Barnum and Bailey Circus.

### Hour's Bill for Kid Circus

CANTON, O., Dec. 19.—In a two-day Indoor Children's Circus to be held in the city auditorium, a promotion of Leuthold & Melton, well known in the concession field, an hour-long circus program will include aerial acts, dog and pony numbers, clowns, acrobatic turns and cowboy entertainers. Advance sale is under way and a program will be solicited.

## Jacksonville Event Features Vaudeville

JACKSONVILLE, Fla., Dec. 19.—A pretentious display of women's apparel and a vaudeville show which included singing, dancing, acrobatics, trick bicycle riding and other entertainment were features of the Fashion Revue and Merchants' Exposition here on December 7-12 in Duval County Armory under Morocco Temple sponsorship. Dr. Thomas L. Miller was secretary of the committee. Revue and exhibition was so designed that it provided entertainment so varied that it appealed to persons of all ages.

Between the several fashion revue scenes, which were arranged with thoroughness reflecting expert stage direction, were interspersed the following vaudeville acts: Macine Masters; Fisher Twins, Hawaiian guitars; Margaret Little, blues singer; Marilyn Rogers, tap dancer; Houghton and Houghton, comedy bicycling, and Bernice Devine, comic and acrobatic dancer. Raymond Gage's orchestra furnished music for dancers each night. Event was concluded with a bridal procession with costumes for every participant being provided by a local store.

### Legion Stuntsters Injured

MONROE, La., Dec. 19.—Irvin Davis, aerial bat-wing jumper, and C. S. Reitzel, stunt flier, were injured last Sunday in Five Ace Air Circus at Selman Field, staged under sponsorship of the American Legion Post. Davis broke a thumb riding his motorcycle thru a flaming boardwalk and Reitzel twisted his left knee when he attempted a delayed jump and hit the field too hard. Both won rounds of applause for displays of skill in the show, which drew several thousand.

## Circus, Carnival Talent Slated For Cleveland Children's Event

CLEVELAND, Dec. 19.—With 24-sheets, lithographs and window cards covering town and county and all leading highways, all is in readiness for opening of the First Annual Children's Show in Public Auditorium here under National Children's Exhibitions, Inc., auspices. Event, which will be a combined circus, carnival and street fair, has received added impetus to sales thru a tieup with a drug company and its 51 stores which have used thousands of advance tickets. Entertainment will range from Indian

# Big Pickup Is Shown

THIS has been a good year for street fairs, celebrations, festivals and civic commemorative events staged by sponsoring organizations. There is almost certain indication that the number of these festivities will greatly increase during 1937. The general success, both from financial and entertainment angles, of sponsored events in 1936 has convinced numerous lodges, clubs, veterans' posts and other groups that conditions now are ripe for money-raising activities which have been held in abeyance during the past few years of economic stress.

More shows, rides, concessions, acts and other professional attractions were used during the summer than in any period in a number of years. Perhaps, aside from the old-time street fairs, sponsored events never have been so numerous as such.

Street fairs are rapidly coming back, as evidenced in 1935, and aggressive organizations, such as Elks, Moose, Shriners, American Legion, Veterans of Foreign Wars, Disabled War Veterans and Kiwanis, Rotary and Lions' clubs, and local groups of merchants and other business men are rapidly learning how to combine the social aspect of outdoor and indoor doings with campaigns for funds for needed projects within their organizations or in their communities.

### Indoor Season Starting

The winter season is starting off with indoor circuses and bazaars, notably in New England, in localities where two years ago it was considered a hopeless or thankless task to attempt such things with hope of the auspices doing anything except spilling a lot of red ink. Of course, improved conditions all over the country is largely the answer. Spending proclivities and ability of the populace are rapidly coming back. The point apparently has been reached where communities feel that funds can be put out for causes that do not savor strictly of relief for unemployed or for indigents in their midst.

But more significant is the situation that sponsoring committees are learning that professional attractions can be readily and advantageously secured thru advertising, that these features have a

drawing power far in excess of any home-talent productions that can be conceived, that profits can be made for charitable and fraternal purposes thru properly conducted sponsored events and that such affairs can leave such a satisfied public that it is not difficult to repeat or to establish as an annual event something which was tried out more or less experimentally.

### Backing of Merchants

Contacts of entertainment committees with responsible professional promoters, performers, ride operators and showmen are being more carefully nursed than in years past and the spectacle of a flop, due to an unreliable promoter, poor attractions or inactive, lackadaisical committees and members, is now rather an exception that proves the rule that real co-operation can hardly miss.

More business men's organizations, chambers of commerce, clubs of breeders and growers and even corporations and other privately managed institutions are becoming interested in staging meritorious events under their sponsorship, judging from reports the past six months from all over the nation and some parts of Canada.

Quite often the celebrations, jubilees or festivals are underwritten by leaders in communities. Merchants have been quick to sense the advantage of events which bring crowds to their towns and generally are willing subscribers to any advance funds needed. Civic officials are becoming more generous in setting aside streets, parks or playgrounds for

(See BIG PICKUP on page 105)

## Brockton Grotto's Circus Having Good Advance Sale

BROCKTON, Mass., Dec. 19.—With a strong committee, Sheddad Grotto Circus will make its first bow in State Armory here. Frank Wirth will produce the show, bringing in equipment that will give the armory seating capacity of 3,000, with many innovations in lighting and property effects.

Members of the Grotto, numbering 829, report an excellent advance sale. "Grandpa" Fred Lawson, circus fan, has donated a large collection of circus relics that makes an interesting window display at circus headquarters.

May Wirth will be in attendance at a midnight show, making the trip from Forest Hills, L. L., to celebrate with Frank Wirth.

## Barfield Shows Are Signed

COCOA, Fla., Dec. 19.—Contracts were signed on Wednesday with Barfield's Cosmopolitan Shows to furnish attractions for the Third Annual Indian River Orange Jubilee to be held on the streets here. The same show has furnished attractions for the last two years.

## St. Louis to Belmont Again

ST. LOUIS, Dec. 19.—Sidney Belmont, owner of Belmont Amusement Service, of this city, was again awarded a contract to produce and manage St. Louis Police Circus next spring. Mr. Belmont has been awarded this circus contract since 1924, having produced and managed every circus held under auspices of St. Louis Police Relief Association since that time.

## STRATOSPHERE MAN

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Greetings Sol's Liberty Shows

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FOR ELIZABETH ARMORY, JANUARY 11-16, 1937.

One good Animal Act. State lowest salary. Concessions still open: Ice Cream, Novelties, Mugg Machine, Scales. BEN WEISS WIRE. MICKEY GUY BAND WIRE. Address all mail to STAN REED, Circus Headquarters, 1201 East Grand Street, Elizabeth, N. J.

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THE MATEER BROTHERS—TUMBLING. Hand-Balancing Team. Vaudeville preferred. JACK MATEER, 1016 South Ave., Niagara Falls, N. Y.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—General Agent. Motorized Circus or carnival. Plenty experience, capable, reliable, close contractor. Have car. BOX C-154, care Billboard, Cincinnati.

BIG CITY VAUDEVILLE THEATRE Manager and Expert Booker of Stage Talent, also Publicist, prefers smaller town theatre management. Long years experience. GEORGE ENGLEBRETT, Billboard, Cincinnati.

AT LIBERTY BANDS AND ORCHESTRAS

FAST FOUR-PIECE SWING BAND—TRIO, Doubles, Novelties; we swing out and cut any type of music. Latest type of p.-a. system. Own transportation. Don't judge our ability by the name of this town, we know the score and hail from the East. Go anywhere. Write or wire. ORCHESTRA, Jessen Apts., Harlem, Mont.

FIVE-PIECE DANCE AND FLOOR SHOW BAND—We present own floor show in band which will really be a drawing card in your community. This is a Michigan band, eighteen months on former location. Cut or no-notice. Location only. Union. West or South; not over thousand miles. Write or wire. ORCHESTRA LEADER, Trimble Springs Hotel, Durango, Colo.

SIX-PIECE SWING BAND—UNION. Reliable, neat, sober. Uniforms, modern library. Location only. 3 Saxes, 3 Clarinets, Violin, Trumpet, Guitar, Piano, Drums. Reliable managers only. VINCENT WEILERT, Conway, Mo.

HIGH CLASS Uniformed Dance and Hotel Orchestra after December twentieth. South preferred. Singers, Public-Address System. Address ORCHESTRA LEADER, Box 757, Hollywood, Fla.

MODERN TEN-PIECE ORCHESTRA and exceptional Girl Singer available January sixteenth. Smooth, sweet and swing. Organized three years. Young, neat, reliable, union. Vocals, Novelties, Doubles, Specialties, Trio. Well uniformed. Three modern arrangers, complete library, amplifiers, mics, excellent transportation. Desire location. Best of references. Go anywhere. Now working eight weeks' engagement Hotel Ben Lomond and a regular feature over KIO, Ogden, Utah. Reliable Agents, Ballroom, Hotel and Club Managers, wire, write or phone BUS WIDMEL, Hotel Ben Lomond, Ogden, Utah.

4-PIECE, ALL MEN Entertaining Night Club or Cocktail Band, double floor show. Not on patio. Warm climate or West Coast preferred. Have own RCA Sound System; do many quartette songs. Have worked past eight months steady. Also stage experience. Have good references, you have same. Available January 1st. BOX C-111, Billboard, Cincinnati.

LATEST, COLORFUL WINDOW CARDS—ORCHESTRAS, Stage Productions, Magicians, Movies, Outdoor Shows—3-Color, 8-Ply, 14x22. Flashy Stock Designs, imprinted, \$3.00 hundred; \$5.00, two hundred. 50% deposit. Special Designs to order, \$20.00 thousand. Colored 6x9 Dodgers, \$1.50 thousand; \$5.00 five thousand. TRIEUNE PRESS, Fowler, Ind.

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200 (14x22) 6 PLY WINDOW CARDS, \$6; your copy, date changes, 25c each. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

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WANTED TO BUY, LEASE OR RENT

FERRIS WHEEL WANTED. FOR SALE—MAIN Entrance Carnival, also Five Banners. C. W. SIMPSON, 107 Tally Road, Chattanooga, Tenn.

WANTED TO BUY—10 DOZEN OF TAYLORS Cats and Queen B. JOHN KNECHT, 77 School St., Bridgeport, Conn.

WANTED TO BUY—PENNY ARCADE Machines of all kinds. Full details and lowest prices. WILL HORWITZ, Houston, Tex.

WANTED—SOUND TRUCK EQUIPMENT. Same in first-class condition and cheap. Quote complete system or parts. LAWRENCE COMPANY, Greensboro, Ala.

WANTED TO BUY—BLEACHER SEATS. Must be good. Cheap. R. H. BOWSER, Adelphi, O.

AT LIBERTY

CIRCUS AND CARNIVAL

FOUR HIGH-CLASS ACTS—DOGS, PONY, Mule. Indoor circus where first-class entertainment desired. HAPPY DAY SHOW, Blanchard, Mich.

HARRY F. EDWARDS—A-1 TALKER, eighteen years' experience, all around Showman, Circus Sideshow, Carnival Ten-in-One, Drome, Animal, etc., Parks, Stage and Radio, anything in Show business. Show business is my business. "There is no substitute for experience." (I speak English.) For further information, write HARRY EDWARDS, 3770 Clarke St., Montreal, P. Q.

PUNCH AND MAGIC, after January 1. For Side Show, Store Show, Museum Act. BENJAMIN BERNARD, care Cassenti, 2766 West 16th St., Brooklyn, N. Y.

AT LIBERTY

COLORED PEOPLE

JOHNNIE WOODARDS, World's Greatest Colored Piano-Accordianist, doubling to Piano. Now playing Nite Clubs, Museums and Radio. "Sure fire." This week thru next week. Hubert's Museum, 228 W. 42d St., New York City.

SITUATION WANTED—Colored Tenor Saxophone Player, Doubling Clarinet. Reliable, can read or fake, and arrange. Write EDWARD DuVERNEY, 2654 Touro St., New Orleans, La.

AT LIBERTY

DRAMATIC ARTISTS

AT LIBERTY after January first—Juvenile Man, 20, five ft. ten, 130 lbs. single Dance Specialties, good study, decent wardrobe, can do Tobies, Gee Strings. Single, sober, reliable. Can send photos. DAN BAULAC, 612 West Fifth, Amarillo, Tex.

HEAVIES, DOUBLING Piano, Trombone, and Bass Singer. Age 38, plenty experience, prefer rep. Go anywhere. RED HUDSON, Four Oaks, N. C.

JACK AND MYRTLE ALBRIGHT NOW—Myrtle as cast except characters. Feature dancing, specialties. Jack as cast except juveniles. Double specialties. Have a car. 543 Dauphine, New Orleans, La.

AT LIBERTY

MAGICIANS

FEATURE MENTAL ACT—Mindreading, Magic, Oriental Presentation. Business builder for theaters, hotels, clubs. Salary and percentage on Private Readings. PRINCE YOSE, care Billboard, Cincinnati, O.

AT LIBERTY

MISCELLANEOUS

CONNOR, SIGN PAINTER AND PRINTER, AT Liberty. What have you? 2318 Second, Dallas, Tex.

**SPILLER'S SEAL ACT—3 SEA LIONS.** LAST engagement, French Casino, N. Y. Free for few dates. Write **ALBERT SPILLER**, The Billboard, 1564 Broadway, New York. de26

**DOG, PONY, MONKEY, BIRD CIRCUS**—Complete unit. Gives performance an hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahasika himself. A real attraction for summer resorts and indoor circus. **GEO. E. ROBERTS**, Mgr., Pamahasika's Studios, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

**JACK CHANSE**, age 28, Musical, Repertoire or else. Straight Man for bits, etc., also General Business Man. Play little Piano, presentable appearance, decent wardrobe. Will send photos. All correspondence answered. Will listen to any proposition. Will help capable showman organize. Let me hear. **JACK CHANSE**, care Brevort Hotel, Indianapolis, Ind.

**YOUNG MAN**, 35, well educated. Previously had Hawaiian Show on road. Thoroughly experienced Handling Show, Lecturing, Concessions, Cashiering, Supervising Help and details efficiently, accurately, etc. Will tackle any legitimate proposition. I would also be glad to hear from anyone interested in organizing girl show for road. Will answer all letters. State all. **MIKE WEINTRAUB**, 1481 Washington Avenue, Bronx, New York City.

**AT LIBERTY  
MUSICIANS**

**A-1 STRING BASS WANTS** engagement with first-class outfit. Sober, reliable, competent. **R. R. SAWYER**, West Plains, Mo. de26

**AT LIBERTY—GIRL BRASS TEAM, TRUMPET,** Trombone. Young, union. Experienced in all lines. Teamed four years. At liberty first of year. Write **MUSICIANS**, 5318 Gurley Ave., Dallas, Tex. ja2

**DRUMMER—EXPERIENCED SHOW. PLENTY** ride rhythm. Young, union, arrange. Have car. Go anywhere. **DRUMMER**, 4 Union Ave., Danbury, Conn. de26

**DRUMMER—GOOD RELIABLE RHYTHM.** single, neat appearance. Young and experienced. Write **HOPIE MOORE**, Hardin, Mont.

**FRENCH HORN, PIANIST, DIRECTOR, ARRANGER**—Experienced in circus, concert, symphony, dance. Also certified school band and orchestra teacher. Desires location where directing, playing and teaching can be combined, or will travel. Union. **WM. C. SHONK**, 4170 11th St., Chico, Calif. ja2

**GUIARISTS—6-STRING, HEAVY RHYTHM,** feature chord style solo. Very good instrument. Cut or no notice. Double Electric Hawaiian Guitar. Union. Location preferred. Some vocal, low voice. Dance and radio experience. Immediately available. Write or wire. Reply guaranteed. State all. **RAY BANDFIELD**, 421 No. 17th St., SE, Cedar Rapids, Ia. ja2

**PIANIST—READ, FAKE, EXPERIENCED,** union, dependable. **BOX C-124**, Billboard, Cincinnati, O.

**REAL GOOD STRONG BARITONE EUPHONIUM** for any good job. **DeCARLO**, 319 Walnut St., Macon, Ga. de26

**SAX ALTO, CLARINET, 2D TRUMPET. JIM** Saxe, age, 28; union. No takeoff. **JAMES CURRIE**, Murray, Ia.

**SAX MAN, DOUBLES EIGHT REEDS, INCLUDING** Bass Sax and Bass Clarinet. Prefer Tenor. Carry Union Card. **MUSICIAN**, 1016 Market St., Marcus Hook, Pa.

**SWING STRING BASS—AGE 23, UNION,** have car, wardrobe and fine old instrument. Bow plenty. Thoroughly experienced modern Dance Arranger. Disappointment causes this Ad. Wire **ROY SHEPPARD**, Hamilton Hotel, Bridgeton, N. J.

**TROMBONE OR THIRD SAX, ALTO, BARI-** tone, Clarinet. Union. Prefer location. Write **E. D. CARR**, 128 S. Magnolia, Lansing, Mich.

**VIOLINIST—CONCERT OR DANCE. SOUTH** preferred. **BOX C-153**, Billboard, Cincinnati, O.

**ZIG AND ZAG, WISCONSIN'S MOST POPULAR** Strolling Duet, consisting of Violin and Accordion, at liberty after January 1. Only reputable spots considered. Distance no object. For photos and further information, write **ZIG AND ZAG**, 1108 S. Division St., Stevens Point, Wis. ja2

**A-1 DRUMMER**—Burlesque, vaudeville theatre or concert. Dance band Vibraphone Soloist, arrange own parts. Union, sober and dependable. Reliable location, engagement, now or later. Write **MUSICIAN**, 967 Mann Ave., Flint, Mich. de26

**BAND INSTRUCTOR**, Director, Composer, 13 years experience teaching and directing High School Bands. Superintendents' names furnished for reference. **MUSIC MASTER**, 310 S. Broad St., Laundale, Pa. ja2

**RHYTHM TEAM**—Drummer and Accordionist. Ages 22, 26. Experienced Dance Band, Night Club, Show. Modern with plenty swing and flash. Read, fake. Only reliable organizations that pay off write in inclosed envelope. **MUSICIANS**, 2459 North Halsted St., Chicago, Ill.

**SAX, ALTO AND TENOR**, doubling Cello and Voice. Read and fake, modern take off, 33 and neat appearing. Just finished eight months' night club engagement. Location in South preferred. **JIMMY STRAUSS**, Court Place Hotel, Denver, Colo.

**TRUMPET**—Available immediately. Read, fake, fair, range. Plenty experience all lines. Young, single. Go anywhere. State all in first. **MUSICIAN**, 420 Jefferson Ave., Washington, Pa. de26

**AT LIBERTY  
PARKS AND FAIRS**

**BALLOON ASCENSIONS—**

Now booking 1937 parks, fairs and celebrations. Boy and girl Parachute Jumpers. Address **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. de26

**GIBSON'S HIGH-DIVING CAT AND DOGS**, 50 feet. Only high-diving cat known to profession. A crowd getter. Tight wire performing both species. New outfit, nice flash. Would join reliable show. **GIBSON & GIBSON**, Carthage, Ind. de26

**SAM-SAM—70 PEOPLE AND PERFORMING** Animals. "The Passing Show of 1936," both combination Circus-Musicals for grand stand, show, ball parks, arenas, indoor and outdoor shows, Fraternal, firemen and police committees in need of fund raising campaigns communicate **CHARLES KYLE**, "Ace Amusements," Home Office, 104 Judson Ave., New Haven, Conn.

**CHARLES LA CROIX**—High-class Novelty Trapeze Gymnastic Act available for indoor circus engagements, bazaars, carnivals, etc. Flashy nickel-plated apparatus. Can work under any height ceilings, from ten feet and up. Large, attractive Special Posters free for advertising; also photos. A real act, big drawing card. Price of act reasonable. Reliable committees address **CHARLES LA CROIX**, 1304 So. Anthony Blvd., Port Wayne, Ind. ja2

**ACE AMUSEMENTS** have available "Sam-Sam" Circus Musical for Fraternal committees wishing to sponsor same. Indoor, Outdoor Shows. **KYLE**, 104 Judson Avenue, New Haven, Conn.

**PAMAHASIKA'S DOG, PONY, MONKEY CIRCUS.** All beautiful animals and the best trained and staged for in and outdoor attractions. For particulars and open time write **GEO. E. ROBERTS**, Mgr., Pamahasika Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

**THREE-ACT COMBINATION** Swinging, Balancing Trapeze Act. Fast Comedy, Swinging Wire Act, Comedy Platform Act, Barrels, Chairs, Ladder. Each act plenty laughs and thrills. Work either high or low. **ROSE BROS.**, Claysburg, Pa. ja2

**AT LIBERTY  
PIANO PLAYERS**

**EXPERIENCED PIANIST—UNIVERSITY** graduate, teacher. Popular and classical. Read, fake, transpose. Age 24. Prefer string ensemble. **BELLE ANDERS**, 121 1/2 E. Sixth, York, Neb.

**RHYTHM DANCE PIANIST—READ, UNION,** Wardrobe. Can go anywhere. **PIANIST**, 223 Webb, Hammond, Ind. ja9

**AT LIBERTY—Pianist**: prefer reading, fake standards, improvise. Write, don't wire, **RED SEVERSON**, Battle Lake, Minn. de26

**MODERN NIGHT CLUB PIANIST**, age 27, eight years' experience. Read and fake anything, also sing. Have car and union card. State all first letter or wire to **SUNNY SHAW**, 725 4th St., N. W. Minot, N. D. de26

**AT LIBERTY  
VAUDEVILLE ARTISTS**

**AT LIBERTY**—Three versatile med. performers. Combination Comedy Sketches, Novelty Acts and Single String Musician. Salary shows only. **GRANTY TRO**, Pitt Hotel, McDonald, Pa. de26

**AT LIBERTY** for Tent or Med Show—Three Versatile Performers. 2 Men, 1 Woman, Comedians, Singers, Dancers, Magic, Contortion, Escapes, Cowboy, Hill-Billy Singing with Guitar, change strong for 2 weeks. Produce one to two-hour show. Pad Dog for acts, sober, reliable, best of wardrobe, play own music, if necessary, go anywhere. Have sedan and house trailer. Wire best offer. **WALTER, MOLLY** and **PAT KING**, Tabor City, N. C.

**PAMAHASIKA'S DOG, Pony, Monkey, Bird Circus.** Can work anywhere. Forty beautiful performing animals and birds. **GEO. E. ROBERTS**, Mgr., 515 W. Erie, Philadelphia, Pa. Telephone, SAGmore 5536.

**AT LIBERTY JANUARY 1ST** for Tent Med or Rep.—Four people, this act consists of Two Men, Two Women. For Music, we play Sax, Trumpet, Piano and Drums. One Black Face, A-1; One Straight Man. Black plays Trumpet and Sing; Straight plays Sax, does Dancing and Singing. One lady does Drums and Characters, the other lady plays Piano and Sing in Trio, also Doubles with Blackface and works Acts and Bits. We are young, sober and reliable, good dressers on and off. We know the business and we are willing workers. We have House Car and Trailer. Write or wire and state your best salary for the act. **THE MELODY POUR**, 621 Prince, Tiffin, Ga.

**NELLIE KING'S** beautiful Musical Act. George Oran King's Ventriiloquial Act and Punch and Judy Show. For indoor circus, bazaars, museums, celebrations, department stores, schools, lodges, auspices, etc. Address 1009 Wayne Ave., Indiana, Pa. ja16

**PAMAHASIKA'S FAMOUS Acting Birds**—Forty large White Cockatoos and beautiful Macaws. A great feature for Indoor and Outdoor Events. If you want a real feature get Pamahasika's Famous Acting Birds. For particulars and open time write **GEO. E. ROBERTS**, Mgr., Pamahasika Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536.

**TEAM MAN AND WIFE**, change for week or longer. Black-Face Comedian, Doubles, Singles, Novelties, know acts and bits, make them go. Sober, reliable, congenial, prefer med show. Salary or percent. **L. SALISBURY**, Frankfort, Ind.

**BIG PICKUP**

(Continued from page 102)

use of some features of programs that will continue several days or a week. In numerous localities there have been formed permanent bodies for annual conduct of some celebration or observance which will bring in carnival attractions and free acts to be used in

conjunction with parades, contests and games.

**Annual Events Develop**

Picking up gradually after A Century of Progress in Chicago appeared to give a new lease of life to State, district and county fairs by making the public more "fair-conscious," the State-wide celebration of the centennial of the freedom of Texas, with Texas Centennial Exposition, Dallas, and Frontier Days Celebration, Fort Worth, as focal points, very evidently stirred many another locality to "celebrate something."

Arkansas had a big State-wide commemorative program with many local doings, and in nearly every State cities, towns and hamlets followed last summer by staging pageants and parades and booking shows, riding devices, concessions and presenting free acts under sponsorship of either civic or fraternal auspices in their midst.

Many of these were reported so successful that their observances are to be made annual affairs and standing committees have been named to carry on. With few exceptions, profits were made thru receipts from queen contests, baby contests and other novel campaigns; percentage of receipts from rides and shows and income from sale of concession space upon streets or grounds used for the programs. Treasury balances have been reported from scores of organizations which this year made their first efforts as sponsors of entertainment and they report that in 1937 their events will be "bigger and better."

**New Ideas in Field**

Word of the successes of various sponsored events travels speedily thru word of mouth of showmen, performers, concessioners and allied workers, members of lodges and clubs interested and thru advertising, and at no time has there been as much interest in this field apparently as at present. Sponsored events as a remedy for depleted treasuries will be even more popular in the new year. Committees are becoming more familiar with how to proceed successfully, and real promoters and showmen who cater to this field are having more to offer in the way of novelty and money-earning power.

The sponsored event indeed promises to become more and more valuable to sponsoring organizations and to professional show business, whether it be the counterpart of a three-ring circus in Canada, a Bean Festival with crowning of a Bean Queen in Michigan or a Tomato Fiesta in Florida.

**Los Angeles**

**LOS ANGELES**, Dec. 19.—W. L. Mellor, president Baker-Lockwood Manufacturing Company, in for visit, also Frank Capps, of same company.

**Jake and Elsie Brizindine** in from Spokane, then to Kansas City.

**Mr. and Mrs. C. L. Barringer**, of Seattle, stopped en route to Dallas, Tex., visiting Thomas J. Hughes.

**George W. Pugh**, of marathon fame, short-time visitor, was shown around by Doc Cunninghamham.

**Mr. and Mrs. J. L. Landes**, he owner of J. L. Landes Shows, first Coast trip. **C. F. Alton**, of Silver State Shows, on usual winter visit.

**Louis Leos**, associated with Mike Krekos, of West Coast Amusement Company, will linger here a while.

**Mr. and Mrs. Edward E. Parker**, of Seattle, in for visit.

**Mr. and Mrs. Jean Giroux**, of Boston, in for first look-in on Southern California. They plan a trip to Honolulu.

**Mr. and Mrs. Cecil Carle**, of Foley & Burk Shows, in from Roseville, Calif.

**Percy Wheeler** down from Vancouver, B. C.

**Mr. and Mrs. Frank Burke**, of Burke's Shows, with Willie Burke and W. J. Burroughs, of same show, in town buying equipment.

**C. L. Daniels**, of Turlock, Calif., mingling with the showfolk.

**Mr. and Mrs. W. T. Jessup**, of West Coast Amusement Company, down from San Francisco for several weeks' stay.

**E. T. Swanberg**, of Grand Island, Neb., past season with Mel Vaught Shows, has joined Coast defenders.

**Doc LaMar**, of Rogers-Dufour interests, in from Dallas.

**Frank Kennedy**, of Kennedy Shows, winter visitor.

**Mr. and Mrs. Johnny R. Castle** back for short stay, going to San Francisco and points on West Coast.

**Frank Ward**, former general agent of Intermountain Shows, and Frank Ken-

**San Antonio**

**SAN ANTONIO**, Dec. 19.—Kent Hosmer, of Beckmann-Gerety staff, is again at his hotel home after attending some meetings and seeing to other business for the shows.

**Amos Webb**, who closed with Big State Shows, has been seriously ill at his home here but is improving.

**W. M. Pitre** and wife, Stella Starr, who have been fishing and hunting in the Corpus Christi area, spent last week in the city among the outdoor show colony.

**Johnny Green** and wife came in and will probably remain for the winter.

**Doc King** has been signing up people for the new Hennies Bros. illusion show, which he is to manage. **H. S. Hale**, last season Big State, was the first to get on the dotted line and will be inside lecturer. **Mrs. King** is visiting friends and relatives in London and incidentally on the lookout for any interesting addition to an American illusion show.

**Byers Bros.**, carnival operators, were seen around town last few days. **Harry Failor**, his father and mother, of the Byers attractions, are in the city for the winter.

**G. E. Borders** and **Al Woods**, of Greater United, are negotiating for the purchase of some animals that are now wintering here.

**Mrs. Charley Woffard** has arrived from Los Angeles for a temporary stay, as has **Mrs. Frank Redman** from Charleston.

nedy, of Kennedy Shows, seen much together.

**Hurley Diekerson**, in from Fort Worth, will locate here. He is a nephew of the late Mollie Bailey, of circus fame.

**Dewey Thomas**, of Kansas City, is a visitor, as is **Bessie Fuller**, of Shreveport, La.

Large crowds at both Ocean Park and Venice Piers on Sundays. Concessioners say week-end business holding up unusually well for this season of year.

**Charley Sodderburg**, high diver, is in Hollywood Hospital, injured by fall on contract job.

**Joe De Mouchelle** will again be with Golden State Shows.

**Sam Haberman**, of Santa Cruz, has opened offices in downtown building.

**Max Harry Bernard** back in town with **Joe Krug** getting Golden Gate Shows equipment ready.

**Phil Williams**, in town for short stay, says he represents Crafts, Golden Gate and new World's Fair shows.

**Mr. and Mrs. A. S. Clark** returned to Gilman Hot Springs, Calif.

**Bob Mitchell** is located here with manufacturing concern. Night crowds in Hotel Bristol about 90 per cent show-folks, of this contingent **Sam Brown**, **Harry Seber** and **Al Fisher** get special mention as ribbers. Also there is a lot of verbal persiflage from **Joe Glacey**.

**Tony Whitenack**, recently married to **Rosemary Loomis**, is in local hospital for minor operation.

**Jack D. Reilly** has an executive job on Federal Theater Projects, and **Leo J. Haggerty** is official checker on the theaters dampers.

**Mike Krekos** is making a tour of Europe. Mike writes as having looked over many of the Old Country shows and finds the U. S. A. carnivals as being more pretentious and run along rather better lines.

**Johnny Branson** has built and sold two rides and is completing a house trailer.

**Jack Austin** is on business trip north. **Mr. and Mrs. John R. Castle**, Orville Crafts and **Will Wright** attended the fair meeting in San Francisco.

**Frank Forrest**, past season with West Coast Amusement Company, said he has not made definite arrangements for next season.

**Clyde Gooding** is apparently set to get money with his midget twins.

**Mert Rasmussen** in from Hamilton, Mont.

**M. E. Arthur** left for Seattle. Will have shows on the West Coast Amusement next season.

**Ben Dobbert**, of the Downie Bros.' Company, is making a trip to Texas, Arizona and New Mexico.

**Jimmie Dunn** closed with Pacific Whale outfit.

**Arthur Hoffman** and **Harold Anfinger**, of the Pacific Whaling Company, left for San Francisco. They say they have something new and big for 1937. **Dutch Steinhart** will go to Portland, Ore. Will be with Schmidt carnival.

**Marge Kennedy Wood** will again take out Intermountain Shows.

**Hap Young**, improved in health, is back on a theater job.

# CONVENTIONS

**ALABAMA**  
Huntsville—Woodmen of World. March —. H. A. Cook, Box 728, Montgomery, Ala.

**ARIZONA**  
Globe—F. & A. Masons. March 8-11. H. A. Drachman, Box 229, Tucson, Ariz.  
Phoenix—Order of Odd Fellows. Apr. 19-21. A. A. Foster, Valley Bank, Prescott, Ariz.

**ARKANSAS**  
Little Rock—State Soc. Sons Amer. Revolution. Feb. 22. M. E. Mitchell, 536 Center st., Conway, Ark.  
Little Rock—State Fraternal Congress. Feb. 13. Mrs. A. Benton.  
Little Rock—State Outdoor Adv. Assn. Apr. —. J. P. Baird.

**CALIFORNIA**  
San Francisco—Ind. Order of Foresters. Jan. —. E. N. Cameron, 170 Valencia st.  
San Francisco—R. & S. M. & R. A. Masons & Knights Templar. Apr. 19-21. Thos. A. Davies, Masonic Temple.  
Stockton—G. A. R. April 20-25. L. M. Gardiner, 257 1/2 E. 30th st., Los Angeles.

**COLORADO**  
Denver—State Grange Assn. Jan. 19-21. Rudolph Johnson, Boulder, Colo.  
Denver—Farmers' Co-Op. Union. Jan. 19-20. J. Patton, Wilda Bldg.  
Denver—State Stock Growers' Assn. Jan. 16-19. B. F. Davis.

**CONNECTICUT**  
Bridgeport—P. of H. State Grange. Jan. 12-14. Ard. Welton, Box 135, Plymouth, Conn.  
Bridgeport—Veteran Odd Fellows' Assn. Apr. —. W. S. Hutchison, New Haven.  
Hartford—State Nurserymen's Assn. Jan. 15. P. J. Cassio, 2259 Albany ave.  
Hartford—F. & A. Masons. Feb. 3-4. Winthrop Buck, Masonic Temple.  
Hartford—Assn. of Conn. Fairs. Feb. 16. Hallie G. Root, Box 1505.

**DELAWARE**  
Harrington—Junior Order. Apr. 20. Frank Siegrist, 907 Tatnall st., Wilmington, Dela.  
Wilmington—Sons of Amer. Revolution. Apr. 17.

**DISTRICT OF COLUMBIA**  
Washington—Order of Odd Fellows. Jan. 27. H. Andresen, 419-23 7th st., N. W.  
Washington—Order of Red Men. Feb. 8-9. W. M. Alexander, 4106 5th st., N. W.  
Washington—Knights of Pythias. Feb. 19. W. A. Kimmel, 1612 9th st., N. W.

**FLORIDA**  
Lake Wales—Order of Odd Fellows. Apr. 19-21. Frank Grant, Box 753, Orlando.  
Sarasota—State Firemen's Assn. Apr. 26. F. C. Fraender, Winter Haven, Fla.  
Tampa—Junior Order. Apr. —. J. R. Stofer.  
West Palm Beach—State Elks' Assn. Apr. —. I. W. Hawkins, Box 29, De Land, Fla.

**GEORGIA**  
Macon—Knights Templar. Apr. 27. O. S. Wood, Box 733, Savannah.  
Macon—R. & A. Masons. Apr. 28. W. J. Penn Jr., Macon.

**ILLINOIS**  
Carbondale—State Hort. Soc. Feb. 3-5. Joe E. Hale, Salem, Ill.  
Chicago—State Nurserymen's Assn. Jan. 12-14. M. W. Bryant, Princeton, Ill.  
Chicago—Coin Machine Conv. & Exhibit. Jan. 11-14. Joe Huber, 120 S. LaSalle st.  
Chicago—Natl. Fraternal Congress. Feb. 22-23. F. F. Farrell, 30 N. LaSalle st.  
Chicago—American Carnation Soc. Feb. 5-6. F. A. Baur, New Augusta, Ind.  
Peoria—Natl. Pigeon Assn. Jan. 19-23. H. F. Baldwin, Box 502, Kansas City, Mo.  
Rockford—State Farmers' Inst. Feb. 17-19. H. O. Allison, 402 Centennial Bldg., Springfield.

**INDIANA**  
Indianapolis—State Florists' Assn. Jan. 12. W. Brandelin, 3359 Blvd. Place.  
Indianapolis—State Assn. County & District Fairs. Jan. 5. Frank J. Claypool, Muncie, Ind.  
La Fayette—State Live-Stock Breeders' Assn. Jan. 13. Claude Harper.

**IOWA**  
Cedar Rapids—State Outdoor Adv. Assn. Apr. —. F. Trainer, Ackley, Ia.  
Clinton—R. & A. Masons. Apr. 20-21. G. E. Masters, 24 First st., Glenwood, Ia.  
Des Moines—State Farm Bureau Fed. Jan. 20-22. V. B. Hamilton, 805 Valley Bank Bldg.

**KANSAS**  
Dodge City—State Poultry Breeders' Assn. Jan. 11-16. Thos. Owen, R. R. 7, Topeka, Kan.  
Topeka—State Board of Agriculture. Jan. 13-15. J. C. Mohler, State House.  
Wichita—A. F. & A. Masons. Feb. 17-18. E. F. Strain, Mas. Gr. Lodge Bldg., Topeka.

**KENTUCKY**  
Louisville—G. A. R. Apr. 27-28. M. H. Davidson, 655 S. 35th st.  
Louisville—State Farm Bureau Fed. Jan. 13-14. B. Kilgore, Johnson & Main sts.  
Louisville—Natl. Fed. Music Clubs. Apr. 23-29. Mrs. H. C. Day, 612 Park ave., Albert Lea, Minn.

**LOUISIANA**  
Baton Rouge—Order of Odd Fellows. March 8-10. Claude Ford, 830 S. 18th st.  
New Orleans—F. & A. Masons. Feb. 1-3. D. Lagunes Jr., Masonic Temple.  
New Orleans—R. & S. Masons. Feb. 2-3. C. C. Brown, 918 Masonic Temple.  
New Orleans—Knights Templar. Feb. 4. A. B. Davis, 1100 Masonic Temple.

**MAINE**  
Portland—State Soc. Sons Amer. Revolution. Feb. 22. W. B. Hall.

**MARYLAND**  
Baltimore—State Farm Bureau Fed. Jan. 12-15. C. Wise Jr., Sherwood Bldg.  
Baltimore—Order of Odd Fellows. Apr. 19-20. W. A. Jones, I. O. O. F. Temple.  
Baltimore—Junior Order. Apr. 20-21. H. L. Mennerick, 100 N. Paca st.  
Baltimore—Woodmen of World. Apr. 30-May 1. G. E. Munzer, 4322 Falls road.  
Cumberland—Order of Red Men. Apr. 28-29. J. W. Walker, 131 E. North ave., Baltimore.

**MASSACHUSETTS**  
Boston—State Soc. Sons of Revolution. Jan. 16. E. H. Kittredge, 60 Congress st.  
Boston—N. E. Nurserymen's Assn. Jan. 26-27. H. P. Kelsey Jr., E. Boxford, Mass.  
Boston—State Agr. Fairs Assn. Jan. 21-22. A. W. Lombard, 136 State House, Boston.  
Boston—Odd Fellows' Encampment. March 4. George H. Fuller, 170 Newbury st.

Boston—G. A. R. Encampment. Apr. 13-14. Helen A. Phinney, State House.  
Worcester—Union Agr. Meeting. Jan. 6-8.

**MICHIGAN**  
Detroit—Ind. Order of Foresters. Feb. —. Victoria Lewandowsky, 15362 Pinehurst ave.  
Detroit—Mich. Assn. of Fairs. Jan. 21-22. Chester M. Howell, Chesaning, Mich.  
Grand Rapids—State Soc. Sons Amer. Revolution. Apr. 3. R. E. Van Syckle, 1729 Ford Bldg., Detroit.

**MINNESOTA**  
Minneapolis—State Florists' Assn. March —. C. A. Mathes, 1326 Osceola ave., St. Paul.  
Minneapolis—State Fed. County Fairs and State Agr. Soc. Jan. 13-15. L. O. Jacob, Anoka, Minn.  
St. Paul—State Farm Bureau Fed. Dec. 28-29. J. S. Jones, Shubert Bldg.  
St. Paul—A. F. & A. Masons. Jan. 20-21. John Pishel, Masonic Temple.

**MISSISSIPPI**  
Meridian—Junior Order. Apr. 27. W. D. Hawkins, Box 543.  
Vicksburg—R. & S. Masons. Feb. 18. E. L. Faucette, Meridian, Miss.

**MISSOURI**  
Kansas City—Western Assn. of Nurserymen. Jan. 5-7. G. W. Holsinger, Rosedale Sta., Kansas City, Kan.

**MONTANA**  
Helena—Rocky Mountain Assn. of Fairs. Jan. 25-26. Harold F. DePue, Great Falls, Mont.

**NEBRASKA**  
Lincoln—Organized Agriculture. Jan. 4-8. W. H. Brokaw, Agr. College, Lincoln.  
Lincoln—State Assn. of Fair Managers. Jan. 18-20. Chet G. Marshall, Arlington, Neb.  
McCook—Farmers' Equity Union. Jan. —. C. Calame, Greenville, Ill.  
Omaha—Farmers' Educ. & Co-Op. Union. Feb. 10-11. E. L. Shoemaker, 39th & Leavenworth sts.  
Omaha—Variety Clubs of America. Apr. 16-17. Jas. G. Balmer, 711 Clark Bldg., Pittsburgh, Pa.

**NEW JERSEY**  
Asbury Park—Jewish War Veterans of N. J. Apr. 30-May 1. I. Dworkin, Hoboken.  
Atlantic City—Botanical Soc. of Amer. Dec. 28-Jan. 1. Dr. L. C. Petry, Cornell Univ., Ithaca, N. Y.  
Trenton—Agr. Week & N. J. Farm Show. Jan. 26-29. Wm. C. Lynn, Dept. of Agriculture.  
Trenton—R. & S. Masons. Apr. 20. H. A. Putnam, 115 Woodside ave.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:

American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templar, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

**NEW MEXICO**  
Albuquerque—State Soc. Sons Amer. Revolution. Feb. 22. F. Ward, 607 Sunshine Bldg.  
Santa Fe—F. & A. Masons. March 15-17. A. A. Keen, Box 535, Albuquerque, N. M.  
Santa Fe—Knights Templar. March 19. A. A. Keen, Box 535, Albuquerque, N. M.

**NEW YORK**  
Albany—State Assn. Town Agr. Soc. Feb. 16. Clyde E. Shults, Hornell.  
Albany—State Assn. Co. Agr. Soc. Feb. 16. G. W. Harrison, 131 N. Pine ave.  
Ithaca—Farmers' Week. Feb. 15-20. R. H. Wheeler, Roberts Hall, Ithaca.  
Rochester—State Hort. Soc. Jan. 12-15. R. P. McPherson, R. F. D. 2, Le Roy, N. Y.

**NORTH CAROLINA**  
Raleigh—A. F. & A. Masons. Apr. 20. J. H. Anderson, 502 Masonic Temple.  
Raleigh—State Assn. of Agr. Fairs. Jan. 12-13. C. S. Parnell, Mebane, N. C.

**NORTH DAKOTA**  
Fargo—State Assn. of Fairs. Jan. 21-22. H. L. Finke, Minot, N. D.  
Grand Forks—R. & S. Masons. Jan. 27-28. W. L. Stockwell, Box 1269, Fargo.  
Grand Forks—State Farmers' Grain Dealers Assn. Early in Feb. C. Conway, Jamestown, N. D.

**OHIO**  
Cincinnati—Order of Odd Fellows. Apr. 25-27. J. McGall, 121 Marlin Drive, W., Mt. Lebanon, Pittsburgh, Pa.  
Columbus—State Fair Managers' Assn. Jan. 12-14. Mrs. D. A. Detrick, Bellefontaine, O.  
Columbus—State Bro. of Magicians. Jan. 29-30. S. W. Reilly, 1853 Bryden road, Columbus.  
Columbus—State Hort. Soc. Feb. 1-4. F. H. Beach, State Univ., Columbus.  
Toledo—State Farmers' Grain Dirs.' Assn. Feb. 21-22. C. S. Latchaw, Box 128, Postoria, O.  
Toledo—Woodmen of World. Late in April. A. J. Dierichs, 10819 Parkhurst Drive, Cleveland.

**OKLAHOMA**  
Guthrie—A. F. & A. Masons. Feb. 9-11. C. A. Sturgeon, Masonic Temple.  
Oklahoma City—State Farmers' Union. Jan. —. T. Cheek.  
Oklahoma City—State Hort. Soc. Jan. —. A. T. Burge.  
Tulsa—R. & S. Masons. Apr. 19. J. A. Latham, Muskogee, Okla.

**OREGON**  
Portland—State Soc. Sons Amer. Revolution. Feb. 22. G. Dryer, 207 U. S. Bank Bldg.  
Portland—R. A. & R. S. Masons. Apr. 12-13. D. R. Cheney, Masonic Temple.  
Harrisburg—State Assn. County Fairs. Jan. 27-28. Chas. W. Swoyer, Reading, Pa.  
Johnstown—R. & S. Masons. Jan. 19. S. C. Wolfe, 316 1st Natl. Bk. Bldg., Williamsport, Pa.

Johnstown—State Outdoor Adv. Assn. Jan. 18-19. Tom Nokes, 301 Central ave.

**RHODE ISLAND**  
Providence—G. A. R. Encampment. Apr. 12. C. Glines.

**SOUTH CAROLINA**  
Charleston—A. F. Masons. Apr. 5-7. O. F. Hart, Masonic Temple, Columbia, S. C.  
Columbia—State Assn. of Fairs. Jan. 8. J. A. Mitchell, Anderson, S. C.  
Greenwood—R. A. & R. S. Masons. May 11-12. O. F. Hart, Masonic Temple, Columbia.

**TENNESSEE**  
Chattanooga—Shrine Directors' Assn. of N. A. March 10-12. L. C. Fischer, Box 635, Charleston, S. C.  
Nashville—State Nurserymen's Assn. Latter part of Jan. G. Bentley, Univ. of Tenn., Knoxville.  
Nashville—F. & A. Masons. Jan. 27. T. T. Doss.  
Nashville—State Hort. Soc. Jan. 28-29. G. M. Bentley, Univ. of Tenn., Knoxville.  
Nashville—Assn. of Tenn. Fairs. Feb. 2. O. D. Massa, Cookeville, Tenn.

**TEXAS**  
Austin—State Assn. Teachers of Dancing. Dec. 28-29. Miss F. Bleeker, Ft. Worth.  
Big Springs—P. M. Odd Fellows. Jan. 18. J. A. Kee, 215 W. Belknap st., Ft. Worth.  
Corsicana—Order of Odd Fellows. March 15-17. S. M. Williams, 516 Linz Bldg., Dallas.  
Dallas—Texas Assn. of Fairs. Feb. 5-6. Frank Thompson, Sherman, Tex.  
El Paso—American Natl. Live-Stock Assn. Jan. 12-14. F. E. Mollin, 515 Cooper Bldg., Denver, Colo.  
El Paso—S. Western Live Stock & Agr. Assn. Feb. 22-25. W. S. Foster, 523 U. S. Court House.  
Ft. Worth—Cattle Raisers' Assn. March 16-18. E. B. Spiller.

**UTAH**  
Salt Lake City—F. & A. Masons. Jan. 19-20. S. H. Goodwin, 650 E. So. Temple.  
Salt Lake City—State Farm Bureau. Jan. —. T. Welling.

**VIRGINIA**  
Richmond—State Assn. of Fairs. Jan. 25-26. C. B. Rakston, Box 482, Staunton, Va.  
Richmond—A. F. & A. Masons. Feb. 9-11. J. M. Clift, Masonic Temple.

**WASHINGTON**  
Tacoma—North West Florists' Assn. Apr. 10-12. Clyde Lester, Box 485, Walla Walla, Wash.

**MICHIGAN**  
Detroit—Food & Beverage Show. Jan. 25-31. Retail Grocers' Assn.  
Gladstone—Winter Carnival. Jan. 29-31.  
Grand Rapids—Shrine Circus. Jan. 25-30. C. H. Hoffman, chrm., 19 S. Division st.  
Ironwood—Winter Carnival. Jan. 29-31.  
Marquette—Winter Carnival. Jan. 22-24.  
Negaunee—Winter Carnival. Jan. 15-17.

**MINNESOTA**  
Barnesville—Christmas Holiday Festival. Week of Dec. 25. Booster Club.  
St. Paul—Farmers & Home-Makers' Week. Dec. 28-31.  
St. Paul—Winter Sports Carnival. Jan. 30-Feb. 6. W. L. Crawford Jr.

**MISSOURI**  
Kansas City—H. of A. Showman's Club Banquet & Ball. Dec. 31.

**NEBRASKA**  
Neligh—Christmas Celebration. Dec. 24. Chamber of Commerce.  
Wakefield—Christmas Program. Christmas Week. Lions Club.

**NEW JERSEY**  
Elizabeth—Legion Circus. Jan. 4-9. Stan Reed, Carteret Hotel.

**NEW YORK**  
New York—China, Glass & Housewares Show. Jan. 24-30. Flo English.  
New York—Natl. Aviation Show, Grand Central Palace. Jan. 28-Feb. 6. G. A. Parsons, 480 Lexington ave.  
New York—Lamp Show. Jan. 18-22. George F. Little, 220 Fifth ave.  
New York—Natl. Motor Boat Show, Grand Central Palace. Jan. 8-16.  
Syracuse—State Farm & Food Expo. Jan. 6-8.

**OHIO**  
Cleveland—Children's Show, Public Aud. Dec. 23-Jan. 1. Harry M. Hirsch.

**PENNSYLVANIA**  
Ellwood City—Christmas Festival. Dec. 21-25.  
Harrisburg—Farm Products Show of Pa. Jan. 18-22. J. M. Fry, State College, Pa.  
Philadelphia—Mummers Parade. Jan. 1.

**TEXAS**  
El Paso—Sun Carnival. Dec. 28-Jan. 3. Verne Newcombe.

## Winter Fairs

**ARIZONA**  
Tucson—Fiesta, Rodeo and Live-Stock Show & Sale. Feb. 19-22. A. H. Condron.

**CALIFORNIA**  
Imperial—Imperial Co. Fair. March 6-14. D. V. Stewart.  
San Bernardino—Natal Orange Show. Feb. 18-28. Wm. Starke, mgr.  
South San Francisco—Interstate Junior Live-Stock & Baby Beef Show. March 21-25. E. W. Stephens, gen. mgr.  
Denver—National Western Stock Show. Jan. 16-23. C. R. Jones, mgr.

**FLORIDA**  
Bowling Green—Hardee Co. Strawberry Festival. Jan. 11-16. J. A. Albritton, mgr.  
Ft. Myers—Southwest Fla. Fair. Feb. 9-13. Hugh A. Sennett.  
Largo—Pinellas Co. Fair. Jan. 12-16. Wm. Gomme.  
Melbourne—Brevard Co. Fair. March 1-6. Ernest H. Wade, gen. mgr.  
Orlando—Central Fla. Expo. Feb. 15-20. Crawford T. Bickford.  
Plant City—Fla. Strawberry Festival. First week in March. H. H. Huff.  
Redland—Dade Co. Tropical Fair. Feb. 22-27. John Scannelli, mgr.  
Stuart—Martin Co. Fair Assn. Feb. —. R. I. Taylor.  
Tampa—Fla. Fair & Gasparilla Assn. Jan. 26-Feb. 6. P. T. Strieder, gen. mgr.  
Winter Haven—Florida Orange Festival. Jan. 18-23. John F. May.

**LOUISIANA**  
Lafayette—Southwest La. Mid-Winter Fair. Jan. 15-17. Sidney J. Bowles.

**OHIO**  
Columbus Grov.—Putnam-Allen Fair. Dec. 21-24. T. M. Teegardin.

**TEXAS**  
El Paso—S. Western Live Stock & Agr. Assn. Feb. 22-25. W. S. Foster.  
Fort Worth—Southwestern Expo. & Fat Stock Show. March 12-21. John B. Davis.  
San Angelo—San Angelo Fat Stock Show. March 6-9. J. C. Deal.

**UTAH**  
Ogden—Ogden Live-Stock Show. Jan. 8-14. E. J. Fjeldsted.

## Dog Shows

These dates are for a five-week period.

**CALIFORNIA**  
Los Angeles—Jan. 30-31. Herbert Wilkinson, 2242 S. Cloverdale ave.  
San Francisco—Jan. 23-24. Alex Wolfen, 443 Front st.

**FLORIDA**  
Miami Beach—Jan. 30-31.

**MISSOURI**  
St. Louis—Jan. 17. Joe Houston, 701 N. 22d st.

**NEW YORK**  
New York—Jan. 11. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

## Coming Events

These dates are for a five-week period.

**ARIZONA**  
Mesa—State Citrus Show. Second week in Jan. Chamber of Commerce.

**CALIFORNIA**  
Huntington Beach—Christmas Frolic. Dec. 21-26. Chamber of Commerce.  
Pasadena—Tournament of Roses. Jan. 1.  
Swartout—Winter Sports Carnival. Jan. 23-24.

**COLORADO**  
Denver—Shrine Circus. Jan. 4-9. Lew Parsons, mgr.

**ENGLAND**  
London—Bertram Mills' Circus at Olympia. Dec. 22-Jan. 27.

**ILLINOIS**  
Chicago—Coin Machine Exhibit. Jan. 11-14. Joe Huber, 120 S. LaSalle st.

**IOWA**  
Des Moines—Carnival & Celebration. Dec. 31-Jan. 2. H. H. Burris, secy.

**MASSACHUSETTS**  
Boston—Sportsmen's & Boat Show. Jan. 30-Feb. 6. A. C. Rau, 327 Park Sq. Bldg.  
Brockton—Grotto Circus. Dec. 28-Jan. 2.

## Poultry Shows

These dates are for a five-week period.

**CONNECTICUT**  
Middletown—Jan. 13-15. John L. Fisk, Box 862.

**ILLINOIS**  
Peoria—Jan. 19-23. George Hoerr, Box 27.

**KANSAS**  
Dodge City—Jan. 11-16. Thomas Owen, R. R. 7, Topeka, Kan.

MASSACHUSETTS

Boston—Dec. 30-Jan. 3. Albert C. Rau, 327 Park Sq. Bldg.

MICHIGAN

Bay City—Jan. 14-18. Ben W. Nean.

MISSOURI

Kansas City—Last week in Dec. Mrs. K. Biorck, Independence, Mo.

NEW YORK

New York—Jan. 5-9. John Lawrence, Larchmont, N. Y.

NORTH DAKOTA

Grand Forks—Jan. 18-23. W. W. Blain, Box 776.

PENNSYLVANIA

Uniontown—Dec. 31. Jos. Yarris, 43 Lawton ave.

SOUTH DAKOTA

Watertown—Jan. 27-30. E. H. Grow.

TEXAS

Clarendon—Dec. 10-12.

UTAH

Ogden—Jan. 8-14. Wm. W. Shaw, Box 853.

PACIFIC COAST

(Continued from page 100)

guest of honor, was called upon and asked to say a few words. She graciously accepted and paid the auxiliary a high compliment. A wonderful speech by Clara Zeiger in behalf of the organization was well received. It has been many years since Clara held the chair and her interest has never waned. Many can remember when the auxiliary was in the making and much credit is due Sister Zeiger for her unceasing efforts. Clara gave great praise to Martha Levine, 1935 president, whose outstanding achievement was to carry the auxiliary to the great height of keeping the club open thru the summer to a successful termination. This was by no means the easy way. But now that it has been established, the auxiliary doors will be open year in and year out.

Coast Defender Rely Castle advised that she would present a gold plaque to be placed on the piano in honor of the outgoing president and was given a big hand. Castle is still signing 'em up for the club and is receiving much co-operation.

Those nominated for election in 1937 were: Peggy Forestall and Ruby Kirkendall, president; Inez Walsh and Vera Downie, first vice-president; Regina Fink, second vice-president, and Ruby Kirkendall, secretary-treasurer. Ruby withdrew from the president's ticket in favor of secretary-treasurer, for which she received an overwhelming vote. She spoke briefly to the ladies who nominated her and received a big hand. Election is slated to be held December 28 and will settle the question of first vice-president's office.

Inez Walsh and Vera Downie are close in ballots and both hold such great favor with the ladies that it should prove an interesting election.

After a few minor discussions it was

moved and seconded to adjourn and partake of the elegant lunch donated by Rely Castle and a keg of German champagne. The latter was a treat from the auxiliary celebrating nomination night.

After the meeting Rely Castle and Clara Zeiger entertained Peggy Landis, Elsie Brizandine, Florence Webber, Sis Dyer and the writer at Lyman's with many soul-rendering songs, some of which, were from more years ago than one cares to remember.

Sis Dyer was Alone and quite sad. Rely, however, said It's a Sin to Tell a Lie but Clara thinks I Love You Truly is far superior to Elsie's Man Bill when Peggy broke out with Dinner for One and Did I Remember to tell you that Florence Webber was there? Just a going-away party as the girls leave for the east within the week. They certainly will be missed by the gang.

LUCILLE KING.

Philadelphia

PHILADELPHIA, Dec. 19.—The following acts were presented by Al Paulert, manager of the South Street Museum, at the annual charity show given by the Variety Club at the Bellevue-Stratford Hotel, December 13: Congo, South African jungle man; Habu, iron tongue act; Baby-Face Joe, fat man; Capt. Sig, tattooed man; Roberti, foot artist; Claudio, mechanical man; Takayama, Japanese juggler, and Spike Howard, strong man.

Eighth Street Museum has had excellent business during the past week with December 12 being the best day since its establishment. Program this week has Takayama, Japanese juggler and paper artist; Emil McGee, comedy cartoonist; Prince Nuda, torture act; Bob Laverne, magic and mechanical man; Poses Plastique, Mysteria and Spidora illusions. Annex has dancing girls and Mary Morris.

South Street Museum has the following this week: Alfred Banks Revue of eight people; Sheldon, escape artist; Spotted Family; Captain Sig, tattooed man; mentalists and illusions, while the annex dancing girls are Melba Kalama, Lila Tena, Kitty Kay.

Art Mix was a visitor during the week. He is making personal appearances in the vicinity.

George Van Anden has arrived in the city from the Ben Williams Shows and plans to spend the winter here. He reports a successful season.

Sam Tassell is operating Bingo games with great success in various sections of the city and vicinity.

LETTER LIST

(Continued from page 73)

- Daugherty, Mrs. Lightner, Maxine
Dean, Dr. Myrtle Glen Lorenzo, Mrs. Edna
Desmond, Miss McCormick, Mrs. Nelly
Dorey, Mrs. Eddie Miller, Mrs. Lillian
Eaton, Mrs. Edw. Mullins, Mrs. John
Edwards, Mrs. Babe Murphy, Mrs. Georgia
Henderson, Mrs. Jack Neilson, Neenah
Hiler, Mrs. Lee F. Newsom, Nancy
Hockman, Mrs. W. F. Potts, Helen
Hockman, Mrs. Barbara J. Schindler, Nona
Hubell, Mrs. Art Smith, Mrs. Delaphine
Hurley, Mrs. L. Stein, Mrs. A. E.
Irving, Mrs. S. L. Stewart, Mrs. Harry A.
Jacobs, Margie Sweet, Betty
Kelley, Mrs. Edith J. Thomas, Mrs. R. D.
Klingbille, Miss "Dutchie" Timmons, Mrs. A. E.
Kyle, Miss Bee Valley, Helen
LaFors, Mrs. Teddy Webster, Evelyn
Langford, Mrs. Sylvia Wyatt, Miss Billie
LaPage, Mrs. Iva

Gentlemen's List

- Adams, Ray Cannon, Otis
Alfred, Jack & June Casdori, Jesse
Ambrose, Joe Casey, Tom
Ames, G. L. Clark, F. C.
Anthony, Milo Clay, Henry
Anthony, W. W. Cline, Ernie
Baldwin, B. J. Cloven, R. E.
Bartel, Bud Cooke, Al Tiger
Baughman, B. J. Corry, Harry
Beaumont, Jack K. Couch, Earl
Beaumont, Jack K. Cox, B. E.
Benefiel, Benny Crandall, Fred
Billiek, Harry E. Crotser, George
Bishop, Lou R. Cutler, Louis
Bliss, Ralph Cutis, Rube
Bly, Bob & Kitty Dale, Harvey
Borros, R. C. Daly, Fred
Borst, Hank & Lula Daniels, Charles
Bowers, Floyd Daniels, Oss
Bowman, D. F. Davidson, Bill
Brashear, Don Davidson, Dale
Brown, C. Edgar Davis, Carl DeV.
Brown, Geo. W. Davis, Johnnie
Brown, Russell Dean, T. H.
Asher Delmaine, Frank W.
Deviney, Henry
Docen, Chas.
Dodge, J. E.
Doolin, Richard
Dorsey, James

- Doto, Bert
Dunn, Jimmie
Ellis, H. P.
Emanuel, Siats
Espy, Chester
Evans, Bob
Evans, Harry
Finkle, William
Fowler, Jack A.
Fox, Robert
Fredericks, Freddie
Frenzel, Maurice E.
Fry, Luther
Gardiner, Edgar
Genious, Kenneth M.
Gilbert, Archie
Glasscock, D.
Glosson, H. G.
Goad, Dude
Goad, Joe
Goad, Travis D.
Grant, McCune
Grisbeck, Franzalla
Grisbeck, Ewing
Groves, Johnnie
Hatley, C. F.
Hall, Jack
Hamilton, Fred
Hamoka, Frank
Hancock, Bob
Hansen, Al C.
Harris, Albert
Hartwick, Doc
Heath, Bill
Heller, Geo. (Red)
Helman, Sam
Henderson, T. M.
Hendricks, Joe
Hicks, Col.
Hill, Clyde
Hill, Eddie
Hinkle, Milt
Hodgini, Ted & Joe
Hoffman, Arthur
Holoboff, Peter P.
Hopwood, Duke
Howe, Rex
Hoyt, Charles W.
Hudson, William
Hugo, Capt.
Hull, James
Hume, Prof. L. F.
Hynes, Harold
Illions, Harry
Johnson, Glen
Johnson, Quentin L.
Jones, J. A.
Jones, Owen
Kartman, Bill

- Keller, M. N.
Kelley, Robert E.
Kerwin, H. P.
Knowles, Jack
Kob, John
Krossner, Danny
Lafferty, Walter J.
Lambert, D. J.
Lance, K. C.
Lane, Jimmie
Latzer, Jack P.
Lawson, Echarad
Lee, Darby J.
Lennon, R. J.
Linhner, Tommy
Linsey, Jack
Little, Jack & Jackie
Little, Phil
Litts, G. F.
Logsdon, Walter
McClaskey, Jack
McCoy, Jack
McCravy, E. D.
McDougal, Charlie
McGregor, Harold G.
McMillan, G. J.
McSparon, Mr. & Mrs.
Mackenzie, R. B.
Martin, Art
Marvin, Frank
Mason, Ray
Mays, Will
Miles, Frank B.
Miller, Bertram
Miller, Floyd E.
Miller, Fred
Miller, Vic
Minser, C.
Moore, Virgel
Mortenson, Fred
Mortensen, Leo
Motherwell, T. R.
Mozar, M. A.
Murphy, Neal
Neal, W. S.
Nelson, H. L.
O'Hare, Bob
Olson, Albert
O'Seal, Jim
O'Wesney, Ray
Orton, Tex
Paige, Jack
Palmer, W. F.
Palooka, Lewiston
Parker, C. W.
Pelton, Dick
Phelps, Cecil
Pippins, Charlie
Polk, J. E.
Potter, Jimmy
Price, D. M.

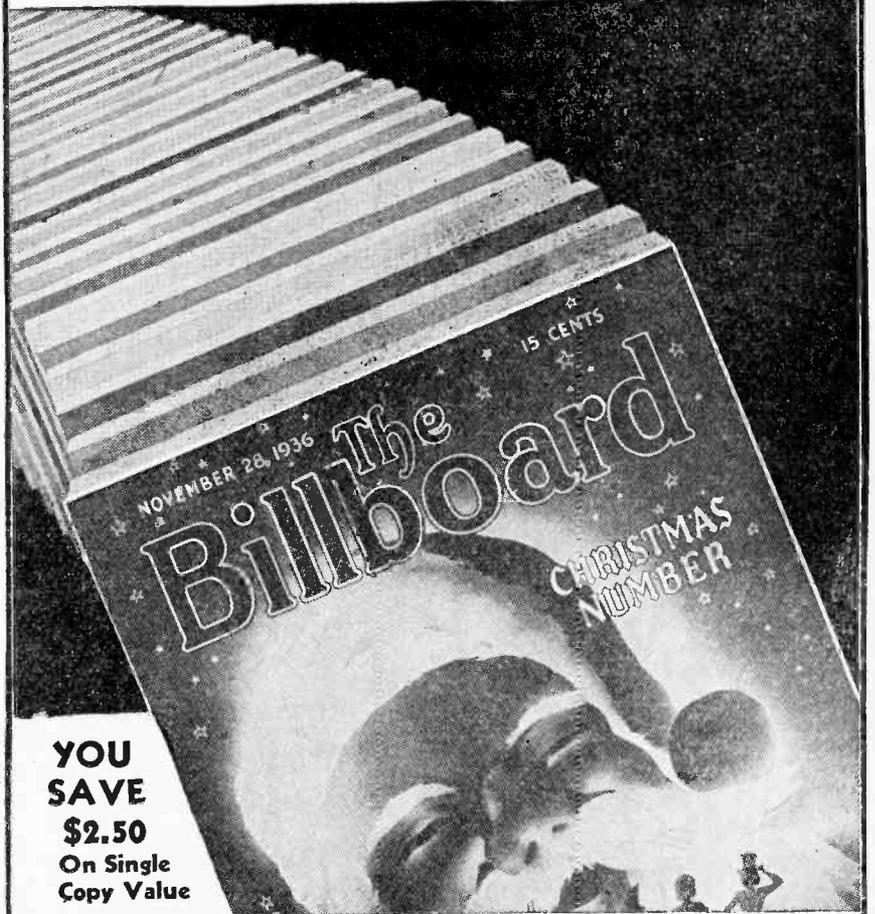
- Pumroy, H. L.
Rains, Harvey (Jack)
Reed, Ted
Reeves, Chas. B.
Reid, Clayton
Reynolds, Harry
Rhoades, Jesse
Rockwell, Everett
Rohn, T. W.
Rubion, Harry
Sailor, Bob
Saunders, O. B.
Sellars, Geo. E.
Shaw, Tallie
Shelby, Hank
Sidenberg, Sid
Simmons, Dutch
Smith, J. J.
Smith, Tommy
St. John, Tex
Stanley, Clipper
Stanley, P. L.
Stark, Mack R.
Sterling, John
Stevens, R. W.
Stomps, Hal
Sturges, Ben
Swanner, Ray
Sweet, George
Taylor, C. B.
Taylor, Rex
Thames, Gene
Thompson, C. C.
Thompson, Tommy A.
Tilton, M. R.
Tipton, Clarence
Ucar, J. J.
Twohouse, Chief
Valentine, George
Wadsworth, Billie
Wallace, Jerry
Wallace, Walley
Wallace, W. M.
Ward, John R.
Warren, Jack
Webb, Joe B.
West, Linden L.
West, Preacher
Williams, George
Williams, Mark
Williams, Morris C.
Williams, Orval
Williams, Richard
Williams, S. B.
Wolfe Twins
Womack, D.
Wood, Jimmie
Wood Flying Family
Wood, Joe
Wray, "Whitie"
Yager, Robert
Yates, Kirby
Zo-Gi, Prince

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Please enter my subscription for the next thirty weeks, for which I inclose, not the \$4.50 I would pay at the regular single copy price, but ONLY \$2.

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# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Fertile Field for Wholesalers Seen in Increasing Canadian Mkt.

The general belief, which has gradually become fact, is that the great Canadian market will be using more premium merchandise than at any other time in history. The market's growth has been fostered by the intensive sales campaign on merchandise machines, such as the diggers and the new rotary merchandisers now noticeable in the Canadian market in ever-increasing numbers.

Constant promotion by outstanding operators of coin machines thruout Canada is expected to more widely open this market to the wholesale merchandise industry.

With the reciprocal treaty now in effect with Canada the home firms have been easily able to compete for the market and since most of the better merchandise in the premium category is manufactured in the United States for all the Americas, there is no doubt that the giant share of the business will be enjoyed here. Furthermore the demand for merchandise from Canada has also been increasing from many other angles; more and more carnivals have been opening thruout the Dominion.

At the Canadian National Exhibition the diggers were very prominent. Operators have instantly taken advantage of this growing demand and have been earning great profits from a public hungry for coin-operated machine entertainment.

As the number of machines being shipped into Canada increases, merchandise shipments have increased accordingly, to the point where many of the leading wholesale merchandise firms are of the belief that they should send salesmen into the Canadian market to establish better connections.

The greatest inducement for the sales of merchandise to Canada in many years becomes more and more apparent as the manufacturers (and many of the operators in this country) have sold equipment to Canadian operators, who, in

## Marked Increase Seen In Use of Mdse. Boards

Some time ago this department published the statement that there was apparent an increase in merchandise salesboards. This now seems to have become fact with the introduction of more and more salesboards by leading wholesale merchandise firms thruout the country.

The intensiveness with which the industry has entered into this division of the business has resulted in increased business in many directions. Salesboard operators are naturally pleased at the reaction and many are using boards of greater attraction than ever before presented.

The wholesale merchandise industry is thereby, with the aid of such salesboards, disposing of a truly remarkable quantity of merchandise. This merchandise is the best obtainable and is therefore creating a demand for better boards.

Some of the mail orders being filled by many New York and Chicago firms range clear across the country and therefore show the growing popularity of such boards to the industry which for some time neglected this division of the business.

## Variety Store Sales Up 10 Per Cent Over 1935

WASHINGTON, Dec. 19.—Daily average sales of variety stores for November were about 10 per cent higher than those for November of last year and about four per cent higher than those of October of this year, the Department of Commerce reported recently.

The aggregate value of sales for the first 11 months was about seven per cent above that for the same period of 1935.

turn, come to the United States for their merchandise. The larger American operators now in Canada have naturally been able to take first-hand advantage of the situation and have brought in large quantities of merchandise to gain greater following.

This new market is looked upon by the wholesale merchandise industry as one of the most lucrative for 1937 and one that is sure to grow in importance as more operators of digger-type equipment continue to establish territories in Canada.

## California To Hold Mid-Winter Gift Show

The California Smallwares Show, which in the last three years has come to be regarded as the Pacific Coast's leading gift, premium, art and housewares show, will be held at the Los Angeles Biltmore on Sunday, Monday and Tuesday, January 31 to February 2. James F. Bone, manager of the show, states that prac-

## Week's Activity Forecasts Record Holiday Business

With Christmas but a matter of days away, retail trade thruout the country felt the full impact of the holiday demand the past week, the Department of Commerce said today in its report on business conditions in 37 key cities. Altho the forward movement was not uniform, the department said that the trend to new high sales records for the holidays was everywhere in evidence.

The continued outpouring of corporate funds, employee bonuses and distribution of profits contributed an unusually fortuitous background to the nation-wide merchandising situation. Wholesale trade in all sections responded to the larger volume of retail buying and showed substantial gains over the week in all lines. There was a widening demand for industrial products with increasing employment in industrial centers.

tically all of the space at the show has already been reserved.

Merchandise will be displayed by exhibitors in the gift, art, housewares, lamps, linens, glassware, china, pottery, leather, stationery, wire goods, woodenware and chromium fields.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

ABDICATION of King Edward is throwing into a cocked hat all the coronation plans. People wonder what will become of all the merchandise that has been made in anticipation of the event. You are advised, therefore, not to worry. Some of the stuff may have to be made over, especially all that carrying the Edwardian imprint. As to the rest, the coronation trend is too far advanced to permit its being stopped. A coronation will take place next year and on the scheduled date. Manufacturers of handbags, women's clothing, perfumes, etc., are informing their customers that they will continue featuring coronation colors. There is every chance that King Edward's tastes will govern the coronation fashions. My advice is wait for developments. Don't buy straight coronation merchandise until the situation has fully developed, but do not hold back with any other article, even if it should be blue, purple or red. They will dominate next spring's market whatever happens.

The curb Christmas business started during the second week of December but is still falling behind previous years' figures. This is rather remarkable, considering that shops are unusually busy and that this will be the biggest Christmas season for years. Talking to curb merchants one gains the impression that the better type men feel that they can do better business with merchandise of a more general nature and that the main streets have lost much of their former attraction. Some of the bigger operators have gone in for Christmas cards and find it more convenient to use shops. Several indoor pitches are featuring toys. Which all seems to be indicative of a great change in pitch selling in the bigger cities. The trade looks for better turnover possibilities and most pitchmen believe that they will get into the big money next year. So they take time off around Christmas and pass the holidays with their families.

All the news from wholesale houses tells about more business. Gloves, handbags, toilet ware, glassware, all are setting up new demand records. It will be quieter, of course, after Christmas. This, however, is to be expected and should cause no worry. Keep your eyes on dress jewelry and jewelry accessories. They will be in the lead all thru the year. There has been no letup in jewelry sales since the fashion started in early fall.

## 1936 Banner Year For Radio Industry

The unit sale of radio sets during 1936 will break all previous records with a grand total of almost 7,600,000 sets; the dollar volume will be second only to 1930, according to the Radio Manufacturers' Association.

"On January 1, 1937," stated Bond Geddes, executive vice-president of the association, "there will be approximately 24,269,000 radio equipped families, a new high record, but 17,500,000 families, or 70 per cent, have obsolete sets without the modern receivers for short-wave foreign broadcasting. In addition there are about 4,000,000 auto sets in use and there are many families which have two or more sets in their homes."

The report, altho expected by the trade, was still welcomed with great enthusiasm by the leaders as an answer to the 1935 pessimists who had predicted the radio market had reached a saturation point.

The reasons for the outstanding accomplishment, according to the association, are increased buying power, popularity of automobile sets, better foreign trade, introduction of battery sets for rural districts, wide increase in interest in "short wave" broadcasts, improvement in broadcasts and modern streamline design.

Prospects for 1937 are equally bright with all the 1936 reasons almost sure to continue. Battery sets will probably enjoy the same boom during the coming year as auto sets did in 1936.

## Jewelry Sales in 1936 To Reach \$315,000,000

Jewelry sales have shown a sharp improvement all during 1936, averaging 20 to 40 per cent gains over 1935 figures, according to a special report by Dun & Bradstreet. Sales at retail this year are estimated at \$315,000,000, an increase of about 25 per cent over the 1935 total of \$233,001,000.

Orders to wholesalers on all kinds of jewelry this year ran from 30 to 50 per cent more than in 1935. Altho commitments were generous in the summer, and favored the better grades of merchandise, by Thanksgiving many retailers had disposed of their entire stocks and were back in the market to cover their Christmas needs.

The summer spurt in the sales of jewelry resulted in wider employment at plants and instead of the usual seasonal slackening of operations, most factories had the largest complement of workers in several years, with pay rolls up 21 to 31 per cent from a year ago.

Both wedding and engagement rings have been sold in larger quantities than during any year since 1929, the report said. Manufacturers of watches have also been close to capacity schedules all year, the American-made ones taking precedence over those imported, despite their sharply reduced price.

## Philadelphia Trade Report

PHILADELPHIA, Dec. 19.—Commercial reports for the Philadelphia trading area showed retail trade making substantial gains during the week. Department stores registered increase in sales dollar value of 33.3 per cent over the previous week and 3.5 per cent over the same week last year. In the merchandising lines, it was reported that the demand for higher priced items is keeping pace with the rising demands in all lines, that more luxury merchandise is being bought than at any time since pre-depression boom days. Demand is attributed not only to the general increase in business before the Christmas holiday, but to the flood of extra dividends and bonuses being distributed by industry thruout the country. Early indications are that both wholesalers and retailers will show the largest volume of holiday sales in six years.

## Business Situation Summarized

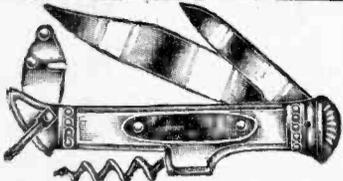
BUSINESS activity so far during the final quarter has evidenced a continuation of the improvement which has characterized the current year. Industrial production has been sustained at the best level attained since 1929, expanding employment has reduced the number without work, and the income of employees has been further increased; farmers' income is markedly higher than a year ago despite some recession on a seasonally adjusted basis from the high reached in midsummer; the volume of freight traffic has held at better than seasonal levels, and retail sales reports give promise of the best Christmas-buying period in seven years.

During November there has been no evidence of a slackening of the pace of manufacturing activity. Automobile production is moving ahead rapidly and steel output is holding at a rate only slightly lower than in October. Lumber production has declined as a result of the maritime strike which has tied up shipping activities on the West Coast.

Prices of commodities thruout November have been buoyant, reflecting the increased industrial demands as well as the tendency toward higher costs. The stock market has been exceptionally active during the month, but prices have made no further progress after moving higher for six months.—Survey of Current Business.

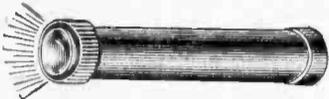
# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.



**COMBINATION GLASS CUTTER KNIFE**—Two Blades, Clip and Pen, Glass Cutter and Cork-screw. Nickel Finish, Metal Handle. Center with Fancy Colored Celluloid Inlay, Equipped with Shackle for Chain. Size of Knife Closed, 3 1/2". One Dozen in Package.  
B10C178.

PER GROSS **12.00** PER DOZEN **1.05**



**MIDGET VEST POCKET FLASHLIGHT**—3" overall. Metal Case, enameled in colors, nickle-plated ends. Complete with Bulb and Battery. 2 Dozen assorted colors in carton.  
B4C12.

PER GROSS **9.75**

**N. SHURE CO.**  
Adams and Wells Sts.,  
CHICAGO, ILL.

## SAVE MONEY—TIME, FREIGHT—Order Now

FROM THE MOST CENTRALLY LOCATED NOVELTY HOUSE IN THE COUNTRY.

- Fullest Lines at Lowest Prices For
- House-to-House Canvassers,
- Wagon Salesmen, Agents,
- Pitchmen and Streetmen,
- SIDELINE MERCHANDISE — 75c**
- Extra Special. Gross. . . . .
- 1937 Catalog Free—Write!

**SINGLE-EDGE BLADES**—Cellophaned, 20 Packs, 4 in. Per Display Card. **65c**  
**DOUBLE-EDGE BLADES**—Cellophaned, 20 Packs, 5 in. Per Display Card. **40c**

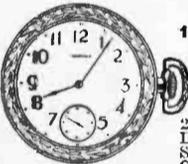
**CHAMPION SPECIALTY CO.,**  
814-S Central St., Kansas City, Mo.

## DIAMOND WRIST WATCH



With 36 Sparkling Facsimile Diamonds, Latest Vogue in Ladies' Jeweled Wrist Watches. Copied From \$100 Model. In 1/2-Dozen Lots. Each **\$4.25**

## WALTHAM



16 Size—15 Jewels, R. B. movements, fitted in new chrom. cases. Complete with chain to match. Special Price. Lots of 3, ea. **\$3.50**

25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1938 CATALOG.

**PILGRIM WATCH COMPANY,**  
161 Canal St., New York City.

## REMEMBER

**CENTRAL'S GUARANTEED REBUILT WATCHES**



are the year's greatest profit makers. Each Watch is thoroughly reconditioned, re-cased in modern style cases and tested for accuracy. Prompt delivery in any quantity. Send for our **NEW CATALOGUE TODAY.**

## CENTRAL

**WATCH MATERIALS & SUPPLY CO., INC.,** 134 South Eighth Street, PHILADELPHIA, PA.

## "AUTO JOKER or WHIZ BANG"

For New Year's Eve. A joke that gives unusual thrill and excitement. It is nationally known.

"THE FUN OF THE CENTURY." Beware of imitations; the original made here. Registered U. S. Patent Office. Write, wire or call for particulars.

**ILLINOIS FIREWORKS COMPANY, INC.,** Danville, Ill. Box 792.

**ELGIN-WALTHAM**  
RAILROAD MODEL 16 - SIZE  
7 JEWEL ... \$2.75  
15 JEWEL ... 3.50  
17 JEWEL ... 4.00  
DEPOSIT REQUIRED—BALANCE C.O.D.  
SAMPLE WATCHES EXTRA QUANTITY BUYERS WRITE

## New Perfume Deal

An especially attractive new combination silk handkerchief and perfume deal should click with both the agents and streetman. The handkerchief of fine silk comes in assorted patterns and colors. The perfume in two-dram bottles of fragrant floral odors. The photograph illustrates the unique style in which this deal is being placed on the

market by Universal Merchandise Company.

## New Wall Cleaner

Something claimed to be brand new in the way of a wall-cleaning invention is being offered by the Kristee Manufacturing Company for the first time. It is very easy to demonstrate, and among the claims made for it are the points that it literally erases dirt like magic from walls, ceilings, windows, shades, upholstered furniture, etc. Altho spring house cleaning is still several months away, housewives are already taking to this new work saver. Company offers to send samples at its own risk to the first person in each locality who writes.

## New Cuff Protector

A new product which will answer many a working girl's prayer has just been introduced to the direct-selling market by the Sameco Company. Article is a non-inflammable crystaloid cuff. Coming in a dainty lace pattern, it is attached by a flat fastener, can be adjusted to fit any wrist and is easily detachable. Since it is transparent it harmonizes with all dresses. The stenographer who uses a pair of these protectors needs no longer send dresses to the cleaner whose only offense is a soiled cuff, nor spend hours rubbing at sleeve stains. Its lace pattern is unique in cuff protector styles and the makers claim they will last practically forever. People looking for something that combines novelty with usefulness are invited to get the sales plan.

## Jar Deal Game

The introduction of a new game that is sweeping the country is announced by the Werts Novelty Company, long a leader in the novelty field. The game is a jar deal. Very flashy, it is designed to catch the eye, being obtainable in six colors. It features a unique method for using regular poker hands for winning plays. It can be operated with or without the jack-pot card. Two jack-pots, however, are provided. Its makers claim it is such a sensation that agents and route men have no trouble at all in selling this line. In fact they are running the factory day and night and even then cannot keep up with their orders. Very attractive discounts are offered on three and six dozen lots. Details are free to interested parties on request.

## New Desk Set

An unusually attractive simulated wood pen set has just been introduced by M. B. Watermann. The fact that the original hand-carved model for the mold cost the supplier \$125 should be proof enough of the minute detail of the design. A perfect Scotty figure adorns one end and a high grade fountain pen provides the usefulness of the set on the other end. This set should go fine on salesboard deals as well as prizes for locations, etc.

## Fine Feature Premium

One hundred twenty miles to the gallon is a lot of mileage, but it's a proven fact with the new vehicle designed and now being marketed by the Moto-Scout Company. This small two-wheeled gasoline bike is safe, sturdy and practical. Can be used both for delivery and pleasure. It has a minimum speed of

five miles per hour and a cruising speed of 25 with a 30-mile-an-hour top speed. Complete details will gladly be furnished upon request.

## Safeway Guide

A new automobile Safeway Guide with a non-removable head has been developed by the Rayline Manufacturing Company, Boston. This new Safeway Guide is installed on either end of the bumper bracket which allows the driver to gauge the distance sideways or forward by guiding to the sodline on the right and the white line in the center of the road on the left. Thus the driver knows his car is in the center of the lane at all times. A new adjustable feature as to height permits a change to suit the vision of the driver. The reflection of the headlights on the rods shows the lights are on or off. A driver in the opposite direction may see the extreme width of a car day or night. Guide has a non-removable head which cannot be stolen or lost. Head conforms in shape to the regular headlight, and is chromium-plated.

## Multiple Writer

Multiple Writer appears to be the boon-device for the 1937 secretary, stenographer or office manager who requires faster, better typing production. Attached to any standard typewriter, the new device makes from one to four duplicate copies of a letter, document or manuscript appear as originals, being printed from an original typewriter ribbon, simultaneously with one original stenographic impression. "A typist can jog her stationery together, flip it into the typewriter, drop the duplicating copy ribbon guides into place so much more quickly and cleanly than she can assemble stationery and carbon paper, jog, insert and align that the time-saving element seems to be even more important than the fact that the duplicated copies are really originals," according to Ray Perring, general manager of Multiple Writers, Inc. Because carbon copies are not competent evidence in many courts and States, it is expected that the offices of the legal profession and insurance fields will be among the first major markets opened for the Multiple Writer.

## Bust of President

For workers planning to cash in on the Presidential inauguration, First National Distribution Company is marketing a bust of President Roosevelt. The work has been handsomely executed by a well-known sculptor. It is made of a strong composition and stands 13 1/2 inches high. Stores, taverns, clubs and homes are inclined towards buying an article of this kind, particularly the mil-

(See NEW ITEMS on page 110)

# BINGO

## Dear Friends and Customers

In appreciation of your past patronage please accept our thanks and best wishes for a Happy and Prosperous BINGO New Year.

**FREE FREE FREE**

## AN OUTRIGHT GIFT

To all BINGO operators, premium jobbers and organizations conducting BINGO:

A sample package of 500 BINGO midget cards for special games.

## NO STRINGS ATTACHED NOTHING TO BUY, NO OBLIGATION

Simply attach this ad to your letterhead or business card and mail to us. We will do the rest. Our only purpose is to compile a list of names of those who are directly and indirectly engaged in the BINGO BUSINESS.

In addition to your gift of 500 BINGO midget special game cards, we will keep you posted from time to time on what's happening in the BINGO field. Hints of how to increase your attendance and other valuable information will be included in our special notices to you. So don't fail to:

1. Clip this ad.
2. Attach to your letterhead or card.
3. Mail to us.
4. Tell your friends about this ad.

This offer is limited to the United States and Canada only.

## E. S. Lowe Company

Headquarters for BINGO Supplies.

1123 Broadway, Dept. B, New York.

## DEEP SEA TREASURE



The Outstanding Novelty of the Hour is this Unique Item, a Canned Oyster which contains a Real Cultured Pearl, Value Not Less Than \$2.00 Retail, and Possibly \$50.00. Write today for particulars on this Sensational Item. Suitable for Salesboards, Claw Machines, Prizes, etc., or

order a sample, No. B11J12, at \$1.25 Each, Postpaid.

**JOSEPH HAGN COMPANY,**  
DISTRIBUTORS  
217-225 W. MADISON ST., CHICAGO.

## ELGIN or WALTHAM \$1.95 Ea.

7-Jewel, 18 Size Watches. In New White Cases, 7-Jewel, 16 Size Elgin and Waltham, \$2.75. Flash Carnival Watches that do not run, 50c each. Send for Price List.

Your Money Back If Not Satisfied.  
**CRESCENT CITY SMELTING CO.,**  
Old Gold and Silver Buyers and Refiners,  
118 N. Broadway, St. Louis, Mo.

## THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2x5 3/4  
WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog



Model 4DW.  
**\$6.10** each **\$6.75** each

## PLAYLAND SUPPLY CO.

118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker

**Here Are The FASTEST MONEY MAKERS**

100 HOLE SALES CARD with 33 Prizes, At 10c a Sale Deal Brings In \$10. Complete Outfit **\$1.45**

500 HOLE SALES BOARD with 10 Prizes, 50c to \$2 Retail Value. At 5c a Sale, Deal Brings In \$25. Complete Outfit **3.90**

1000 HOLE SALES BOARD with 20 Prizes, 50c to \$3 Retail Value. At 5c a Sale, Deal Brings In \$50. Complete Outfit **8.75**

2000 HOLE SALES BOARD with 30 Prizes, \$1 to \$3 Retail Value. At 5c a Sale, Deal Brings In \$100. Complete Outfit **16.50**

We carry any kind of Sales Board, Sales Card or Deal. Our Prices are the Lowest on Earth. Our Reputation of 20 Years' Value Giving is Your Guarantee of Satisfaction. Wholesalers since 1916. All C. O. D. Orders with 25% Deposit. For Direct Import and Factory Prices Send Orders to New York only. FREE 196 Page Catalog with All Orders.

**OUR ONLY MAILING ADDRESS**  
**MILLS SALES CO.**  
 901 Broadway New York, N. Y.

**NOTES from SUPPLY HOUSES**

There are dozens of lamps at prices heretofore unheard of just waiting for operators out at M. B. Waterman's. They are sturdy for the price, have heavy bases and come in assorted colored bases as well as shades. Good enough for plenty of sales deals, and to look at them no one would guess their price.

With the Social Security Act going into effect January 1, William C. Popper & Company, printers and engravers, seem to have hit the nail on the head by publishing a book for recording amounts paid towards the Social Security insurance fund by workers. The book contains 64 pages and has a sturdy pressboard cover. In addition to pages allotted for recording of a person's payments over a period of 10 years it also contains valuable data regarding Social Security. Pages have been devoted, too, to various age scales, which tell a person just what his annuity

will be according to his earnings. Books are to be distributed thru pitchmen and agents. As the Social Security law suggests that everyone keep a record, little sales resistance is anticipated. The book was compiled by a New York attorney, who has made an exhaustive study of the Social Security Act.

The first of the Bingo series has expired and one or two weeks will intervene during the Christmas holidays. According to E. S. Lowe & Company, the fall series has been the most successful in the history of Bingo. The outlook for the winter season, which will start early in January, is exceedingly good. In fact, the number of churches and fraternal organizations putting on Bingo parties for a period of from 13 to 20 weeks is expected to be doubled. Bingo is gradually becoming popular throughout the country, and encouraging reports have been received from the Middle West and the Pacific Coast.

For the housewife, who presides over the kitchen and who spends 85 per cent of the money that passes over retail counters, the Washburn Company has prepared what is probably the most complete and attractive line of kitchen and cooking aids extant. These, in the main, have been redesigned by Henry Dreyfuss, and beautiful illustrations and alluring descriptions have been done into an attractive catalog of a dozen pages besides cover, disclosing a range of items in the lower price brackets. Among the lines shown is the now famous Androck Balanced Kitchenware, the matched kitchen sets, the cake sets, canning sets, bridal sets, straining sets, batter sets and a host of other items. This 1937 catalog, bearing the title of "PREMIUMS," is designed as Catalog P 36 and should be asked for by that name.

"Gifts by Revere, 1937," is the title of one of the most complete and attractive premium, prize and gift catalogs the premium field has seen in many a year. The names of Revere and Rome acquire, if possible, greater significance in the premium field by the issuance of this catalog. Premium users who appreciate quality and elegance in design with the lowest price consistent with those twin virtues should be more than interested in a copy of this catalog.

**BLADES** LOWEST PRICES IN U. S. A.

Tell Us What You Need.  
**NATIONAL BLADE CO.**  
 37 South Ave., Dept. 1, Rochester, N. Y.

**GELLMAN BROTHERS**  
 Extend Holiday Greetings  
 AND A  
 Message of Appreciation

To Our Host of Friends and Customers Here, There and Everywhere. Through your loyalty and generous patronage we have enjoyed a most successful season during the year 1936.

**HERE'S HOPING—THAT 1937 WILL BE A RECORD BREAKER FOR ALL OF US**

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

**OPERATORS—TABLE LAMP ONLY 62½¢**

**PREMIUM USERS—** Here are 2 **HOT Numbers that will Make You some REAL MONEY for the NEW YEAR.**

**"SCOTTIE" Fountain Pen Desk Set**

Base and "Scottie" elaborately carved, made of wood, felt backed. 14 Karat gold-plated Pen Point. Size: 9" Long, 4½" Wide. Packed 1 Dozen to a Carton. **ONLY 1.00**

12" Shade 16" high. Colors: Red, Black or White. Packed 2 Dozen to a Carton. 25% Deposit with Order. Balance C. O. D., F. O. B. Chicago.

**M. B. WATERMAN & CO.,** 526 S. Dearborn St., Chicago, Ill.

**FREE 5 DAY TRIAL**

**5 TUBE GENERAL RADIO**

SATISFACTION GUARANTEED

Try this GENUINE GENERAL RADIO for 5 days AT OUR RISK. You'll find it the best buy on the market—or your money refunded. No questions asked. (Less freight charges.)

**FAST SALES! BIG PROFITS!** Modern Walnut Cabinet. Powerful dynamic Speaker. Superb tone. **NEW 3-COLOR DIAL.** R. C. A. Licensed Tubes—one Metal. No aerial or ground needed. A. C. D. C. Packed in air cushioned cartons. **FREE! NEW 1937 CATALOG** Genuine Generals Build Business.

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THANK YOU

We Wish Everyone A HAPPY HOLIDAY and a PROSPEROUS 1937

**CONTINENTAL MERCANTILE CO. 414 B'WAY**  
 NEW YORK, N. Y.

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Midget Cards, 3,000 Set, \$6.00; 500, \$1.00. Heavy Table Cards, \$3.00 per 100, with numbers. Lap Boards, \$4.00; Thin Cards, \$1.25. Automatic Cage Shaker, \$7.50. Paper Markers, 10c 100.

**HILLSIDE MFG. CO.,**  
 189 Eddy Street, Providence, R. I.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

**NEW ITEMS—**  
 (Continued from page 109)

Lions of Roosevelt admirers. The manufacturer will be glad to furnish a descriptive circular.

**Practical Safety Hair Cutter**

A unique and attractive combination Safety Hair Cutter and Razor that neatly and economically trims the hair is now being offered to distributors, dealers and agents by Fisk Products. The Allen Safety Hair Cutter is made of a fine composition metal, heavily chromium plated. The razor part is made of a light plastic material and comes in a variety of colors. Device uses any Gillette-type razor blade, and it is easy to operate the hair-cutter attachment. Simply comb the teeth thru the hair wherever it is desired to trim. Likewise the neckline can be cleaned easily. Women like it to trim children's hair. It can even be used to trim the hair of animals. This combination outfit comes attractively boxed and so compact it can be carried in a vest pocket.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.

**LOOK! JUST OFF THE PRESS. OUR 1937 GENERAL CATALOG. 164 Pages of Latest and Fastest Selling Items at the Lowest Possible Prices... Be sure and mention your Line of Business.**

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TO ALL OUR FRIENDS We Extend Our Best Wishes For A Merry Christmas and a Happy New Year

We appreciate the business you have given us this year and we like to think that we have helped make this a successful year for you.

HARRY PAKULA & CO. 5 No. Wabash Ave., CHICAGO, ILL.

We Carry the Most Complete Line of Rings for Demonstrators in the Country.



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Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department.

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A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE.

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We carry Shoe Laces and Findings only, Guaranteeing Lowest Prices, Perfect Merchandise and Prompt Delivery.

ATTENTION

Novelty and concession men, a new seller or give away for small premium.

DAVE MARKUS 800 Blue Island Ave., Chicago, Ill.

PITCHMEN by BILL BAKER

(Cincinnati Office)

BLAMED IF IT didn't warm the cockles of this old coot's heart to receive the many Christmas greeting cards from the boys and girls.

W. IRVING SMITH . . . scribes from Petersburg, Va., that he has been off the road due to a throat ailment.

DR. J. P. PADGETT . . . and the missus, after a 15-month tour, have closed their Dixie Minstrels and are now comfortably situated in their winter quarters near Savannah, Ga.

DON'T FORGET the New Year's celebrations. Get ready. You fellows in the North had better order plenty of noise-makers, slapsticks, paper hats, confetti and paper ribbon.

"NO, SIR, IT CANNOT . . . be done, I know for I have tried it three times in the last 18 months," blasts Dr. George M. Reed, from Indianapolis.

Of all things, a lobby-gow whose greatest specialty is making pitches in hotel lobbies and greasy-spoon emporiums, after running out of his general line of empty chatter, referred to Billyboy as the "chump educator."

Now think this over. How many chumps have been educated by this type of nit-wit, who makes his business everybody's business?

This baby is one of the reasons why a lot of would-be pitchmen go back to their original calling of mop-uppists, porters, dishwashers and hashslingers, who got in the game after listening to a lobby lecture delivered by the lobby-gow, who at least tried, while the lobby-gow is still yelling "chump educator." BAH!

weeks' stay. Gained 15 pounds in the last two months and am feeling fine. Left the following pitchmen in Columbus, O.: Chief Steward and the missus, Chief Little Bear, E. B. Wilson, Walter Byers and his brother, and the usual group of home guards.

NEWSPAPER ADS in the tobacco areas are advising the growers to bring the weed to market. To this, Bill Baker would advise: "Boys, head for the warehouses."

"ALTHO A STEADY READER . . . of the pipes column, this is my first pipe," cracks J. Arthur (Doc) McCool, from West Helena, Ark.

PAUL HOUCK . . . writes that he has just returned to Lexington, Ky., from the North Carolina markets, where he enjoyed a fair business.

HOT-SHOT AUSTIN . . . advises from Woodville, Miss.; "Things in these parts are okeh, with plenty of money in circulation, but the weather has been bad."

TRIPOD OPININGS: He who works horn nuts and flukem must leave today. He who doesn't work either can come back and work some other day.

EARL V. JOHNSTON . . . fogs in the following notes on the Johnston family from Covington, Ky.: "Doc E. Johnston is now enjoying the sunshine in Florida."

AL (TOBY) JOHNSON . . . scribes that he is now playing stock at the Roxy Theater, Tulsa, Okla., and that the pecan crop is getting a good price in Georgia.

"CAN A J. C. L. . . . drop in a pipe?" queries Roscoe Engels from Bedford, Va.

a store there. Business has been okeh, however. A well-dressed gentleman accosted me the other day and asked if I had seen Bob Noel.

DON'T BEEF and howl about the J. C. L.'s after the holiday shopping is over. He who hustles the hardest will be the one rewarded.

DON'T OVERLOOK . . . Southern Indiana, boys. Lawrenceburg, Aurora, Batesville and some towns in Kentucky are experiencing sky-rocketed pay rolls, which have been caused by the distilleries and the building booms in those sections.

PITCHMEN IN THE . . . vicinity of the coal fields of Southern Illinois would do well to give that part of the country the once-over.

REPORTS DRIFTING IN . . . indicate that the coal fields of Pennsylvania, West Virginia and Ohio are working at break-neck speed and that the railroads are having a hard time moving sufficient coal cars in the areas.

AUTOMOTIVE INDUSTRY . . . is more active this year than ever before. Not only are the plants in Detroit going at full speed, but other plants are work-

IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL-IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.

"Sully" Wishes You and Yours a Merry Christmas and a Prosperous New Year

JOHN F. SULLIVAN 458 Broadway, NEW YORK CITY. Fast Service "Sully."

YOU WILL FIND READY Money Makers Here. Apex Knife Sharpeners and Glass Cutter Combination. The quality tool, Gross, \$7.00.

Everywhere You Go! Leave a Counter Card of La Salle Razor Blades. Profitable, Full or Part Time line that won't interfere with other lines.

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VETERANS' BIG SELLERS! Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one.

ing to full capacity to supply different parts and accessories which make the cars complete. Especially good areas are the industrial districts of Illinois, Indiana, Michigan, Ohio, Pennsylvania and New York.

**HERE'S A NEW DEAL** . . . put over by A. G. Payne, of Lexington, Ky. He has been working it thru stores and it is reported to be going over like a house afire. It consists of powder, perfume, lipstick, rouge and six tea spoons, all for 98 cents.

**HARRY TURNER**, . . . formerly of fountain pen fame, is operating a novelty emporium on one of the principal streets of Huntington, W. Va.

**PITCHMAN'S SAYINGS:** "Top High."—Edward St. Mathews. "Hobs, Knobs and Buckles."—Jimmy Miller.

**GUY E. PETERSON** . . . cards from Jacksonville, Fla., that it may not be the best State to work, but it's tops for sunshine and rest. Guy says that Whitie Johnson and Phil Homburg, ace jam men, declare that '36 was their best season in 10 years. Peterson would like to read pipes from some of his friends.

**ANDY STENSON** . . . after a long silence, flashes the following from New York: "Am conducting a legit auction sale at the Garriss Auction Galleries, operated by the star auctioneers, Mickey Price and Jack Churn. The H. M.

Brill auction store has changed hands and is now under the supervision of Si Lehrer and Helen Restenbaum. Have canceled my proposed trip to England, but expect to go there for the coronation next spring. Would like to hear from the boys who made the Dallas Exposition. Louis Colmes and Joe Silverberg sailed December 16 on the S. S. Queen Mary for a European vacation. Outstanding figures on the Great White Way at the present writing are Sol Stein, Joe Keen, Alex Hart, Bill Felice and Nick Walker. Would appreciate plenty of cut-ups from the boys this winter."

**CLEMENT BRANSCOMBE** . . . lines from Chicago: "This year finds Mrs. Branscombe and myself in the Windy City, visiting my folks for the first time in five years. My wife, Rae, is working in a Loop department store, while I'm working a chain store for the holidays and find business good. We're slated to work McCrory's in Pittsburgh with a corn remedy soon. Would like to read a pipe from Milton McKnight."

**OLIVER AND GERARD** . . . sons of Calculator Williams, have been clicking and clacking with their stock of holiday merchandise on the side walks of St. Louis. The boys are a couple of first-water hustlers.

**CECIL LINNABARRY** . . . reports a good season the past year with his wire jewelry novelties.

**THE SUCCESSFUL** pitchman never finds time to knock. He is successful because success and happiness run hand in hand and successful and happy people never knock.

**WILLIAM THORNTON** . . . is adding a few extras to his thriving razor blade and coin shop in Dayton, O., in the way of novelties. From all appearances Bill has sung his swan song to the road forever.

**REPORTS EMANATING** . . . from Detroit are that a full quota of demonstrators are working in Crowley-Miller and other stores in the city, with every parking lot being occupied by those selling novelties, toys and holiday merchandise.

**CAL HICKS** . . . working single-O with his med package has been getting some real scores working thru Arkansas and Oklahoma.

**GEORGE SAUREWEIN** . . . has been giving a good account of himself, working his liniment package in Tennessee, Arkansas and Oklahoma.

**RICTON** . . . from Rupert, Ga., that his son, Ernest, has gone to Sarasota, Fla., for a month's vacation. He says that his unit is now in its 197th week, and in all that time he hasn't been off the show for a single day.

**HARRY CORY** . . . letters from Houston: "Have just opened a new store here. Previous to opening, Sid Wolfe, who is also here with me, and I worked the Streets of Paris at the Texas Centennial to a swell biz. Ralph Myers, my former tip man, is here and will be with me during the summer. Just traded my car in on a 1937 job. Sid Wolfe also took purchase on a new car. Expect to go to the Coast after Christmas, where Sid has some wonderful connections and where we'll probably be kept busy until spring."

**"AM ON MY WAY** . . . to New Orleans for a few weeks' rest," scribbles Sam Berman from Toledo, O. "Have been working the mines in Northern Michigan to a good business. Where are you, Art Engle? Pipe in.

**DIAMOND JOE ABBOTT** . . . youngest of all pitchmen and formerly of Dr. Tom Dean's med opera, left Blytheville, Ark., recently with his own show and headed south. Emily Mills and Frank and Mina Varnell are with him. Diamond Joe is the son of Fay Abbott, well known to the med opera fraternity.

**INABILITY AND LAZINESS** brings disappointment and dissatisfaction. Both are diseases which develop the chronic knocker.

**TOBACCO MARKET** . . . at Maysville, Ky., opened with an indoor event under Kiwanis sponsorship.

**DOWNTOWN MEMPHIS** . . . is festooned with colored lights and holly leaves. In almost every block can be seen a knight working wreaths, nuts, novelties or anything that appeals to the holiday shopping throngs. It seems as

## Pitchmen I Have Met

By SID SIDENBERG

In a recent issue I read an item that Ricton, "Barnum of the Sticks," had worked without missing a single week for a little more than two years. Well, anybody who has been hitting the highways and byways of the country knows that for one to work that long without missing a spot, considering the obstacles that confront one in the med line, must be on his toes and hitting on all six cylinders.

I have known Ricton for a good many years. He is one of the best fixers and hardest hustlers in the game and I certainly take my hat off to him. Especially do I dislike taking the laurels away from him for the number of weeks worked without a skip, but I know it to be a fact, coming from no one but Harry (Zeb) Austin, that Dr. Charles Varnell has kept his opera going for five consecutive years without a stop, with the exception of the days lost owing to the hazards of the game and weather conditions.

Recently I ran into the Varnell aggregation at Greenville, O. They had just put six weeks in on the lots around the town, changing spots every two weeks. I caught him on the last week and if the passouts I saw him make are any indication I claim that Varnell is in the money and one of the most successful med purveyors in the game.

I have seen a few circuses in my days, and comparing the performances put on by the Varnell outfit, I know that the customers coming night after night to the med lot feel that it is worth their time, for they are entertained with acts which are comparable to those of the largest sawdust arenas on the road.

Varnell was practically reared in sawdust. Thirty-seven years ago, at the tender age of 10, he was inducted by Tom Tompkins, producing clown on the old Hargraves Circus, to join the show. Tompkins gave the boy a workout and after seeing him go thru his antics got the consent of Varnell's parents and took the boy under his wing. Thru the years Varnell was known as the all-round man on the big shows. He could do anything from clowning to breath-taking feats on the high trapeze.

On the lots now Varnell does a balancing act with chairs, puts on a trapeze act and does straight for "Zeb" Austin, well-known black-face comedian. Mrs. Varnell does a paper-tearing and magic act which is a humdinger, while Patricia Ann, 14 years old, the only Varnell offspring, clicks with a singing and dancing act besides working on the trapeze with her dad.

The Varnells make their home in Columbus, O., where Charlie is a member of the K. of P., Elks and Veterans of Foreign Wars.

tho some of the boys, either local or outsiders, have reached the right man. There is a full quota of demonstrators in the chain and department stores.

**REPORTS DRIFTING IN** . . . are that the tobacco warehouses are being loaded with the weed and attracting a large number of buyers. Due to the drought last summer, which caused an acute shortage, the weed is bringing much higher prices than in recent years.

**HARRY JAMES** . . . one of the strongest workers in the health book end of Pitchdom, is headed south and clicking.

**INDIAN JOE** . . . has been working with his opera at Lake City, Ark., to good biz.

**YOU FELLOWS WORKING SOUTH:** . . . Keep your eyes peeled for those court and mule days in Tennessee and Kentucky.

**BANJO-PICKING SANDERS** . . . of Tom Dean's opera, is broadcasting daily over Station KLCN, Blytheville, Ark. Dr. Bates has closed his show and is at home at Frenchmans Bayou, Ark. Dr. Leon Street is working in and around Blytheville, and Dr. and Mrs. Franklin

Street are at Excelsior Springs, Mo., where the missus is ill.

A **PITCHMAN** is at his best only when he tries his best. He doesn't have to crow about his success, it's recognized.

**FRANCIS DeMILLS** . . . and Frank Clark are holding down Forest City, Ark., for their third consecutive week. DeMills shoots that he is going for a brand-new car since he switched from health books to the balm.

**REPORTS FROM** . . . Tennessee, Arkansas and Oklahoma indicate that the cotton crop has been picked and the pitchmen who work that territory regularly are moving south. There is still plenty of money to be had in the cotton markets in these States, however.

**DR. TOM A. SMITH** . . . is recovering from a recent major operation at St. Joseph Hospital, Hot Springs, Ark.

**DR. GEORGE HOLT** . . . who has been operating in Southeast Missouri and Northern Arkansas, drove his outfit into Hot Springs, Ark., where he has been wintering for a number of years.

**TO GAIN** the confidence of a tip one must boost the town and everybody in it. Don't make the mistake of taking a rap at anybody in a town. He may be one of the chief's close friends.

**JOE EDWARDS** . . . single-o med pitchman, left the South to make the cornhuskers contest in Ohio and is reported to have done a swell biz. According to reports, Joe has the circus fever and threatens to give the big tops some competish next year.

**DR. HUBERT POTTER** . . . cards that he would like to read some pipes from Jay Vernon.

**MILTON (CURLY) BARTOK** . . . has purchased a palatial custom-built, dual-wheel, Covered Wagon trailer. Curly, Betty and their young daughter are having a great time combining business with pleasure. But, say, Curly, you forget to tell us the baby's name.

**JIMMY MILLER** . . . Fido Kerr, Sizz Cummings, Herbert Casper, Joe Clark, Tommy Burns Jr., Charles Cooper, Ernest Atherton and Bert Glauner, all of whom have been set for the Christmas season in various spots with Christmas numbers, have let the lectures and pitches ride until after the holidays.

**WISECRACKERS** have seen their zenith since the radio has made the country wise-crack conscious.

**SI HART** . . . continues to go big with paddle, rad and watch deal on the pitch and key-check outfit, snatching the loose dough of the realm in Western Kentucky and Tennessee.

**PUMPKIN CANNING PLANTS** . . . at Scottsburg, Ind., are running full blast and the boys making the spot have been getting some real takes.

**SALEM BEDONI** . . . who has been hammering away all year with his jam auction pitch, has been clicking at par in his pre-holiday sales.

**YOU CAN'T SPEND** the money you formerly made and have already spent. Forget it and stop talking about what you can do—do it.

**THE POST-CIRCUS** . . . season has been a good one for Bill Brooks with his jam store.

**SAMMY COOK** . . . after trailing the big show with the whistles, wound up in Florida with his family.

**MORRIS KAHNTROFF** . . . pens from Andalusia, Ala.; "Just arrived here from Guntersville, Ala., home of M. E. Sparks, where I met his family and many of his friends. Sparks took me out to his farm, where he intends to open a goat ranch. At present he has a host of chickens, pigs and alligators, besides his own lake with plenty of fish in it. He also has many squirrels and plenty of guns with which to shoot them. I might add that certain people have a chain of hotels from New York to Frisco, but Sparks says we have a chain of towns in every State with pocketbooks, pen sets and watches and a new Chrysler to take

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218/2—18" Red and Blue Special Wide Body and Large Widespread Bottom (Easily worth \$12 per Gross). Gross. 8.40  
218/3—18", Same as Above, in Red White and Blue. Gross. 9.00  
824/3—24" Red, White and Blue, Special Wide Body and Widespread Bottom. A Knockout 25c Item. Gross. 12.00  
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FREE 1937

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Manufacturing Pharmacists,  
187 E. Spring Street, Columbus, O.

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DIARY OF EARNINGS  
1937-1947

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THE PRESS AND RADIO FOR WEEKS HAVE BEEN EDUCATING THE COUNTRY ON THE WORKINGS OF THE NEW LAW. MILLIONS OF PEOPLE, BOTH OLD AND YOUNG, WHO ARE TO BE AFFECTED BY THE SOCIAL SECURITY ACT WILL BE YOUR CUSTOMER . . . NOT MAYBE—BUT POSITIVELY!  
THE SALES WILL BE TERRIFIC! THE WISE ONES ARE GOING TO CASH IN FROM THE MOMENT STOCK ARRIVES . . . DON'T WASTE VALUABLE TIME. A GLANCE AT THIS AD MUST CONVINCE YOU THAT SALES RESISTANCE WILL BE OUT. NO ONE CAN INTELLIGENTLY PASS UP THIS BOOK AS IT MEANS PROTECTION FOR THE BUYER.  
THIS SOCIAL SECURITY RECORD BOOK IS STRICTLY LEGITIMATE SO THERE WILL BE LITTLE DIFFICULTY IN SECURING "READERS". THIS IS NOW THE ONLY BOOK OF ITS KIND! EXPERT PITCHMEN, AGENTS AND SALESMEN HAVE PRONOUNCED IT SURE-FIRE.

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Records payments for ten years.  
Instructions tell the worker how to record his taxes.  
Six pages of Tables of Benefits.  
Other Social Security Data invaluable to every employee.

**THE LAW**

*Article 412 (b) of the Regulations to the Social Security Act.*

"While not mandatory, it is advisable for each EMPLOYEE, beginning January 1, 1937, to keep accurate records showing the name of each employer for whom he performs services as an employee, the dates of beginning and termination of such services, and the information with respect to himself which is required by subdivision (a) of this article to be kept by employers.  
Subdivision (a): "such records shall show—  
1—the name and address of the employee and the account number assigned to the employee under the Act,  
2—the occupation of the employee,  
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REMIT ONE-THIRD DEPOSIT WITH YOUR ORDER. TO AVOID DELAY SEND CASH, MONEY ORDER OR CERTIFIED CHECK. ALSO PLEASE SEND US DETAILED SHIPPING INSTRUCTIONS.

**Wm. C. Popper & Co. • 148 Lafayette St., New York, N.Y.**

us from one town to another. Last Saturday we worked Lufkn, Tex.; Groveston, Tex., and Rusk, Tex., then drove to Shreveport, where we had breakfast Sunday. We lunched at Jackson, Miss., and had dinner at Birmingham Sunday night. Total mileage for the trip was 527 miles and we are now headed south for Alabama, Florida and Georgia. Plan to stay south until after the holidays. Business has been better than ever for us. Haven't met up with any of the boys thus far, but I hope they are all doing okeh."

**LEAVING THE natives satisfied is a good insurance policy for open towns.**

**YANCEY L. YON . . .** reports a good season from Dallas, where he took in the Centennial Exposition. He also infos that he has been meeting lots of the boys en route to the Coast.

**M. JACKIE MILLER . . .** cards from Kansas City, Kan., that he finally had to give up the road and enter the Veterans' Hospital at Wadsworth, Kan., for treatment on his spine and eyes. He expects to be there for some time and is anxious to have letters from his many friends on med shows.

**"HERE'S ONE FOR . . .** the boys who have been wondering what happened to me," pencils Bobby Dease from Reading, Pa. "I'm well and happy, thank you, but haven't been on the road since I closed my med show August 29, 1935. I'm doing comedy with a dramatic show at present. Moved into an apartment on the main drag here recently and who do I find living in the same building but A. C. Houck and the missus; Luther Dentzer, famed black-face comic, and Lula Berlin, dear old pal of the show people. Since setting-in here I've met Eddie Blandy, Billy and Carmen, Riddle Brothers, Jack Haines, Four Pauls and Lightning Kerk. Let's hear from all you boys and girls in Pitchdom."

**"HERE I AM . . .** back in Frisco showing the people how to cut lead with razor blades," blasts T. D. (Senator) Rockwell from San Francisco. "Am also showing the boys how to sell blades alone, without watches—especially the ones that don't run. Los

Angeles is no good, as the reader has been changed to \$15 for six months, instead of the customary \$7.50 for three months. It's much harder to raise \$15 than it is \$7.50, or \$500 a month, which is the rate in Seattle. Frisco has no reader. If the law wishes to close a person he does so, but he doesn't run you in. Oakland, across the bay, has a \$6 per year reader, which is not so bad. In San Diego, where I spent a week, the reader is \$10 a day, even if a person takes orders or works thru a drug store the price remains the same. Expect to be here until after Christmas. After that I don't know whether I'll head north or south."

**W. L. BERNDT . . .** cracks in with the following prevalent conditions from Stevens Point, Wis.: "Farmers square here is open to those with State readers or veterans. Call at the city hall and square it before working. A recent decision by a circuit judge here threw the square wide open. A few have been working here, but they want it kept quiet. Potatoes are getting their best prices in years and the spot should be good until May. Thursday, market day, and Saturday morning are good. Have been selling oil, tonic and herbs thru drug stores to slow biz. All pitchmen, however, are getting money on the square on farmer's day."

**A PITCHMAN who does not expect more than is granted to a local citizen is never disappointed. Don't go out on the corner and knock the local merchant and then expect to work the local corner. This is a violation of a city ordinance to localite as well as the outsider.**

**"IT'S NOT VERY . . .** often that I get over on the pipe's page," scribbles Louis E. (Roba) Collins from Patterson, Mo.: "Have been staying out of the pitch game most of the time. However, since closing the season with Riddle's circus unit I have spent the last four weeks with Chief Rolling Cloud's show, but has just closed and is now in winter quarters at Paris, Ill. Halls were hard to get thru some sections of Illinois and business was only fair. Besides the chief and the missus, show

also included Cal and Babe Townsend, Tobey Decker, Harry Reader and myself. The chief reports a good season with his outdoor show and recently took purchase on a new truck. Personally, I expect to be back with a circus next season, but enjoy working the med game once in a while. According to reports, this town is a good spot for a med show making halls. Would like to read some pipes from Little Doc Roberts, Bobby Wheeler and Happy O'Curran."

**"MANY PITCH . . .** carnival and circus folks are in evidence here, and all the capable ones seem to be doing okeh," letters Evelyn Cantrell from Houston. "All the surrounding towns are open and business may be had in any one of them on Saturdays. Houston doorways are open, but there aren't any really good locations available. "Slats" Beeson and the missus, Cherry, have a unique cafe in a downtown location. It's called the Circus and has a marquee with lights and designs a la circus. They are doing a swell business. Wonder if Sam Jones and Sammy Shidler have an elephant with which to bally their tips this winter? Our friends Tom and Stella Wilson, of med fame, drove in from Louisiana for the week-end and reported things not so hot in the land of rice and sugar cane. H. Yeager and Shelton, the wizard, with a party of friends came in from the magicians' meeting and reported that business was good in the Austin, Tex., vicinity. We are leaving for some Christmas spots, as Slim has taken care of the outdoor advertising in these spots to swell results. Just had the trailer rebuilt and refurbished so the finance company man will be comfortable if he has to ride in it."

**Pitchdom Five Years Ago**

Doc Matt Harlan was spending the winter operating a restaurant in Hot Springs, Ark. . . . Only one of the six pitch stores which opened in September on 126th street, New York, remained open in December. . . . Girl Behind the Mask, Mary Ragan, Calculator Hubbard and Ralph Anderson left New York to do some kale hunting. . . . Princess Zelda

had just concluded a week's vaude engagement at the Palace, Atlantic City. . . . Fort Wayne, Ind., wasn't so hot for Johnny Early. . . . George C. Cooley, veteran pitchman and concessioner, was the "man behind the whiskers" at the Big Store in Cincinnati during the Santa Claus season. . . . The depression held no terrors for the Poulos store at 52d and Broadway, New York. It was continuing on its merry way of good pass-outs and huge take-ins. . . . Fast-stepping Earle B. Wilson returned to Columbus, O., to work some of his o. m's. . . . Doc Bert Newman, "Tooth Paste" Fowler, George Greenfield, "Bowwow" Bowers, Duke Monahan, Tad Robinson, Jay Lewis and Roy Graam were among the contingent of pitch and paper talent working Ebensburg, Pa. . . . Gene Golen was "alive and kicking" in Chicago. . . . Jack Scharding had just completed his seventh successful week with health books and astrology in St. Louis. . . . Ed Mason was hanging up the leaf in favor of managing a hotel in Johnstown, Pa. . . . Murray (Kid) Harmelin had his recently opened pitch store at Worcester, Mass., going at a winning gait. . . . After 40 weeks on the road, Dr. Kreis found it good to be home again in Scranton, Pa. He was doing himself up royally, with the good old-fashioned lamb stew and dumplings as only his 70-year-old mother could prepare it. . . . Joe De Lucie had just gotten off to a good start at the Northern fairs with fountain pens, whitestones and a swell line of pokes. . . . Johnny McLane evidently didn't fail to find the coconuts during his stay in Cincinnati where he operated several joints. Before blowing that spot in favor of Philadelphia, he purchased Harry Silverman's nifty new car and loaded it up with his points. . . . Everything was hunky-dory on the Western front for Andy Stenson. . . . That's all.

**HUSTLER'S TIP:** If the boys working the peeler sets would arrange a tieup with cooking-school classes, which are held in department stores during the winter for the benefit of the store's customers, they could do a real money-getting business. With time heavy on these ladies' hands waiting for the class to begin it seems as tho a clean, neat and courteous worker shouldn't experience any difficulties in making a huge take in.

# The Answer to the Showman's Living Problem

By Walter Davis

Lodwick News Service, St. Petersburg, Fla.

THE ENTIRE State of Florida is trailer conscious and today there are thousands of these vehicles scattered thruout the South and thousands more on the roads headed our way.

St. Petersburg and the west coast of Florida have more than 15,000 "trailer tourists," who start arriving early in October and remain until after the Festival of States. A survey shows there is an increase of approximately 25 per cent over the same period last year. The Sunshine City alone has added eight new camps that are provided with lighting, cooking, water and sanitary facilities that will accommodate from 200 to 700 trailers each. One party interviewed was a retired business executive of Toledo, O., who sold his real estate holdings, bought three new trailers and automobiles of the newest design at an approximate expenditure of \$6,000



Walter Davis

with the thought of spending his remaining days "finding out just what is to be seen in America."

Early in February of 1937 the annual Tin Can Tourists' Convention is to take place at Clearwater, Fla. This is expected to be attended by more than 4,000 of these rolling bedrooms, baths and kitchens.

At the close of the 1936 annual trek of the carnival and circus operators and performers, each show had at least 10 trailers on its lot. Florida and California were the destination of the majority of these men and women.

### Privacy Provided

On the midway of the Johnny J. Jones Exposition alone could be counted 26 of these rolling homes. Carl J. Lauther, one of the better known side-show operators, saw several seasons back the possibilities of better conditions for his freaks and other performers by transporting them in trailers. The close of the Jones tour at Augusta, Ga., found Lauther with eight of these combination living quarters and dressing rooms parked in the rear of his top. For many seasons such well-known freaks and physical wonders as Percilla the Monkey Girl had been subject to much embarrassment by traveling openly on trains and busses. Now she is able to get a good night's rest after the closing performance on the lot last played and the following day can be driven to the next town in privacy, ready for the opening performance without the prying eyes and jests of the public.

Cookhouse operators and other concession managers find these rolling palaces ideal. The cookhouse men are afforded an opportunity to leave the last location after the closing of the show and be ready at the next stop in ample time to serve the hungry horde on arrival. This was well demonstrated by Joe Stiy on the Jones show last summer.

### More Uses

For the larger shows these rolling palaces would be ideal for press headquarters and entertainment places for newspaper men and fair officials.

On shows trailers afford not only good living quarters but do away with the eyesores of former dirty, ragged living tops. However, altho beneficial to the appearance of shows and show people, trailers can be a nuisance on set-up days. As was pointed out to the writer by Tom Allen, manager of the Jones show last season, trailer operators, unless warned beforehand that a lot is small and requested to find remote spots on fairgrounds, or better still near-by tourist camps that every town and city provides, have the very bad habit of

parking in the middle of the lot that has already been laid out to perfection well in advance of the train's arrival and then going to a picture show. But this is a minor fault that can and will be easily corrected by consideration on the part of performers and concession operators, Allen said.

Last season it was noticed on both the Royal American Shows and Johnny J. Jones Exposition midways that trailers are fast becoming perfect concession stands that require only a few minutes to set up and swing into action. Mrs. Ruby Velare, on the Royal American midway, showed a popcorn outfit complete in a trailer, and it seems trailers would be good for palmistries, merchandise vendors and operators of games.

### Ample Parking Space

Tampa, the winter hot-bed of carnival operators and concession men, is well aware of the need of facilities for the thousands of show people that visit here each winter for a three-to-five-month period and steps have been taken to provide ample parking space for trailer owners.

On down along the shores of Tampa Bay, the sister city of Sarasota,

space with lighting, water and sanitary facilities will run 35 cents per day for tops down to \$1 per week. Count the cost of tips alone in and out of hotels and you have the price of a week's parking. From where I sit it looks like the answer to the showman's living problem.

## Hartmann's Broadcast

THE CIRCUS, the same as other branches of show business, has always been noted for doing something for those handicapped physically or unfortunate in other ways. Instances could be cited endlessly, but the case about which I am going to tell you now concerns the Ringling Bros. and Barnum & Bailey Combined Shows, and there could be no more appropriate time to do



THIS PICTURE is typical of hundreds of showmen's rolling apartments that cover Florida and California during the winter months.

winter home of America's greatest circus (Ringling Bros.), can be found Sarasota Tourist Park, municipally owned and operated, that provides parking space for more than 3,000 cars. Early each year Sarasota Tourist Park entertains the annual convention of the Tin Can Tourists of the World, pioneer organization of camping tourists. Approximately 7,000 people in over 3,000 camping units attend this convention, during which time special entertainment for the guests is provided under auspices of the Tin Can Tourists. All camping tourists are eligible to membership and are invited to visit the Ringling Museum and the "Greatest Show on Earth."

"From now on, it's the gypsy life for us," was the way Tom Allen and his wife, Maude, eating-concession operators who have been in the show business better than 15 years, put it when they were encountered at their Tampa camp and asked how they liked wintering in the trailer. Lolling in folding camp chairs under a canopy that spreads over their compact trailer home and new automobile, where they can gaze down a quiet, wooded street with glistening Lake Maggorie at the end, and declare to all and sundry that they are thru with living in houses with four immovable walls. And, according to a recent statement issued by the Department of Commerce, Washington, D. C., the Allens are just two of the more than 5,000,000 other American families that will be on wheels when the year 1937 rolls around.

### The Cost

Now for a peek at the cost. A good trailer—and it can be found at any of the dealers handling the more than a dozen proven ones—costs from \$500 to \$1,500, or about the price of hotel accommodations for two people at \$18 per week for a 35-week season. Parking

delighted to be allowed to mount between the two humps. Amelia climbed a ladder to feel the humps.

"A beautiful white horse was brought out for inspection, and then we departed for the underworld of the Madison Square Garden, where there were many more camels, elephants, horses and other animals—monkeys, yaks, audads, sea lions, tigers, hyenas, giraffes and many others.

"The students were permitted to climb a ladder to feed biscuits to the giraffe.

"Lena was elated over the discovery of a Great Dane and to the great astonishment of the dog spoke to him 'in his own language.'

"Mr. Fellows talked about many of the animals and their habitats. He entertained the group by an 'age-guessing' game with Mario. The top of Mr. Fellows' head was subjected to the feeling of Mario, who guessed within two or three years of Mr. Fellows' age. The game was likewise played with the performers from *The Sun* and *The Times*.

"In true circus style Mr. Fellows introduced Mario to an imaginary audience, saying: 'Lad—ees and Gen—teelmen, introducing to you the Great Mario, Italy's contribution to the circus....'

"Later we were treated to sodas and had the honor of meeting the tall man of the circus, Jack Earle, eight feet six and a half inches tall, who twirled Tommy in the air.

"Then it was farewell to the circus."

THE STAR of London, Eng., in its issue of November 28, devoted 14 inches of space to Dick Collins on the occasion of his scouting trip abroad. It was set off with a double-column head, which read: "A Wanderer Comes Home—In Search of Thrills—Dick Collins, Showman-Philosopher, Has Found Life Tough—But Exciting." Dick will soon be back in this country, being set to sail from London January 4.

BEN BENO is in line for a busy winter after a long 1936 jaunt. On the road since March 30, Ben closed his tour December 12 and is now in winter quarters at De Land, Fla., for three weeks. On January 4 he opens at Eustus for a season of 10 Florida fairs, and following these dates he will play parks and fairs for the Gus Sun office.

WHAT outstanding educator of the deaf and former head of one of the biggest schools for the deaf was on one of the largest circuses as an employee for one day?

AUDITORIUMS seem to be falling right in line with the general business revival. I know of one, for instance, where no dates in the main arena are available for sponsored events until the middle of July.

WILLIAM NEWTON JR. (Honest Bill), who was quite active in organizing the Outdoor Showmen's Association in Chicago a few years ago for the purpose of presenting codes for traveling show business when the NRA was in existence, feels positive that a new form of coding is coming. He thinks no time should be lost in reviving the OSA or organizing another association so that showmen can prepare their own codes instead of having Uncle Sam do this work for them.

Mr. Newton would like to see all branches of the traveling show business represented in one organization, with separate bodies within that organization for presenting their respective codes. He promises to have something to say on the subject in an early issue of *The Billboard*.

THE town of Santa Claus in Indiana is pretty well known thruout the land, but did you ever hear of Christmas, a town in Florida? A Christmas greetings card from Ben Weiss was postmarked at Christmas December 14. And, in closing, let me wish for each and every one in show business the Happiest Christmas and Most Prosperous New Year ever enjoyed.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for *The Billboard*.

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## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Long Island has been enjoying a wave of extremely pleasant December weather, which is injecting the serum of activity into amusement biz. All of which is further argument in favor of the contention that for amusement biz weather is a very potent factor.

Recovered fully from injuries sustained when he fell from a horse recently, Frank (*Bring 'Em Back Alive*) Buck has been able to attend to affairs at his *Jungle*. Don Bestor, ork pilot, has purchased a home in Forest Hills sector. Major De Seversek, who does airplane building on Long Island for the federal government, may bring into being a Florida-Long Island air service. Tom Barry, erstwhile press agent, is a big shot now in State Republican circles. Dave Teller infers that he contemplates preparing a book on Freeport as a colonization place for folks formerly in show business.

Major broadcasting companies may erect studios on or near the World's Fair grounds for the 1939 exposition. Sergeant Poulas, one of the best known of pitchers, makes his home in Sunnyside. Doing greatest volume of trade among the Island's niteries probably is Grassy Point, Broad Channel.

Saturday night functions at swanky Lido Club, Long Beach, and Pavilion Royal, Valley Stream, are among top events socially on the Island. Fact that the Island will get the World's Fair is believed to have checked demolition of the giant Madison Square Garden Bowl, Long Island City.

**ROCKAWAY BEACH:** Greatest of forthcoming events scheduled is opening of the bridge that will link Brooklyn and Rockaway Point. Occasion is slated for spring and most significant point will be that it will increase the number of visitors, and consequently boom the westerly section of Rockaway Peninsula. This is the first winter in years that some landmark or other has not been slated for leveling, as a means of averting taxes. Last notable spot to go was the famous Edgemere Club.

Nickel fare to Manhattan, long one of the main objectives of civic leaders, seems to have hit a lull in enthusiasm. It's safe to say that the battle for the jit-fare has been carried on for three decades, and here in what appears to be its final lap, there seems to be a let-down in zealotry.

**LONG BEACH:** I. McLeavy, former local life guard, is now successful operator of two gymnasiums. Tho the battle to bring about legislation that will permit a charge for use of the beach has been renewed again, even its sponsors have weak hopes for it. New Year's Eve will be as active as a July 4, Tom Millard opines.

## WPA Show on Road

NEW YORK, Dec. 19.—WPA Circus opened week of December 7 at Jamaica, N. Y., and despite heavy opposition business was fair. Special children's matinees were good. There was opposition with local automobile exposition. Newspapers co-operated splendidly. *Queens Evening News* ran editorials urging folks to take kids to the circus. Other papers ran stories of Avonne Gardener, Pauline Price and Lew Ward. During the week a feature writer for *The Toronto Star* visited the show in search of material for a story for that paper.

Fred Rex, who has the ponies on the show, is mourning the loss of his lead-off pony. It died recently in the arena. Billy Ritchie has a tramp cyclist act. Sandwina, strong woman, also is with show. Wendell J. Goodwin is press agent.

## Blue (Foltz) Returned to Hospital for a Rest

CINCINNATI, Dec. 19.—Charles C. Blue (Foltz) left his home in Ludlow, Ky., last week and took himself to Christ Hospital (Room 124) for a few weeks' rest. He had been taking treatments for the past six weeks at his home, with Mrs. Foltz as his good nurse and constant companion. Charles, however, decided that he needed more staying in bed as a means toward his recovery, hence his self-imposed trip to the medical institution.

Mr. and Mrs. E. (Pee Wee, rodeo clown) will be Mrs. Foltz's companions at her home while Charley is convalescing.

## The Mixer Says:

LUCIUS JENKINS letters from Tifton, Ga.: "Many troupers going south. Among those lately passing thru were Mr. and Mrs. Al Fox; DeKohl Troupe, who will be one of the free acts at the Tampa Fair; Mr. and Mrs. J. M. Pace; Harry Hughes, trombonist Ringling-Barnum Band; James K. Bennett, Mike Izlar, Harry Kuhn, George Cramor, Jack and Clyde Jackson, Mr. and Mrs. Hal Lovett, Mr. and Mrs. Barnett and baby. From looks of trailers it can be readily seen that show business has been good."

YEARS AGO Henry Meyerhoff went to Germany. He returned to New York and reported that he saw a double Ferris Wheel in the land of the then Kaiser. "The Onion" mentioned it in his column. Years later Johnny Jones had two Big Eli Wheels on his lot at the same time. Royal American Shows had one, two, three and then four. Now all the carnival owners have from two to four in a line and rave about it. Give the late Johnny J. Jones and Royal American Shows credit for paving the way for the present-day rage in wheels in a line. A few years ago Royal Palm Shows had three wheels but they made no particular fuss about them, taking for granted that it was the order of the day. Now who will be the first to have a double-deck Merry-Go-Round? They have them in several parts of Europe. We in America have got to wake up and do bigger things in the carnival line.

J. F. (IRISH) MCGARRY letters from Houston, Tex.: "After closing season with Beckmann & Gerety at Waco, am having the time of my life. Saw the J. George Loos Shows at Temple, then went to Aransas Pass and never saw so many showfolk in one place. I think it will be hard to get carnival people in 1938 as all of them promise to save their money in 1937. Saw Bill Hames Shows at Corpus Christi, a beautiful city. Many show people will be in Houston for the holidays."

SOME MEN think they are regular guys because they buy you a drink, pat you on the back and give you a lot of bull about what they think of your ability, laugh at your jokes and otherwise enjoy themselves with a line of con. Regular guys are honest, charitable to other's faults and do not betray confidences, pay their debts when they can and are courteous to women and kind to children and animals. Regular guys are regular in every regular human way, not because they say they are regular.—Waddley Tif.

MRS. GERTRUDE KARN letters from Biscoe, Ark.: "Husband and I bought a filling station which is located between Little Rock and Memphis and are very busy. Only thing there are not enough Wednesdays in the week, as that is the time we get *The Billboard*. We never really appreciated it so much before. It is our only contact with the people in the business we both love. Finished the season with United Shows of America. Myself and two babies are booked with Beckmann & Gerety for '37, with my brother, Eddie Karn, in charge. Cliff will stay here and run the business."

ROSE DUGAN letters from Pocatello, Ida.: "Margaret Morrison left Corpus Christi, Tex., where she has lived since last March. She is formerly of Western States Shows and is visiting her sister-in-law here en route to Coeur d'Alene, Ida. It seems good to see conditions better and to handle those round silver cartwheels they have up here in these snowy mountains which jingle in the natives' pockets. There are Indians here, too, real ones with blankets and moccasins. Margaret will also visit an aunt in Spokane, Wash. Am an ex-carnival girl."

SOME carnival managers are funny and almost illogical at times. They will have the name of a general agent mentioned to them. They really need an agent, but will reply that the man in question has been off the road for years and that they don't do things now as they did then. Yet they will hire some man to advance the carnival who does not know a contract from the Declaration of Independence. It would seem better to give the old heads preference over the novice. Once a general agent always one, seems logical.

TO REMEMBER: Raymond E. Elder, James Paterson, Harry S. Noyes, James T. Clyde, Sam Polack, Frank S. Reed, George W. Traver, Phil Isser, Mike Zeigler, Thomas J. Brady, Julia Taffett, George L. Dobyns, Joseph G. Ferari, Mrs. George L. Dobyns, Mrs. Joseph G. Ferari, John Alexander Pollitt, George F. Donovan, Marie K. Smuckler, Fred Backmann, Bar-

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ney S. Gerety, J. George Loos, F. E. Gooding, Mr. and Mrs. J. F. Murphy, Mrs. Frank J. Murphy, Charles Cohen, Max Cohen, Gordon Whyte, E. W. Weaver, Harry Copping, Mr. and Mrs. Chris M. Smith, Herman Bantly, Namy Salih, Peter Peters, Billy and Ann Morgan, B. H. Nye, Mr. and Mrs. Eric B. Hyde, R. F. McLendon, Walton de Pellaton, Walter Davis, Kent Hosmer, Starr De Belle, Mr. and Mrs. L. E. Roth and every man, woman and child in show business.

CARNIVALS of the past which had massive carved wagon fronts were: Bostock-Ferari, Gaskill-Mundy, C. A. Wortham, Con T. Kennedy, Johnny J. Jones and many others. Some of these fronts are still in use on present-day carnivals. It was the above that inspired the march of progress in wagon fronts. Many carnivals will return to wagon fronts exclusively in 1937. Who remembers the massive carved fronts that the late Victor D. Levill brought over from Belgium. He took a couple of them and made enough fronts for about eight shows. Some rides in Europe have fronts of massive carvings and big mechanical organs. Remember Col. Francis Ferari's big animal show front with an organ front as big as some shows have today? Who of today is willing to spend from \$25,000 to \$35,000 for a single front, organ and original art panels? Think it over. Ferari seldom if ever gave a fair, exhibition or celebration manager over 10 per cent of his gross and they had to furnish him electric current.

W. L. BERNDT letters from Stevens Point, Wis.: "Doc Waddell's article calls for ideas. My friend Walter D. Nealand would say being August born means mentality. Here is an idea for that Educational Carnival of Doc's. A baby show, all children under five years old and a special class for babies in arms, attended by doctors and nurses and prizes to be given. This should be worked under the auspices of the local Parent-Teacher, Mothers' and Women's clubs. Am sure it would be a hit and would have the mothers, fathers and ministers' co-operation. It would have the newspapers pulling for the carnival. There is no man or woman who can resist the appeal of babies in arms. I am or was a news correspondent. LECTURED on Browning's 'What Is It?' at Riverview Park, Chicago, in 1923.

## Dyer's Greater Shows

Baldwin, Miss. Week ended December 12. Business, fair. Location, in town. Weather, variable.

Opened Monday night. Long move from Tennessee. Mr. and Mrs. Ellsworth McAtee, of Savannah, Ga., joined. Show enjoyed good co-operation from committee. Leach Bros. joined with several concessions; Dad Nugent with platform show, Jim and his Pal. Another new semi-trailer was added. Roster: George Dyer, assistant manager; William R. Dyer, general manager; J. D. Burke, general representative, and Newt Knudson, treasurer. WILLIAM REYD.

KANSAS CITY, Dec. 19.—Mrs. Hattie Howk, who was confined to hospital for three weeks, has returned home and is doing nicely. C. B. Rice, former secretary of HASC, is very sick and in a local hospital.

DETROIT, Dec. 19.—Sailor Harris and wife, Baby Irene, fat girl, are here, where Harris is working in a local decorating company. He worked on former Oriole Terrace, night spot, past week.

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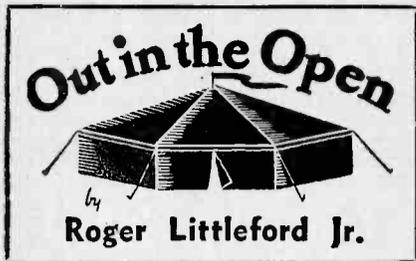
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## "I Like It"

(By C. E. Owen, better known as "Arky," who for many years has had charge of the erection and demolition of the marquee of the Al G. Barnes Circus.) When Barnes Circus leaves Baldwin Park,

It's just like going for a lark,  
I like it.  
We put it up and tear it down,  
And move along from town to town,  
I like it.  
And, oh, the fun I've always got,  
By gillying off a muddy lot,  
I like it.  
And those West Coast nights of fog and cold,  
That chill you thru and make you old,  
I like it.  
So then we strike the drought and heat,  
That dries the corn and parches wheat,  
I like it.  
When all you do is cough and sneeze,  
And wade the dust up to your knees,  
I like it.  
When all the earth is filled with heat  
And asphalt is melting in the street,  
I like it.  
And when there simply is no breeze  
To stir a leaf up in the trees,  
I often tell damned lies like these,  
I like it.



**Return of a Popular Word**  
**H**OLIDAY Greetings! To our friends everywhere may we extend the sincere wish that you and yours may enjoy the happiest Christmas in years and that the new year may favor you with health, happiness and prosperity. . . . "Prosperity," that once familiar word so dormant in recent years, seems to be rapidly regaining popular usage so we might as well use it here . . . especially since our old friends of recent years, "Old Man Depression" and "Around the Corner," seem to be passe as 1937 and a new season approach.

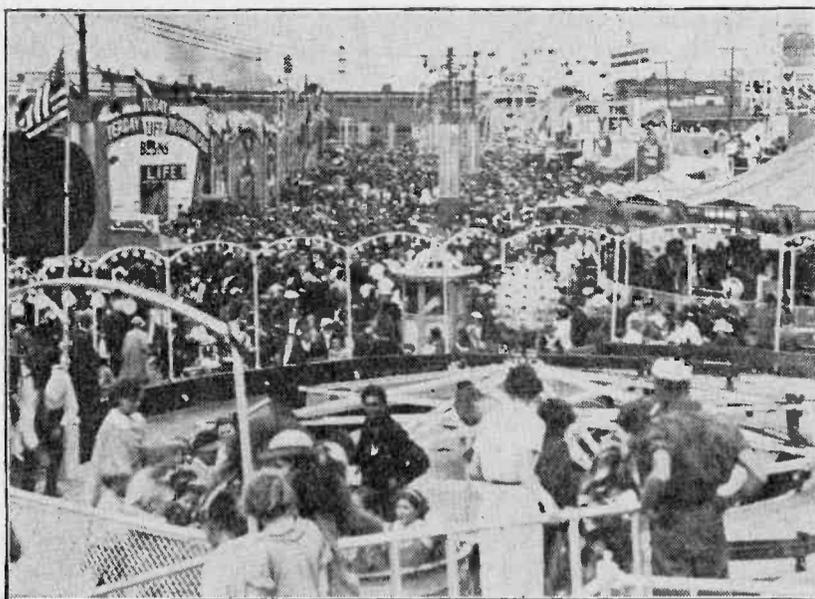
**Pastime Money**

**T**HAT a fourth estate medium of big business and industry should acknowledge the amusement industry as a candid barometer of the conditions in America should be encouraging to say the least to those men active in our field. This is what McGraw-Hill's *Business Week* had to say on December 12.

"The outdoor amusement industry came indoors for conventions of the National Association of Amusement Parks, Pools and Beaches and the American Recreational Equipment Association which were held at the Hotel Sherman in Chicago last week.

"Records were hung up which made those of last year look pale. Registration nearly tripled and exhibitors received orders 150 to 200 per cent over those of last year. The industry looks forward to 1937 as the biggest year it had since 1929—and that's good news to a business that has to take it in the lean years and is in the money when times are good.

"Manufacturers of amusement park and fair equipment who have been coasting along with scant changes in their offerings have blossomed out this year with new ideas and streamlined and redesigned standard models. Cabinet designs of fine wood are much in evidence, and while devices have lost nothing in attention value, there is more discriminating use of color and ornament. The trend continues toward devices which are a test of skill, the 'see if you can do it' principle, and away from static amusement in which the subject is entertained without being



**ATTESTING TO THE POPULARITY OF THE CARNIVAL**—The above scene of the midway of the Rubin & Cherry Exposition, at the Canadian National Exhibition, Toronto, is typical of the many Children's Day crowds seen in the past at that international event. It is recorded that the past season saw no diminution of interest in carnival amusements, either on the part of adults or children, at similar fairs and exhibitions over the North American continent. (Photo by Len Humphries, International Photographers, Toronto.)

very active himself. "The amusement industry has always been a sensitive barometer of the times, and the enthusiasm and confidence which was displayed by this portion of it—partly the result of a good season this year and partly of shrewd evaluation of the prospects of next year—are just one more straw in the wind which helps to indicate what business may expect in 1937."

**False Rumors**

**D**ON'T believe a word of the reports mysteriously circulated thru New York that the National Association of Amusement Parks, Pools and Beaches, the American Recreational Equipment Association, the International Association of Fairs and Expositions and American Carnivals Association will not hold their 1937 conventions simultaneously and at the same hotel. You may be assured that all four organizations will meet during the same week next year and will be joined by the Showmen's League of America in its annual conclave. . . . It would be a bad move if these associations went their own way at this stage of the game. Actual signed business and potential contracts that were lined up during the recent gatherings in Chicago reached sensational proportions, emphasizing more

than ever before the necessity of all phases of outdoor show business to meet under one roof at least once a year.

**Gotham Gossip**

**P**LEASE pardon us while we go "old-maidish" once again. It's hard to refrain at this time of the year when jackpots are being cut up on all sides. . . . Lou Delmore has lined up an outstanding array of attractions for the 1937 Cole Bros.-Clyde Beatty Circus Side Show. Lou again will be manager. . . . "Please thank," he says, "the many, many people who answered my recent advertisement in *The Billboard*, but with whom I could not do business. It's absolutely impossible to answer them individually. Wait until you see our setup next spring—it's going to be a honey with all new Baker-Lockwood canvas, new banners, etc. . . ." . . . Max Gruberg, owner-operator of the World Exposition Shows, has spent most of the week in bed at his room in a New York hotel. Max painfully injured his back when alighting from an airplane that brought him into town Sunday, December 13. Doctors expect him to be up and around in a day or two. . . . Understand that construction of the new Funhouse at Playland Park, Rye, N. Y., is well under way, with Harry C. Baker, prexy of the NAAPPB supervising the work.

**More G-G**

**I**S IT really true that Billy Rose is negotiating with the Cleveland Exposition for a show there next season? And if such is the case, will it replace Ed Hungerford's none too successful *Parade of the Years* pageant? . . . Rex D. Billings, manager of Belmont Park, Montreal, basking on the beach at Miami. Rex joined his son, Rex Jr., last week and will spend several weeks of restful existence in preparation for a strenuous season. Will be back in the Canadian city some time in February. . . . H. H. McElroy, general manager of Central Canada Fair, Ottawa, in New York early last week on a combination business and pleasure jaunt. Mrs. McElroy along, too. . . . B. S. Bercovici, of the ritzy Hotel St. Regis in New York, in quest for novelty circus acts for the *Maisonette Russe*, sophisticated dine and dancery of the hostelry. Claims he, and apparently his patrons, are becoming tired of the usual run of night club entertainers. . . . We understand that Ralph Whitehead, executive secretary of the American Federation of Actors, will probably release some very interesting information to outdoor show business in the near future.

**Sheesley Folk in Florida**

**M**IAAMI, Dec. 19.—Mrs. John M. Sheesley is much improved in health since taking sun baths. Clarence Pounds rested a while and then booked his Kiddie ride in Funland Park. Nearly everyone here has received cards from Ward (Dad) Dunbar, who is at winter quarters. William Pickett and wife are up at Fort Lauderdale. Capt. John M. went to Charlotte, N. C., recently to

**Notes From the Crossroads**

By NAT GREEN

**F**LORIDA appears to be the focal point for showfolks at the moment. There was a general exodus of the boys last week, most of them headed south, and the holidays will find many of them enjoying the hospitality of Miami, Tampa and other points in Ponce de Leon's land of perpetual youth. J. C. McCaffery, Showmen's League prez, has departed for Miami. "Tommy" Thomas high tailed it for the same spot soon after the convention and probably will spend the winter there. Al Karsky is spending a short time in Miami and Havana before joining the Royal American Shows. Carl Sedlmayr and Rubin Gruberg were among the last to leave for the South. Most of the boys will be back after Christmas, ready to make the various fair meetings—Wisconsin, Minnesota, Canada and North Dakota in the order named. Until then the Magic Carpet, now largely occupied by a huge Christmas tree, will be trod only by "home guards."

Reports from Clyde Beatty indicate that he is having a fine trip abroad. He and Mrs. Beatty will spend Christmas in Berlin. . . . Lisbon, Algiers and Naples are on their itinerary. . . . When they return in January, Clyde probably will have contracts in his pocket for some new attractions for the Cole show. . . . Jack Beach and the missus left last Wednesday for California, where they will spend the winter. . . . Mrs. Novells Burkhart (Hilda Nelson) is at home again after having spent several days in the Methodist Hospital in Peoria. . . . George Cutshall and wife had lunch with the boys in Chi the other day and also sat for some pix at the Atwell Studios. . . . Eddie Woeckener and wife also drove up from Peru for a general visiting bee in Chi. . . . A man out in Iowa has built a concession trailer that resembles a huge ear of corn. . . . Its novel construction and decorations immediately attract attention wherever it is shown, and its utility is at once evident. . . . Chances are these ears of corn will be seen on many fairgrounds next season.

"Any circus outfit has the right to come to the big city if they like," Dexter Fellows is reported to have said when informed that the Cole Bros. Circus was going to play the New York Hippodrome. "Few have lined," Dexter continued, "and fewer still have survived the experience. . . . Maybe the new outfit will add to the gaiety of nations. Anyway we are not worried about any competition." Well, you never can tell! The "new outfit" may add to the gaiety of nations in a different way from that meant by Fellows. It's going in under a strong auspices, will undoubtedly have a big show, and the "Cole boys" are no Johnny-come-latelies.

Harry Bert was first of the Hot Springs delegation to return to Chi. . . . Others will be following soon. . . . It will be difficult to tear Harry Cande away from the place in spite of all the ribbing to which he has been subjected. . . . Some of the boys think there are better towns than Chi in which to spend the winter, and the last week of December will see a general scatterment. . . . Charles Sparks received a call to hurry to New York but he was at the springs to take the baths, and take 'em he did, then beat it for the peace and quiet of Macon. . . . Stanley Graham, president of the Graham Enterprises, was in Chi for a day en route to Dallas after a business trip to Cleveland, Toledo and Detroit. . . . Graham's midgets are playing a Detroit department store. . . . Omer J. Kenyon, who recently closed with the Bob Morton circus enterprises, has hooked up with the exploitation department of MGM and stopped off in Chi on his way home from a meeting of the division exploiters in Cleveland.

start winter quarter work and to confer with General Agent Hendershot. Hodges, who had the side show with Royal Palm Shows since Sheesley season closed, was a recent visitor. Among those in camp here are Robert Sykes, electrician (Mrs. Sykes is home at Durham, N. C., visiting relatives); Mr. and Mrs. E. C. May, Mr. and Mrs. Carl Baker. Carl Baker and Chet Dunn have gone in business together.

JOSEPH W. BECK, President. S. E. PRELL, General Manager. C. NELSON WINGET, Contracting Director.

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# Yes, We Have A Trailer

By HENRY MILLIKEN

LAST April when my wife said, "Let's get a trailer," I did not answer in the affirmative. In fact, I just said "Stop your kidding."

But women are persistent, and one day she secured pencil and paper and tried to show me in black and white where a trailer would not only be useful while traveling but a means of increasing the bank roll. That's when I became interested in trailers.

Our work in the outdoor show business meant about 22 weeks away from home each year. Our expenditures at hotels, restaurants, laundries, etc., would amount to about \$35 per week.

Now I had been doing trial balances and profit and loss statements for 10 years or more, so I reached into my pocket for a pencil. The two of us arrived at some startling conclusions. We discovered by the pencil and paper deduction route that we could not afford to be without a trailer!

During the next couple of weeks we wrote to trailer manufacturing companies, visited the local trailer dealers and asked hundreds of questions regarding size, shape, price, the ease of towing, etc. Plus the knowledge gained by these inquiries I wrote to three trailer owners connected with the show we were with and their answers further confirmed the fact that house-trailer life was just right for troupers.

\* \* \*

And then we had a chance to rent a trailer for the season. It was a home-made affair 18 feet long, 6½ feet high and 6 feet wide. It weighed 2,000 pounds, was equipped with beds, refrigerator, sink and numerous cupboards. The owner had towed it to Florida and back to Maine and had made numerous short trips to various sections of New England.

But then I thought about the car. It was one of the smaller models, weighed only 2,200 pounds, was seven years old and had been more than 40,000 miles.

We decided to take the trailer for the season and discover how trailerites live, so I found myself thinking of hookups, gasoline stoves, tow chains, proper lights, insurance and registration.

The cost of the registration was \$3. For fire, theft, public liability and collision insurance we paid \$12 during the five months we used it, in addition to the regular liability insurance on the car. Six dollars was spent to have the hitch made on the car. Two dollars more was expended to have the "stop" and tail lights properly connected from car to trailer. A tow chain 16 feet long cost \$1.89.

The tow chain was used as an auxiliary to the regular hookup, and when attached to trailer and car it formed an X under the hookup. Should the ball-and socket joint break this chain would act as a safety arrangement to keep the car and trailer together and

to keep the trailer from sliding across the road and into the ditch.

\* \* \*

We moved into the trailer. Dresses, coats, suits and hats were placed in one of the clothes closets. Another compartment contained our shoes. The cups, knives, forks, spoons and other dishes were placed in one of the built-in cupboards. When the door of the cupboard was let down it formed a table. The radio was placed on a small shelf conveniently located near the bed. A 5-cent piece of ice was placed in the refrigerator. It was all that it would hold. For heating and cooking purposes we took a two-plate electric stove and a two-burner gasoline stove. There were also numerous pots and pans, an electric iron and many other odds and ends. We were ready to hit the highways.

Our little car started off as tho a trailer had always belonged behind it.

We went uphill and downhill, usually in high gear, sometimes shifting into second on the steep grades. We parked behind one of the show tops that night and were all set for a week's stay.

\* \* \*

That's the way we became trailer troupers. And it has been our experience that the trailer and car is the ideal combination for those whose work takes them from place to place.

We found that our car would travel about 18 miles per gallon of gasoline; with trailer attached we went 15 or 16 miles on the same amount of gas.

For jacking up the four corners of the trailer we found that inexpensive auto jacks were ideal, as they could be packed into a small space while traveling and were just right for keeping the trailer level on the lot.

Checking over our accounts at the end of the season we discovered that the trailer saved us slightly more than \$15 per week. That's worth having. And cash in the pocket at the end of the season means that we will again have a trailer behind our car next season. A new one this time, factory built.

## Ammon on Live-Stock Exhibits

Address by Manager Ralph E. Ammon, Wisconsin State Fair, Milwaukee, on "The Problem of State Live-Stock Exhibits," delivered before the 46th annual meeting of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 1.

I am certain that most of our State fairs should be attracting a greater number of herds and flocks from within the State, but I am not certain at all as to how this may be accomplished. To discuss the subject more clearly, however, I think we should ask ourselves first: What is the fundamental purpose of an agricultural fair? I am of the opinion that we are unanimous in our answer to that question and that the answer is: The fundamental purpose of a fair is the promotion of both the economic and the social advancement of the agricultural industry.

Reasoning then from the general definition to the particular question: How can the fairs frame their live-stock premium lists to bring about the most progress in live-stock development? In attempting to answer this question we will raise many other questions, such as the following:

1. Does a premium list open to the world or one closed to the State accomplish the most in bringing about the improvement of the live stock within the State?
  2. Is it desirable to have one list of premiums open to the world and another list open only to the State?
  3. Is it desirable to add a bonus to the open-class premiums when won by animals bred and owned in the State?
- These questions have been the subjects of many arguments between live-stock breeders and between fair officials for many years. I am certain that I cannot answer them to the satisfaction of all fair officials; in fact, I am not sure that I can find a solution satisfactory even to myself.

### Special State Classes

In trying to find the answer, however, I have studied rather thoroly the premium lists of many fairs. I have carefully analyzed the premium lists of nine Midwestern fairs having a more or less common type of agriculture. In limiting the study to Midwestern fairs, I do not mean to imply that the problem is any more acute here than elsewhere. I took the Midwestern fairs for two reasons: First, I had the premium books in my files, and, secondly, I am personally better acquainted with the agriculture of the Midwest than that of any other section.

The premium lists analyzed included those of the following fairs: Illinois, Iowa, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Missouri and Nebraska. How many of these fairs have special State classes? All of them to a greater or lesser degree.

A compilation of these special classes shows the following:

- Draft Horses—No special State classes offered at any fair.
- Beef Cattle—Illinois, Iowa, Michigan and Nebraska have both open and State classes. Minnesota has no State class but adds four moneys for Minnesota awards.
- Dairy Cattle—Illinois, Iowa, Indiana and Missouri have open and State classes. Nebraska has State classes only. Minnesota same as for beef cattle.

Swine—Illinois, Ohio, Michigan, Wisconsin have State specials.

Sheep—Illinois, Iowa, Michigan, Minnesota, Missouri and Nebraska have State classes as well as open classes.

The next question which occurred to me was this: Are special State classes offered to encourage a weak and struggling breed or class of live-stock like a tariff to protect a new industry or are they offered as a bounty on a booming industry? The table of special State classes would indicate a difference of viewpoint on this question.

### Tariff or a Bounty

It is obvious that when Illinois and Iowa offer State classes on beef cattle, dairy cattle and sheep that they are not placing a protective tariff on a weak industry. Indiana has no State classes except on dairy cattle and Wisconsin and Ohio none except on swine. These may be likened to protective tariffs. Six of the nine fairs offer State specials on sheep, which might seem to indicate that they are afraid of each other's sheep or the sheep from Canada. On the other hand, the three which do not offer State classes for sheep, Indiana, Ohio and Wisconsin, have some of the great show flocks of the nation. From these facts we cannot establish a conclusion that fairs consider the special State class either as a tariff for protection of State herds or a bounty for State production.

Then what other influences might bring about State classifications? Could they be due to the relative strength of breed associations within the State? The fact that none of the fairs have special State classes for draft horses, while six out of nine have such classes for both dairy cattle and sheep might indicate an affirmative answer to that question.

But regardless of whether these classes are considered as a tariff or a bounty, it is obvious that all of them have been offered for the purpose of bringing out more live stock owned within the respective States.

Now the next question: Do special State classes bring out more State exhibitors? Undoubtedly they do to some extent, but it is quite doubtful that they serve the purpose fully. In a State where a given breed of live stock flourishes it is true quite often that State-owned animals win most of the open-class money as well as all of the State-class money. This is particularly true if the open-class money is small, for out-of-State herds will not come to compete at too much disadvantage.

### State Classes Not Answer

Let us take a few specific examples. Wisconsin has three great flocks of Shropshire sheep, which flocks quite often take the first six places in the open class in which a total of 12 places are offered, leaving six places for other flocks. If we had a State class of six prizes and an open class of only six, they would take all the money. This would not encourage other State flocks to exhibit to the extent that they are encouraged by 12 places in the open class.

Suppose these same three flocks of Shropshires, however, should go on to Minnesota which does not happen to have a flock of Shropshires of equal

merit. If they should take the first six places in the open class, the Minnesota breeders would still have the remaining two places in the open class and four places in the State class.

Iowa, Illinois and Indiana have a great percentage of the show herds of swine which when they come into Wisconsin take a lot of the open-class money. In this instance special State classes might bring out more Wisconsin hogs. Special State classes at the fairs of these three States, however, may simply result in a doubling of prizes on home-owned animals.

Therefore, you see, it is doubtful that State classes are solving the problem. A few fairs have limited competition to State-owned herds as Nebraska does in the case of dairy cattle and as Michigan did for a few years with all live stock. Michigan has abandoned the system as unsatisfactory and there are many reasons why it is unsatisfactory, among them the fact that with limited competition a poorer quality of exhibits, poorly fitted, are brought to the fair and among them the fact that breeders of the State which closes competition to the outside find that breeders in other States do not as readily buy breeding stock from them. If special State classes are not the solution of the problem, what may be the solution?

### Likes Minnesota System

I have a few suggestions gathered from studying the premium lists of many fairs:

1. The most interesting suggestion that I have found comes from the cattle department of Minnesota State Fair, which provides that in the lots for individual premiums \$5 additional to the premium money offered will be given for each animal owned and exhibited by a resident of Minnesota, the judge to place not to exceed four animals beyond the number of prizes indicated. Thus in an open class where 10 moneys are offered, if there are four animals in the State which did not place in the money the premiums will be extended to 14th place with \$5 for each place, but these four places may be won only by Minnesota-owned and exhibited animals.

2. Oklahoma (Oklahoma City) has a similar plan which accomplishes about the same purpose. Oklahoma offers about eight prizes in an open class, but has a rule which provides that fifth to eighth places may be awarded only to Oklahoma exhibitors. In other words, outsiders may compete for only the first four places. While the result here is the same as that of the Minnesota offering, I think the Minnesota classification is a bit more diplomatic.

3. Ohio, Indiana and Wisconsin have attempted to secure the same results by eliminating State classes and stringing the number of prizes in the open class out to many places. For example, on Holstein cows Wisconsin offers prizes down to 20th place. In this class none of the premiums from 10th to 20th were won by out-of-State herds. But this method of favoring the State herd is neither as certain as the Minnesota and Oklahoma systems, nor is it as much appreciated by the State exhibitor.

In preference to State classes I would recommend one of these three methods, and of the three I prefer the Minnesota system. I think that these plans are in accord with the fundamental purpose of the fair in that they will lead to the improvement of the live stock within the State.

They encourage the exhibitors of the home State, but do not eliminate the best herds of adjoining States. When the new exhibitor pits his best against the best of his own State and the best of adjoining States, he should be encouraged toward continued improvement of his herds and flocks. Thru this improvement and by the competition between the best from all States, the State fair can continue to show its public the best.

GREENVILLE, Miss.—Proposal to revive Delta Fair that flourished here 25 years ago gained new momentum with announcement by Beppo Arnold Post, American Legion, that is ready to give \$1,000 for erection of the first exhibition building in Greenway Park. A proposed bond issue met defeat at election recently.

TUPELO, Miss. — Secretary-Manager Frank Henderson, Mississippi-Alabama Fair and Dairy Show Association, reported substantial net profits on the 1936 show in Tupelo at the annual board meeting when plans were discussed for bigger event in 1937.

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# The Final Curtain

**ANDRE**—Mrs. Lotta C. Geyer, mother of Bert and Billie Geyer, circus gymnasts, and former wife of Edgar Geyer, juggler and equilibrist, at her home near Belding, Mich., December 9. Survived by her husband, S. E. Andre, and two sons, Bert and Billie Geyer.

**BERKOWITZ**—John A., 70, father of Samuel Berkowitz, Los Angeles manager for Grand National Pictures, December 11 of bronchial pneumonia in Los Angeles.

**BILHORN**—Peter, 68, builder of the folding organ, in Los Angeles December 13 while visiting from Chicago.

**BRANTLEY**—George S., 59, who formerly operated motion picture theaters in Charleston, S. C., and Wilmington, N. C., December 11 at Durham, N. C.

**BRAUN**—Mrs. Bobby, 37, wife of Morris Braun, concert-master of the WIP studio orchestra, Philadelphia, December 7 at her home in that city after an illness of six months. Husband survives.

**BROUSSARD**—E. F., 46, stage technician of Redondo Beach, Calif., suddenly in his native city, Baton Rouge, La., December 12. Funeral in California. Survived by widow and minor son.

**CANTOR**—J. A., 70, head of the Cantor Show Printing Company, in Los Angeles November 13. He was a pioneer theatrical and music printer in New York before going to California 10 years ago. Surviving are his widow, a daughter, May Bosca, and two sons, David L., manager of the Park Theater, Los Angeles, and Alfred, connected with *The Beverly Hills Citizen*.

**CASHEN**—Harold, 39, manager of the West Bend Theater, West Bend, Ia., of a gunshot wound December 1. Survived by his widow and one daughter.

**CLARKSON**—Margie Anstead, 33, former member of many Mutual Wheel shows as banjoist and also former member of a vaudeville act of Six Banjo Girls, recently in New York. Survived by her husband, Dick Clarkson. Services in St. Mary's Catholic Church, Brooklyn. Burial in Greenwood Cemetery, that city.

**CRAVEN**—Edward, father of Mrs. Tex Chambers, at his home in Akron, O., December 8 after a long illness of Brights disease.

**DE VRIES**—Sol P., 63, treasurer of the Winter Garden Theater, at Polyclinic

Hospital, New York, December 12. He had been a box-office manager for 48 years and had served at, among others, the old H. R. Jacobs Third Avenue Theater, New York; Corinthian Theater, Syracuse; Jacobs' Theater, Newark, and the New York Hippodrome. De Vries was rated the champion ticket counter of Broadway, having counted 5,000 tickets in 10 minutes and 17 seconds. He was a member of the Treasurers' Club of America. Survived by two brothers, Maurice P. and Tobias De Vries, and a sister, Mrs. Isabelle Hamel.

**EVERTS**—Seymour B., 57, president of the Syracuse Civic Music Association, at his home in Syracuse, N. Y., recently, following illness of more than a year. He had been a teacher in Syracuse schools for 34 years and a leading figure in musical circles many years. He was for 10 years manager for Charles C. Courboin, Belgian concert organist. Survived by his widow. Services December 17 at his home, with burial in St. Lawrence Cemetery, Cape Vincent, N. Y.

**FARR**—John M., 73, many years secretary of Steuben County Fair and one of the best known fair officials in Central New York, at his home in Bath, N. Y., after a short illness. He was stricken with apoplexy December 5 in his office on Bath Fairgrounds. Survived by his widow. Funeral December 13, with burial in Grove Cemetery, Bath.

**FLAGG**—Jack, 46, retired circus performer, in Ypsilanti, Mich., December 18 of heart ailment. He was a clown and in recent years had been custodian of the Ypsilanti Tourist Park.

**FOX**—Nellie Tuttle, wife of the composer, Oscar J. Fox, December 11 at her San Antonio home. Surviving are three daughters and her husband. Interment in Mission Park Cemetery, that city.

**GERKENS**—Helen I., 18, singer, December 5 at her home in Philadelphia of pneumonia following a three-day illness. Survived by her parents and a brother.

**GILBERT**—Lady, 89, widow of Sir W. S. Gilbert, librettist of the Gilbert and Sullivan operettas, in Harrow, England, December 13.

**GRISWOLD**—E. J., 33, film sound technician, in Los Angeles December 11.

**HEILIGMAN**—John H., billposter and lithographer, fatally bitten by a rattlesnake while hunting near San Antonio recently. He had been handling advertising for theaters in that city in late years.

**JACKSON**—Robert M., 59, former president of the North Carolina Association of Fairs and secretary of the Cape Fear Fair for 27 years, of a heart attack at his home in Fayetteville, N. C., December 9. He was well known in North Carolina and in adjoining States for his work as a fair executive. He

served as secretary of the race course of the old Cumberland County Fair, Fayetteville, N. C., and continued in this post until the fair was expanded into the Cape Fear Fair, of which he served as secretary until it was dissolved in 1931. Survived by his widow, Mrs. Ettie Nolley Jackson, and three children, Margaret, Robert M. Jr. and E. Nolley.

## WALTER KOLOMOKU, My Husband and FRANKIE, My Son

Gone from the earth but everlasting in my memory.  
MRS. GOLDIE KOLOMOKU.

**KELLAR**—Henri, burlesque actor, in New York November 27 of a heart attack. He was a member of the BAA and was playing at the People's Theater, New York, before he was stricken. Survived by his widow and a sister. Burial in Calvary Cemetery, New York.

**KING**—John Allen, infant son of Mr. and Mrs. John King, clown, in a Wichita (Kan.) Hospital December 16. King was formerly with Hagenbeck-Wallace, Howe's Great London and other shows.

**LAMMERS**—Elizabeth C., 82, mother of Charles Lammers, dramatic stock actor and producer, now associated with Station WLW's production department, Cincinnati, at her home in Cincinnati December 14 following a stroke. She is survived by two other sons, Frank and Raymond, of Los Angeles, and a daughter, Mrs. Gus Feldkamp, Cincinnati. Funeral services from St. Teresa's Church, Cincinnati, December 18, with interment in Spring Grove Cemetery, that city.

**LICHTENBERG**—Philip H., 62, father of Sally Woodward, of the staff of WWJ, Detroit, suddenly December 10 in that city. Survived also by his widow and one son. Burial in Woodmere Cemetery, Detroit.

**LOCKHART**—Harry, with Jack Kelly's Show for many years, at Ann Arbor, Mich., October 22, it has just been learned. Burial at Union City, Mich.

**LUDMAN**—George, 77, former circus acrobat, of heart stroke at Chillcothe, O., recently. His wife died four months ago. Of their 12 children four daughters survive. Two sisters reside in France, near Paris. Funeral and interment at Chillcothe.

**McCLOSKEY**—Mrs. Marie Keyes, concert soprano, at her New York home December 11. Survived by her husband, a son and three daughters.

**MARSH**—Valerie Joan, infant daughter of Herbert Marsh, Boston orchestra leader, November 23 at Boston of pneumonia. Burial in that city.

**MATHE**—Edouard, 67, celebrated French operetta composer, in Paris December 7.

**MILLER**—Earl, 53, secretary of Local 97, IATSE, Reading, Pa., at St. Joseph's Hospital, that city, December 12.

**OBERTHOLTZER**—Dr. Ellis Paxson, 68, from 1915 to 1921 secretary of the Pennsylvania State Board of Motion Picture Censors, suddenly December 8 in Philadelphia. Among his writings was a treatise on *The Morals of the Movies*.

**RANKIN**—John William, 64, writer and publicity man, December 11 in Los Angeles. He had formerly been connected with the New York offices of Vitagraph

for four years and the Fox Film Company for six years. He had handled publicity for many productions, including *The Chocolate Soldier* and *Graustark*. Survived by his widow.

**REYNOLDS**—Arthur, 45, known as Art LaPearl, tumbling clown, in City Hospital, Indianapolis, December 11. Burial in that city December 15.

**RIVOLI**—Caesar, 65, vaudeville actor, in New York December 4 following a heart attack. Before he retired six years ago Rivoli had worked as a single and toured for many years with the late Meyer Golden *Memories of the Opera*, doing impersonations of famous composers.

**SALISBURY**—Charles P., 65, veteran theater man, in Los Angeles December 13. Salisbury managed the Bastable Theater, Syracuse, N. Y., when Sam S. Shubert was in the box office and J. J. Shubert was an usher. Later he went with the brothers in New York and on the road. He managed such players as Grace Van Studdiford, Walker White-side, McIntyre and Heath, Pauline Frederick and De Wolf Hopper. He had also managed Fanchon & Marco units out of Los Angeles for several seasons and for the last two years was manager of the Mayan Theater, that city. His widow Gladys, survives.

**SHARP**—Harry L., 61, harness-racing enthusiast and proprietor of the historic Sharp Hotel, Kinsman, O., December 8. He was widely known among Ohio, Pennsylvania and Indiana fair executives. His mother, widow and a son survive. Burial at Kinsman.

**SHEPHERD**—J. B., 55, proprietor of the Rosemont Hotel, Fayetteville, N. C., and one time operator of cookhouses at various fairs and outdoor activities, in Fayetteville October 31. Survived by his widow, who now manages the Rosemont Hotel.

**SIEFERT**—George, 58, following an operation in Chicago. Was formerly with the Rubin & Cherry Shows for many years and later with Sells-Floto Circus. Was forced to retire in 1921 due to ill health. Burial Mt. Carmel Cemetery, Chicago.

**SMALLMAN**—Ernest, 59, chairman of the board of Warren County Fair Association, vice-president of Cumberland Amusement Company and a past president and vice-president of Tennessee Association of Fairs, December 15 at his home in McMinnville, Tenn., after a brief illness. Survived by his widow and a son.

**SMITH**—Sidney, 71, former well-known West Coast automobile racer and later a hotel operator, in Los Angeles December 13.

**STANDS**—Chester, 72, Ohio race-track official, at his home in Columbus, O., of apoplexy December 17. He had been identified with Beulah Park Jockey Club, Columbus, and was an official of Capital City Racing Association, which once sponsored harness races at the old driving park near Columbus. His widow survives. Interment in Greenlawn Cemetery, Columbus.

**STRONG**—Arthur E., 66, many years superintendent of riding devices in amusement parks in Maryland and Virginia, at Hollis, N. H., December 16 after a long illness. Survived by his widow and two children. Interment in Hollis December 18.

**SUMMY**—Mina, 82, widow of Clayton F. Summy, Chicago music publisher and former concert singer, at the home of her daughter, Mrs. William A. Dennis, Peoria, Ill., December 15. Burial at Sterling, Ill.

**SUSKI**—Mrs. June, 21, wife of Al Suski, at Ingham Sanitarium, Lansing, Mich., recently after a lingering illness. Her husband, who survives, was recently a concessioner with Crowley United Shows.

**THRANE**—Victor, 65, formerly a music impresario and noted art patron, at his home in Chicago December 10 after several years' illness. He introduced Ellen Beach Yaw to the opera world prior to 1900. Other artists formerly under his management were Eugene Ysaye, Mark Hambourg and Elsa Ruegger.

**THEURIOT**—Alexander, French carnival showman, appearing at street fair in Avignon, killed in an automobile accident there recently.

**VAUGHT**—Mrs. Augusta, mother of Mrs. Milton Morris, whose husband managed the Glick Shows, of a heart attack in a Tampa (Fla.) hospital December 9. Services at Blount's Funeral Parlors, Tampa, Rev. E. C. Nance, pastor of the Christian Church, officiating. Members of the Glick Shows wintering in Tampa served as pallbearers. They were Ben Abend, William Tara, Harold Pad-dock, W. C. Martin, Zeke Shunway and

## Dr. Henry Moscowitz

Dr. Henry Moscowitz, executive director of the League of New York Theaters, producer and theater owner group of the legit stage, died at his New York home after a brief illness December 17. He was 57.

While show business knew Dr. Moscowitz primarily as the mainstay of the league, the first producer group to achieve lasting powers mainly thru his work, he had been for years a leader in sociological work. When attempts to rid the theater of speculators failed, the league, thru Dr. Moscowitz, fought for and gained other concessions from various quarters for the producers. One vitally important step was to defeat an attempt at State censorship of the Broadway theater. During the NRA Dr. Moscowitz was vice-chairman of the Legitimate Theater Code Authority.

Born in Rumania and brought here at four, Moscowitz showed his social interest by the time he was 14, when he organized a settlement, Madison House. From that time his activities were innumerable. He served in public office under Mayor John Purroy Mitchel, whom he helped elect. He was a chairman of the Civil Service Commission; was a founder of the Society for Ethical Culture; he served as arbiter in New York and Rochester for several labor groups; was Commissioner of the New York City Department of Food and Markets and had several other posts.

His wife, the late Mrs. Belle Moscowitz, was for years political adviser to former Governor Alfred E. Smith. As Smith's alternate to the board of governors of the Theater League, Moscowitz became interested in Broadway, thus gaining his post as executive director of the league. With Norman Hapgood, he wrote a biography of Smith and edited a collection of Smith's political writings. He worked for many charities.

Surviving are three stepchildren, José Israel II, Carlos L. Israel, both of New York, and Mrs. Cyril Franklin, of London. Funeral services at Temple Emanuel, New York.

IN LOVING MEMORY OF OUR HUSBAND, FATHER AND BROTHER,

**JOHNNY J. JONES**

Who died December 25, 1930.  
As time goes on, your memory becomes more deeply engraved in our hearts.  
HODY JONES, JOHNNY J. JONES JR., AND SISTER SUE.

IN MEMORY OF

**JOHNNY J. JONES**

"THE BOSS"

Who Died December 25, 1930—May Your Name Go On Forever

**JOHNNY J. JONES EXPOSITION.**

E. Lawrence Phillips and Staff.

Sol Fleischman. Burial in Myrtle Hill Cemetery, Tampa.

**WALKER**—J. C., 68, former owner of Burk's Uncle Tom's Cabin and later owner of various *Bringing Up Father* and *Mutt and Jeff* companies, of heart attack December 8 at Mart, Tex. Survived by his widow and one daughter. Burial at Cooledge, Tex.

**WHALEN**—Charles, 38, musician, of Adams, Mass. His body was found beside the highway near Hoosick Falls, N. Y.

**WINTER**—William Banks, 81, veteran vaudevillian and minstrel player, at Reseda, Calif., December 12. After joining Haverly's Minstrels in Cincinnati in 1877 he became popular as a black-face singer. He toured the nation with Chauncey Olcott and Charles Frohman and for years was with Thatcher, Primrose & West and the W. S. Cleveland minstrels. He had also played vaudeville with his daughter, now the wife of Norman Sper, football expert. He is the composer of *White Wings*. Surviving are his widow, Blanche Newcomb Winter, in New York; two sons, H. Comer and William Banks, and a daughter, Mrs. Norman Sper. Following cremation the ashes were taken to Colon, Mich.

## Marriages

**BROWN-LANE**—G. Carlton Brown, Syracuse, N. Y., publisher, and Emily Lane, Hollywood radio singer, in Phillips, S. D., recently.

**COBB-PATRICK**—Robert Howard Cobb, Hollywood restaurateur, and Gail Patrick, film actress, at Tijuana, Mex., December 17.

**CUTHBERT-NEFF**—Albert Cuthbert, manager of the Etna Harris Theater, Etna, Pa., and Ruth Neff, Pittsburgh dancer, in Wheeling, W. Va., recently.

**DANNENBERG-LOWN**—Philip Dannenberg, orchestra leader, and Mrs. Viola Lown December 11 in New York.

**FERO-HOFFMAN**—E. Roi Fero, non-professional, and Hilda I. Hoffman, dramatic actress, in Philadelphia December 5.

**GREER-TEETER**—Bob (Casey) Greer, comic at the Joy Theater, Dallas, and Edith Teeter, also of Dallas and granddaughter of Tol Teeter, showman, in that city December 7.

**GRIFFIN-HUNTSBERGER**—Wayne Griffin, Don Lee network producer, and Elinor Warren Huntsberger, concert pianist, at Riverside, Calif., December 12.

**HALL-SAWYER**—Harry Hall, formerly chief announcer at Station KFWB, and Frances Sawyer, traffic manager at that station, in Los Angeles recently.

**JACKSON-PONSELLE**—Carle A. Jackson, of Baltimore, and Rosa Ponselle, Metropolitan Opera singer, December 13 in New York.

**KIRKLAND-BUCK**—John M. Kirkland, playwright, and Betty Buck, screen actress, known professionally as Julie Liard, at Harrison, N. Y., December 13.

**MOELLER-ROBERTS**—Henry Moeller Jr., non-professional, and Jeanie Roberts, film actress, at San Bernardino, Calif., December 9.

**SILVERMAN-GOLDSTEIN**—Saul Silverman, of Pittsburgh, and Sally Goldstein, former entertainer at Station WCAE, Pittsburgh, in that city recently.

**TUCKIS-MEINBERG**—Robert Tuckis, member of Billy La Fond's Orchestra, and Mildred Meinberg, non-professional, in Appleton, Wis., December 14.

**WILLIS-LEE**—Ed Willis, MGM art director, and Annabelle Torbet Lee, actress and widow of Don Lee, radio magnate, at Tijuana, Mex., December 13.

## Coming Marriages

Jack Scott, advance agent of Ringling-Barnum Circus, to Mrs. Helen Paul, of Los Angeles, soon.

Eddie MacHarg, manager of Glenn Gray's Casa Loma Orchestra, and Leona Seidell, showgirl, in New York soon.

Martin A. Gosch, radio publicity director for Warner Brothers, and Sylvia Lenson, of the program department at Station WFIL, Philadelphia, in Hollywood soon.

Arthur Johnson, film songwriter, and Loretta Sayres, former film actress, late in December at Larchmont, N. Y.

Homer Brannon, carnival concessioner wintering in Memphis, and Margie Herin, non-professional, of Miami, in the spring.

George Duning, musical arranger for Kay Kyser's orchestra, and Dorothy Hutchins, non-professional, December 23 at Kansas City, Mo.

Peter Walters, Boston musician, and

Barbara Beaumont, Milton, Mass., musician, soon.

Robert F. Dolan, Crown Point, Ind., radio engineer, and Jane F. Herzig, of Brighton, Mass., soon.

Count Andres de Seguro, former Metropolitan Opera singer and now a screen character actor, and Maria G. Bidlake in Los Angeles soon.

Don Dee, orchestra leader, to Peggy Ann Stevens, entertainer, soon.

Max Marcus, of 20th Century-Fox, and Esther Schiller, non-professional, in Brooklyn December 27.

Vic Oliver, vaudeville comedian, and Sarah Churchill, non-professional, soon.

## Births

A seven-pound daughter, Patsy Marie, to Johnnie and Frankie Crain, radio artists, at Navasota, Tex., November 30.

An 8½-pound son to Mr. and Mrs. Joseph Tibberini December 2 in Philadelphia. Father is bass player with Harold Knight's Orchestra in that city.

A daughter to Mr. and Mrs. Tom Johnson November 27 in Philadelphia. Father is bass player with Jan Savitt's Top-Hatters at Station KYW, Philadelphia.

A son, Peter H., 7½ pounds, to Mr. and Mrs. Maurice Piesen in Brooklyn December 8. Father is president of Piesen Manufacturing Company, Coney Island amusement-game construction firm.

A son to Mr. and Mrs. Dave Gordon in Los Angeles December 5. Father is with the Shapiro-Bernstein Music Company. Mother is the former Ruth Layne, who sang in Abe Lyman's Band.

A seven-pound daughter to Mr. and Mrs. T. Keith Glennan December 6 in Los Angeles. Father is Paramount Pictures studio manager.

To Mr. and Mrs. John Carradine a

nine-pound son in Los Angeles December 8. Father is 20th Century-Fox actor.

To Mr. and Mrs. Pat Moriarty an 8½-pound son, Denis, in Culver City, Calif., December 6. Father is an MGM screen actor.

A seven-pound son to Mr. and Mrs. Charles Dixon at Syracuse, N. Y., December 9. Father is known professionally as the Great Dixon.

A son to Mr. and Mrs. A. Norwood Fenton at Santa Monica, Calif., December 12. Father is associated with MGM Pictures.

To Mr. and Mrs. Frederick Santley, a 7½-pound girl, Lucy Lourene, in Hollywood December 10. Father is a character actor and brother of Joseph Santley, film director. Mother is known professionally as Mary Heath Conklin.

To Mr. and Mrs. Frank Seibert a boy, Michael Frank, November 27 at Baptist Hospital, Memphis. Parents have operated concessions on Johnny J. Jones Exposition shows the past two seasons.

A nine-pound son, Tommy Gidiere, to Mr. and Mrs. Tommy Tucker November 30. Father is drummer in Josh Davis' Orchestra.

## Divorces

Bessie Love, former screen actress, from William B. Hawks, actors' agent, in Los Angeles December 7.

Mrs. Estelle Miller Edwards from Carlo Edwards, stage manager, official photographer and assistant conductor of the Metropolitan Opera, in Reno December 9.

Theodore O. Premont, former chief electrician with Cole-Beatty Circus, from Inez Butters Premont, of Butters wire act, in Macon, Ga., November 27.

Mrs. Dorothy Reed from Tom Reed, film writer, in Los Angeles December 3.

Charlotte Griffith Ryan, former Met-

## Old-Time Showmen

By CHARLES BERNARD

To the interested reader of circus literature who may have had relatives, friends or acquaintances in the circus profession during or prior to 1886 there may be a helpful means of completing needed records by referring to the following list of deaths in the profession during the years 1883-'86, which shows date and place of such deaths:

For 1883: Charles W. Allison, circus privileges, at St. Louis, Mo., January 18; William T. Aymar, New York City, March 16; John Armour, Detroit, Mich., August 14; Fanny Conley, "Zulu Giantess," Salamanca, N. Y., June 28; Joseph Cushing, circus manager, Dover, N. H., March 3, 1884; C. H. Farnsworth, agent, Fletcher, Vt., March 7, 1883; Columbus Jerome, Memphis, Tenn., February 23; Joseph Kennebel, clown, Chicago, November 27; Robert McAndlis, New Gallilee, Pa., November 27; Daniel McGloin, Wawake, Ind., December 16; Dick Nagle, Memphis, Tenn., July 15; Hiram Orton, circus owner, Norris, Mich., August 2; Harry Packard, Cincinnati, August 27; Joseph Paul, gymnast, Des Moines, Ia., January 19, 1884; George W. Ryan, leaper, Effingham, Ill., September 20, 1883; W. O'Dale Stevens, Jersey City, N. J., September 30; Gen. Tom Thumb, Middleboro, Mass., July 15; James White, Warrensburg, Mo., October 23; James Palmer, "ceiling-walker," London, England, December 24, 1882.

For 1884: Martin Allen, Indianapolis, May 10; John Austin, old driver, Syracuse, N. Y., December 27; Harry Buckley, Chicago, September 8; Henry Baldwin, Plymouth, Calif., June 30; John G. Bethune, manager of Blind Tom, Wilmington, Del., February 17; Charles H. Castle, circus agent, Syracuse, N. Y., September

Tex., June 25; John Reilly, Philadelphia, Pa., May 23; George Rivers, Rodgersville, Ark., October 29; James Sweeney, Keene, N. H., July 19; James Wilson, Fergus Falls, Minn., October 4; Mrs. E. A. Roche, (did the "Zazel" act) Norfolk, Va., March 12; William H. Young, retired equestrian, Baltimore, Md., January 23; Gil Eldred, manager and trainer, Sunderland, England, September 7; Harry Bonfanti, Coffeetown, Miss., November 19.

For 1886: Dick Baker, Paterson, N. J., August 14; Mark Checkley, lion tamer, Toronto, Can., January 20; Benjamin Crosby, old circus agent, New Canaan, Conn., March 21; James Clark, Portsmouth, N. H., July 9; Mrs. Jane Cook, Paterson, N. J., July 12; Fred Decker, "Ossian Giant," Swains, N. Y., March 21; John Delanty, Flemington, N. J., October 27; W. W. Durand, old circus agent, Indianapolis, Ind., December 10; James Elms, Anna, Ill., February 4; Robert Eddy, Evansville, Ky., June 5; John Fisher, Chicago, Ill., July 25; Andrew Haight, circus agent, Chicago, Ill., February 8; Charles E. Howard, Denver, Colo., May 29; R. W. Howes, rider, Paterson, N. J., July 1; William J. Jackson, St. Louis, Mo., October 21; John Kernan, Minneapolis, Minn., March 24; Harry G. Lambkin, Colon, Panama, February 25; Samuel Lee, Peekskill, N. Y., August 27; John Lennon, "Canada Jack," Greenwood, S. C., December 3; Minnie Marks, equestrienne, Cincinnati, January 16; John Moore, rider, Jersey City, N. J., in December; Ringmaster Horace Nichols, Hoboken, N. J., January 19; Maggie Nichols Corvella, Danvers, Mass., July 13; William E. Gogers, Towners, N. Y., May 1; Sallie Stickney, New York City, January 5; Andy Springer, Fultonham, O., February 2; Flora Stirk, of Stirk Family, New York City, April 2; Daniel Sullivan, Trempealeau, Wis., August 3; Robert J. Tiffany, retired, San Francisco, Calif., June 6; George Taylor, Easterville, Md., September 5.

This list is exclusively of members of the circus profession who were active in its various branches and ended their careers earlier than 50 years ago. Many of them made historic records and won fame.

## Blow, Bugle, Blow!

Blow, Bugle, Blow, oh, can't you blast  
A message loud and clear, one that will  
last?

Blow a Call to Arms! To War? No!  
Peace!

The Master said, "I am not come to  
destroy but to save."

Bugle, as you blow each year o'er our  
Unknown Soldier's grave

May your sound echo, re-echo and re-  
bound.

Bugle, send a call to all to lay arms down,  
That people everywhere, in every land,  
May bow their heads and hear and un-  
derstand.

Blow, Bugle, Blow!

## C. H. Lothill Shows

LOCKPORT, N. Y., Dec. 19.—After closing a fairly successful season in and around up-State New York, show is now in winter quarters. It was C. H. Lothill's first appearance as owner and manager altho he has been connected with several shows for a number of years. Lothill allowed only stock stores on his midway. After the holidays painting of rides and repairing of trucks and light plant will begin. Roster, which will remain intact for next season, is C. H. Lothill, owner and manager; Mrs. Mildred Lothill, secretary and treasurer; James Lothill Sr., in charge of construction; Cyril Lothill, electrician; Shirley and Audrey Lothill, daughters of Mr. and Mrs. Lothill, welcoming committee, and the writer, special agent. Slogan will be "Here Comes Lot." Reported by Johnny H. Moran.

## Atkinson Buys Animals

PHOENIX, Ariz., Dec. 19.—Tom Atkinson has purchased additional menagerie animals and stock. Included in the load delivered last were two bears, three wolves, a kangaroo and four head of horses. Four double cross cages are now nearing completion.

## Groves Carnival Shows To Take Road in 1937

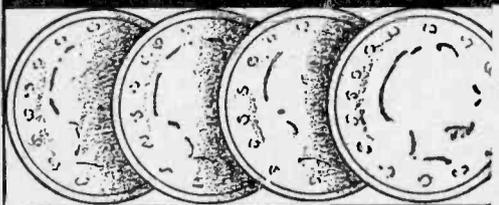
CLINTON, Ind., Dec. 19.—This city has been chosen as the home of Groves carnival attractions. Ed Groves, former Clinton man, is manager. Work will begin in January—building, painting and repairing equipment.

ropolitan Opera soprano, from Dr. Andrew H. Ryan in Chicago December 11.

Lola Lane, screen actress, from Al Hall, Paramount film director, in Los Angeles December 14.

Effie R. Pyle from Charles C. Pyle, former manager of "Red" Grange and operator of the Ripley Show at Chicago's (See DIVORCES on page 133)

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

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Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

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## HOLIDAY SPIRIT

The holiday spirit that prevails at this time has a widespread intermingling of the commercial and of the higher ideals of friendship and pleasantries. It suggests the immense possibilities of mixing business and pleasure, a possibility supposed to relate only to vacations and conventions. Only tired clerks would say at this season of the year that it can't be done.

The holiday spirit is most evident in the retail stores and the proportions of holiday trade are said to be setting a record. The spirit of the season is so evident that even jostling shoppers show a forbearance of spirit that is interesting. These retail stores form the bulk of locations for coin-operated machines and it is easy to picture thousands of operators standing by and watching the crowds of shoppers spend their coins for toys and gadgets—wishing that more of these coins would be put into coin chutes. Some advertising man has written a book on how to turn people into gold, and maybe operators should read it in order to learn the secret of turning more people into players.

The preferred attitude for the operator is to thank heaven that holiday trade is good, and to see in the gay spirit of the season a new argument for the happy combination of retail stores and amusement machines. The retail merchant has his problems and one of his real needs is to be able to get the customer into a happy and spending mood. If some method could be found whereby the average retail store could be a purveyor of some form of amusement as well as merchandise all the business world would be happier.

Some important changes are taking place in the retail setup of the country and the operator today cannot tell what may appear in the way of new types of locations during the next few years. The super markets and the most modern gas stations are straws in the wind that may lead to something. Far-fetched examples can be drawn from other countries also. A woman traveler recently told me of an interesting combination of entertainment and retail shops she saw in an out-of-the-way place in Mexico. Under one roof, with a semi-circle facade, are a swimming pool, dance floor and retail shops. The pool has a three-foot wall around it and nude bathing is permissible (fancy that anywhere else outside of Japan)! The atmosphere is set to encourage a care-free spirit and the shopkeepers profit by it. No operator would want to encourage nude bathing to promote the play of coin machines, but operators do understand the value of providing some form of amusement as a stimulant to retail trade.

The modern amusement game provides a convenient and modest means for thousands of retail merchants to introduce a mild form of amusement into their stores for the psychological value in boosting sales. The variety in coin-operated amusement machines makes the idea all the more feasible. The idea can be urged upon the independent merchant and shopkeeper because chain com-

petition will always be on the point of price, which the independent cannot meet successfully. But the independent can combine certain forms of amusement and diversion in his setup so that the human appeal of his place of business is greatly increased. When people are in a happy mood they spend more freely. The idea is practical enough so that operators might well concentrate on selling it to the merchants of America. The selling job needs to be done so well that the merchants themselves will join the operators in an effort to change certain adverse statutes and notions that stand in the way.

Operators who observe the prevalence of the holiday spirit will detect something of the value of liberality. While the operating profession sees the advantages to be gained by some changes in public and legal attitude, they should also catch the suggestion that the players of machines must be given full value for their money. The trade should never lose sight of the fact that it is the stinginess and greediness of many operators that spoils the good name of the profession for all. What better time could be found for the operator to check his own methods to see if he is giving a fair amusement value than during the holiday season?

Of all persons in business, the operator should be quick to recognize the value of liberality in getting business. He may learn a lesson from the merchants, his location owners. While holiday trade this year is said to be 12 to 30 per cent above last year, already there are rumblings among merchants that the percentage of profit is far too low. That is an example of greed that may take all the joy out of Christmas, 1937. For students of economics recognize that if greed brings about widespread increases in prices on consumer goods, we may be on the way to another depression before December 25, 1937, is here. It would be far better for the merchant to introduce some form of amusement into his business, thus tapping new sources of income, than to join a general movement of raising prices.

The operator, if he looks carefully, can see a still more dangerous case of cheating the ultimate customer. Everybody recognizes that the present tide of holiday joy has been greatly increased by dividends, extra dividends and wage increases by the larger corporations. But the proportion of dividends to wage increases is all out of joint, just as some operators keep everything for themselves and give the player little or no value. Of the vast surpluses accumulated by corporations, about 75 per cent has been turned loose in dividends and extras, while 25 per cent or less has gone to increasing the pay of employees.

American business could have made Christmas 1936 the merriest holiday the world has even seen simply by reversing the percentage, so that the employees would have had the 75 per cent instead of the 25. While the operator contemplates on these and other examples of holding back from the customer, he may well resolve to build his own business during 1937 by a greater liberality—let other operators cheat the player and bring dispute on the business as they may.

# Keeney's Targetette

ELECTRIC RAY RIFLE GAME

ON DISPLAY AT OUR SHOW ROOM  
**BABE KAUFMAN, Inc.,** (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

**\$5.00 PRE-INVENTORY SALE**

ON GUARANTEED RECONDITIONED MACHINES.

Any of the Following Machines Are Yours for \$5.00. Full Amount Must Accompany All Orders.

AUTO DART	PIPPIN
WING LITE	SPITFIRE
SCORE-A-LITE	T. N. T.
SCREAM	HORSE SHOES
RAPID TRANSIT	SELECT 'EM
PAR GOLF	ROCKET

**SPECIAL**  
 REEL "21" ..... \$10.00

Write for Our Complete Pre-Inventory Price List.

**BESSER NOVELTY CO.**  
 3020 OLIVE ST., ST. LOUIS, MO.

## New Operation Is Promised

CHICAGO, Dec. 19. — *The Chicago Tribune* featured on its front page December 18 a story which assures thousands of operators a chance to enjoy the 1937 coin-machine convention, even tho they have not been able to enjoy such affairs for years. Joe Huber, convention manager, hastened to spread the good news, saying that it would surely swell the attendance this year beyond all previous records by 100 per cent. The most important advantage in the new method, Huber stated, is the fact that it gets results quickly. Operators could take advantage of the new discovery now, he said, and would then be ready to come to the convention in first-class condition.

*The Tribune* story said: "New hope for men whose virility has been interrupted by injuries, operations, muscular deterioration and advancing age is now offered in a report of surgical experiments conducted by two members of the department of urology in the James Buchanan Brady Foundation at New York Hospital, New York City. The method involves a completely new technique, which follows natural physiological processes, differing sharply from the so-called monkey-gland operations.

"The monkey-gland method, in which glands were transplanted to stimulate and supplement natural processes, has proved generally to be only temporary at best. The transplanted glands are ab-

sorbed and their helpfulness ceases. The Steinach method had the disadvantage of destroying any possibility of fatherhood for the sake of restoring sexual potency.

"The new method appears to be permanent and does not interfere in any way with the fertility of the patient. It is rapid in its effectiveness. Of 20 men operated on only four have failed to respond. These ranged from 63 to 66 years of age.

"The operation consists of shortening the bulbocavernosus muscle, the function of which is to delay or prevent the return of blood. Certain types of impotency, it has been determined, are due to weakening of this muscle. A ribbon or flat type of gut which will not cut the delicate muscles like round twisted catgut is used. It is treated with chemicals to delay its absorption until the muscle, which has been tied into a shortened position, has had time to grow together with scar tissue.

"A reason for expecting permanency is that even the chemically treated ribbon gut is absorbed in perhaps three months and the beneficial effects of operations older than that have survived. Scar tissue, which binds the shortened muscle in its new position, tends to grow and strengthen with time."

### B. & L. Novelty Company Becomes Westrock, Inc.

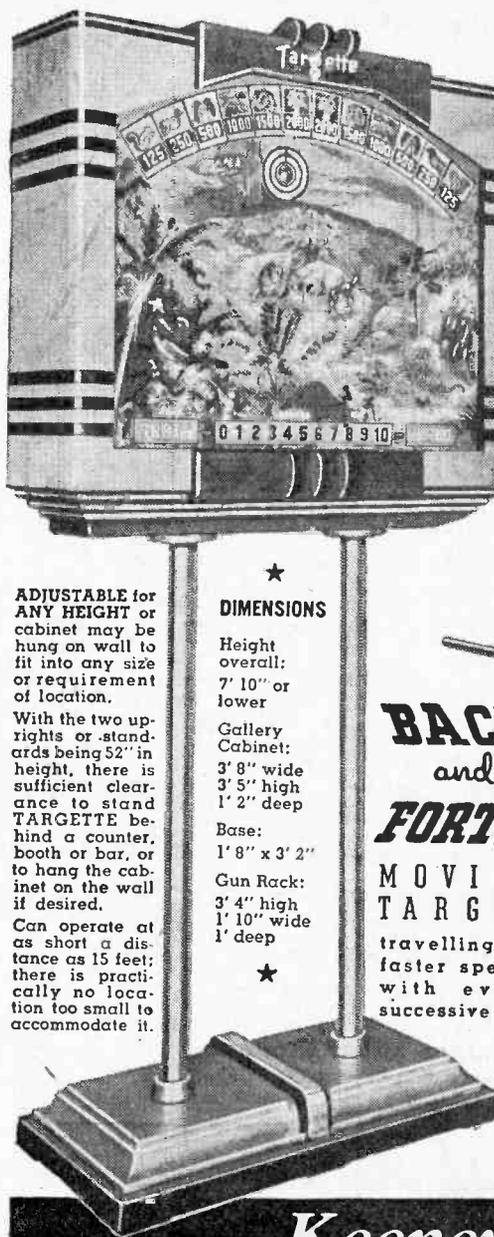
BOSTON, Dec. 19.—Going into session as a company, the B. & L. Novelty Company here, distributors for Rock-Ola and Western Equipment, recently emerged as a corporation and at the turn of the new year the corporate title will be Westrock, Inc. Name Westrock obtained thru the marriage of Rock-Ola and Western. Under the B. & L. Novelty Company, Wendell P. Loomis was president and William A. Bernache treasurer.

New officers of Westrock, Inc., are Wendell P. Loomis, president; George A. Young, vice-president, and William A. Bernache, secretary-treasurer. Linwood Bernache, younger brother of William, takes over the post of Vernon Crandall as office manager.

With Young becoming a partner, Loomis and Bernache have pooled their resources for a bigger backing.



JIMMY JOHNSON, Western Equipment and Supply Company, Chicago, imparts some Western hospitality to Art Nagel (right), head of the Avon Novelty Sales Company, Cleveland.



*"The Best of 'em all"*  
 ACCORDING TO EVERYBODY

Now shipping at the rate of 100 TARGETETTES per day

**BACK and FORTH MOVING TARGET**

travelling at faster speeds with every successive hit.

ADJUSTABLE for ANY HEIGHT or cabinet may be hung on wall to fit into any size or requirement of location.

With the two up-rights or standards being 52" in height, there is sufficient clearance to stand TARGETETTE behind a counter, booth or bar, or to hang the cabinet on the wall if desired.

Can operate at as short a distance as 15 feet; there is practically no location too small to accommodate it.

**DIMENSIONS**

- Height overall: 7' 10" or lower
- Gallery Cabinet: 3' 8" wide, 3' 5" high, 1' 2" deep
- Base: 1' 8" x 3' 2"
- Gun Rack: 3' 4" high, 1' 10" wide, 1' deep

# Keeney's Targetette

ELECTRIC RAY RIFLE GAME

**"WORKING PERFECTLY" on hundreds of locations!**

"Working perfectly" is what you will hear from the hundreds of operators who now have Keeney's TARGETETTE on location.

And not only working perfectly, but they'll also tell you that TARGETETTE is "producing more than double the earnings of any rifle game made."

That's because TARGETETTE presents an enticing "come on" for the novice in being able to make those first 4 or 5 hits in a fairly easy manner.

And it then makes itself interesting to even the crack shot, because the next 3 or 4 hits aren't so easy, and No. 9 and 10 hits are a real test for any sharpshooter.

What's more, the player can take all the time he cares to in making his ten shots, and he doesn't walk away "sore" because the game stopped before he had fired his ten, paid-for shots.

**Don't Buy a Rifle Game Until You See TARGETETTE**

KEENEY DISTRIBUTORS now have Targetette on display, and can give you immediate deliveries either from their stocks or direct from the three Keeney factories.

FULL PARTICULARS - PRICES FROM KEENEY DISTRIBUTORS, OR FROM

**J. H. KEENEY & CO.**

2900 S. MICHIGAN AVE. CHICAGO, ILL.

NEW YORK CITY OFFICE 250 WEST 54TH STREET BABE KAUFMAN, Mgr.



**AMERICAN SALES CORPORATION**  
CHICAGO, ILL.  
936 WRIGHTWOOD AVE.,

It costs you NOTHING EXTRA to use our Extended Credit Plan... No mark-up of prices for carrying charge... price as set by the manufacturer. See us in Suite 511, Sherman Hotel, during Convention. YOU CAN'T GO WRONG!

You pay just the operator's... WRITE FOR CREDIT!

*Lee S. Jones*

P. S.—Alibi No. 2 for leaving your wife at home during convention. It's all strictly business (Oh yeah!).

## Police Students Use Tom Mix Radio Rifle

CHICAGO, Dec. 19.—An interesting sidelight on the uses to which electric-eye rifles are being put is given by Rollin H. Stewart, of Indianapolis, who reports that the student police class of the Indianapolis police department is making use of Rock-Ola's Tom Mix Radio Rifle for daily practice.

The rifle is proving popular in a number of Indianapolis locations, it is reported. One of the important locations is The Dells, a leading night spot in the Indiana metropolis, operated by Roll Hoss and Charlie Spillman. The latter states that the Tom Mix Radio Rifle has increased his bar business at least 20 per cent, as well as improving the marksmanship of him and his customers, two of whom reported that their practice with the rifle resulted in their bagging more game than ever before on a recent hunting trip.

Roll Hoss has posted an open challenge to anyone wishing to compete with him for drinks on the house, so expert has he become with the rifle.

Rollin H. Stewart, leading Indiana operator, shown in the accompanying picture, has been in the coin-machine operating and distributing business for seven years, operating games of all kinds, and he says the Tom Mix Radio Rifle is a leader as far as money returns are concerned.

## Surprise Speaker

Nat Cohn, of Modern Vending Company, New York, entered the arena of platform speakers at the big Wurlitzer-Modern party in the Waldorf-Astoria Hotel December 6 when he introduced Homer E. Capehart to an audience of 1,100 people as the speaker of the evening. He said: "Ladies and gentlemen and fellow operators: No mention has been made this evening of my associate, Irving Sommers, whom I miss so much and who is recuperating in Miami. Now I am going to introduce the man who dedicated his life to the operators of America—a man whom we all greatly respect, admire and love. A man whose accomplishments are legion in the industry, a man who with the co-operation of other Wurlitzer executives made this banquet possible—Homer E. Capehart."

## Markepp Company Gives Big Party

CLEVELAND, Dec. 19.—Markepp Company was host recently to Ohio operators and their families at a house-warming celebration in the new Markepp home, 3328 Carnegie avenue here. Nearly 400 people attended the celebration, which started at noon and carried on until the orchestra closed with 3 o'clock in the morning.

To judge by the crowds that stayed until the end of the party, everyone enjoyed themselves. Automobiles were lined up along Carnegie avenue for three blocks. A large welcome sign made everyone feel at home. Christmas decorations gave a Christmas spirit to the Markepp showrooms.

Flowers were sent by the various manufacturers, operators and friends of the Markepp Company. There were loads of food and two bartenders were kept busy mixing drinks. A peppy dance band and floor show kept the crowd entertained and the dance floor was crowded all evening.

M. M. Marcus, founder and general manager of the Markepp Company, acted as host and master of ceremonies. When the crowd warmed up, it didn't take any leading to keep the fun going. All Markepp branches were closed Saturday afternoon so the managers and the employees could attend the house-warming in Cleveland. Charlie Trau and Ada Lytle journeyed up from Cincinnati. E. W. (Ernie) Defries, Otto Drollinger and Rose Knoemiller came in from Toledo. H. R. Lemon pulled in with the Markepp traveling display room, just in time to join in the party.

Representatives of the manufacturers were W. R. Groetchen, of the Groetchen Tool and Manufacturing Company, Chicago; Leo J. Kelley, sales manager Exhibit Supply Company, Chicago; George W. Jenkins, assistant sales manager Bally Manufacturing Company, Chicago; A. I. Rest, Ohio representative of the Pacific Amusement Manufacturing Company; Frank and J. D. Vogel, of the Columbus Vending Machine Company, Columbus, Ohio.

## Markepp Firm Plans Convention Specials

CLEVELAND, Dec. 19.—Arrangements are being made by the Markepp Company for a private railroad car to take Ohio operators to the coin machine convention in Chicago in January. M. M. Marcus, Markepp general manager, invites all operators to join the excursion. A special round-trip rate of \$10.30 has been made by the New York Central Railroad.

The special train leaves at 4 p.m. Sunday afternoon, January 10, from the Union Station here and arrives in Chicago at 9:30 in the evening.

Those who expect to go must have their reservations and fare in the hands of Marcus at 3328 Carnegie avenue here by January 4 at the latest.

Arrangements are also being made by Cincinnati and Toledo branches of the Markepp Company to charter a private car for operators in their respective territories. Full information can be had by communicating with Charles Trau, Markepp Company, 1410 Central parkway, Cincinnati, and E. W. (Ernie) Defries, Markepp Company, 1825 Adams street, Toledo.

## Vending Warehouse Burns

PHILADELPHIA, Dec. 19.—A fire of incendiary origin burned down the warehouse of the Scullin Vending Company last week, causing a loss of more than 200 slot and bagatelle machines. "We don't know how the fire started," said Charles J. Scullin, proprietor of the company, "for there was no one in the place."

## Indian Relics Sent to O'Toole Headquarters

CHICAGO, Dec. 19.—Indian relics of all kinds, from totem poles to tom-toms, are coming in daily from operators and distributors eager to boost the newly organized Tribe of O'Toole Indians, according to Jim Buckley (Chief Gln-Buck-Too), general sales manager of the Bally Manufacturing Company and Chief Medicine Man of the O'Tooles.

"I want to take this occasion," Jim states, "to thank all our friends who have donated the Indian curios. They will be prominently displayed in the O'Toole Room at the Bally plant and the donors will receive special ceremonial honors when they visit the Grand Wigwam."



TOM MIX RADIO RIFLE IN THE DELLS, popular Indianapolis night club, where it is said to have increased the club's bar business 20 per cent. The man without a coat, standing beside the cabinet, is Charlie Spillman, one of the club's proprietors. On the opposite side with hand on the machine is Rollin H. Stewart, a leading Indiana operator. On his left are Jack Brett and Leon DeHart, the latter operator of the Amusement Service Company.

## Keeney Firm Pleased by Bowling License in Chi

CHICAGO, Dec. 19.—On the heels of the introduction of the Targette machine came the announcement that the city of Chicago would permit bowling games to operate under license grants. "This opens a tremendous field for Chicago operators," says Ray Becker, sales manager of J. H. Keeney & Company, makers of bowling games as well as Targette, "and we are ready to supply the needs of the majority of them."

"As manufacturers of Bowlette and Bowlette Jr. we claim the enviable position as the leading manufacturer of this type of equipment. It is only natural then that the main source of supply, stimulated by the opening of the Chicago market, should come from the Keeney organization."

"It's the old story of follow the leader. Bowlette has established a nation-wide reputation it well deserves and I am confident that we are more than capable of meeting the sudden rush of orders with not only the highest standards of production and service but with prompt delivery. We are doing everything possible to aid the operator in fully capitalizing on this new Chicago activity."

### A SQUARE DEAL TO ALL

Bally Challenger	\$50.00	Credit	\$32.50	Derby Day	\$85.00
Bally Multiple	47.50	Alamo	32.50	Put & Take	8.50
Bally Bonus	40.00	Western Races	35.00	Pamco Saratoga	55.00
Bally All-Star	40.00	Daily Races	30.00	Pamco Chase	35.00
Bally Roundup	40.00	Broker Tip	27.50	Pamco Ballot	42.00
Bally Jumbo	30.00	Grab Stake	47.50	Pamco Bells	45.00
Bally Prospector	21.00	Ten Grand	32.00	Pamco Fascination	60.00
Bally Ace	17.50	Paragon	30.00	Pamco Leatherneck	47.50
Mystery 3	14.00	Wheel of Fortune	37.50	Sunshine Baseball	57.50
Top Row, Large	27.50	Diamond Mine	45.00	Reel Races	17.00
Snooker	22.50	Grand Slam	30.00	Gold Award	17.00
Polley	62.50	Monte Carlo	40.00	Bally Derby	39.00
Carloca	10.00				

### NOVELTY GAMES

Totalite Register	\$15.00	Bank Nite	\$22.50
Draw Ball	27.50	Short Sox	30.00
Roly Poly	13.00	Rambler, Tkt. & Cash	25.00
Double Nugget	22.00	Reel Races	10.00
Daval Races	11.00	Sportland	7.50
Wagon Wheel	6.00	Select Em	4.00
Ditto	\$10.00		
Mad Cap	21.50		
Ball Fan	9.00		
Twister	20.00		
Reel 21	13.00		
Three Cadets	5.00		

We have those new games in stock. Preakness, Belmont, Snappy, Derby Day, Speed King, Railroad, Daily Limits, Bee Jay, Tout, One Better, Happy Days, Pockets, Bumper, Pamco Broadway. WRITE FOR PRICES. ONE-FOURTH DEPOSIT.

**VEECH SCALE CO., DECATUR, ILL.**

## ★ NEW PRICE LIST ★

Jennings Flicker	\$59.50	Pamco Parlay Sr.	\$29.50	Mills McCoy	\$45.00
Bally Round Up	34.50	Turf Champs	64.50	Golden Harvest	19.50
Challenger	49.50	Bally All Star	39.50	Ten Grand	29.50
Bally Bonus	32.50	Jennings Daily		Evans Rollette	89.50
Sky High	34.50	Limit	34.50	Fence Buster	39.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.  
Ready for Immediate Delivery.

2546 N. 30th STREET MILWAUKEE, WIS. **BADGER NOVELTY COMPANY**

## USED MACHINE BARGAINS

9 PROSPECTORS, @	\$17.50
5 BIG SHOTS, @	17.50
1 ALAMO, @	27.50
6 ROUNDUPS, @	35.00
2 CREDITS, @	27.50
4 DE LUXE "46", @	12.50
5 E. Z., @	5.00
6 "TWO PALS" 1c Slots, @	7.50
10 CERTEX VENDING MACHS, @	15.00

Or 10 for \$125.00

100 Model "33" Northwestern Peanut Machines, cost \$7.20, complete with vise grip locks, \$4.50.

100 Northwestern Merchandisers with slug ejectors and vise grip locks, cost \$10.75; in original cartons, \$7.50. One Slightly Used Roll-A-Ball, large, \$100.00.

All machines are in working condition, cash payouts only. No order for less than \$10.00. One-half deposit, balance C. O. D. Shipment in 24 hours.

## LONE STAR COIN MACHINE CO.

614 8th Street, Wichita Falls, Tex.

## PRE-INVENTORY SALE EXTRA SPECIAL

DAVAL REEL 21	\$ 9.90
BALLY ROLL	99.50
ALAMO	19.50
RAY O LITE (Rifle Range)	129.50

Electric Eye	\$39.50	Trojan	\$19.50
Ten Grand	32.50	Daily Limit	19.50
De Lux 46	17.50	Big Shot	19.50
Mammoth	17.50	Stampede	12.50
Repeater	17.50	Bonus	39.50
Peerless	39.50	Tycoon	32.50
Jumbo	27.50	Hialeah	47.50
Sportsman	5.00	Daily Races	42.50
Baffle Ball	17.50		

Above machines in A-1 shape. All types of used non-automatics.  
1/3 Deposit, Balance C. O. D.

## BOYLE AMUSEMENT CO.

522 N.W. Third St., Oklahoma City, Okla. 1407 E. First St., Tulsa, Okla.

## HOLIDAY GREETINGS from HARRY H. COHEN

President Ohio Specialty Company, 129 West Central Parkway, Cincinnati, O.

# New York Ops Hold Meeting

*Elect officers for coming year and plan huge Chicago convention delegation*

NEW YORK, Dec. 19.—In the first regular meeting since Louis Goldberg became executive manager the Amalgamated Vending Machine Operators' Association elected officers for the coming year. Lee Rubinow, prominent operator, was elected president of the organization. He is well known for his organization work as well as his judgment in the selection of machines. He has one of the finest routes in this territory and is also one of the first men to be consulted in an emergency. His selection has received the praise of the entire organization.

Other officers, all of whom are prominent in operating circles and well qualified for their respective positions, are Morris Silverstein, vice-president; Moe Gladstone, recording secretary; W. W. Pragnall, treasurer; Herman Gross, financial secretary, and Joseph Kleinman, sergeant at arms.

Pragnall, re-elected treasurer, has served as an officer for the past four years. Prior to his re-election he was given a watch by the organization for the good work which he has done in its behalf.

Board of directors has many new faces. It comprises Marvin Liebowitz, Martin Roth, Morris Lax, E. A. Schoenberg, Joe Hirsch, Lester M. Klein, Phil Simon, Phil Kramer, Dave Barfield and Lou Rose. Louis Goldberg thus has an able force of men to help in the executive management of this great operators' organization. Al Lipshay continues as right-hand assistant to Goldberg. Al's duties have increased considerably recently, for he has been practically in charge of the organization while Goldberg was becoming better acquainted with the work. Benjamin H. Haskell, who has been the

attorney for the organization since its inception, continues in that position and made an appeal to the new group for a great attendance at the Chicago show, where many important matters will be taken up with other operators' groups at the Hotel Sherman; questions that will be taken directly to the manufacturers in a mass meeting.

Attorney Ben Haskell has the promise of 50 of the members here that they will attend the show. He is making reservations for this group on the Commodore Vanderbilt of the New York Central Railroad. Haskell also reports that he expects to have more than 400 on the special train from all Eastern groups. Operators who attend will have a very definite program for the manufacturers, he reports.

## Announce Coin Head To Solve Operating Needs

CHICAGO, Dec. 19.—Standard Device Corporation has announced a new coin head under the trade name of Universal. Principals of the firm are Homer and Brad Williams and Dick Wiggins. Wiggins is the inventor of the coin attachment and has been operating various kinds of machines for the past several years. The device itself, according to Wiggins, is being made in the plant of the world's largest manufacturer of coin-handling devices. The firm, he says, makes fare boxes used on street cars and busses, sorting and counting machines, coin-operated turnstiles, change makers, etc.

"Thus the firm is fully qualified to make a high-grade product for us," Wiggins stated, "since for 30-odd years this company has been successfully designing and manufacturing machines for handling silver coins and tokens. They have fare boxes that have been in use for 20 years. The same skill and precision are being used to make our Universal coin head.

"After a year of designing, testing and tool making the Standard Device Corporation now offers a new kind of coin head that really conforms with the present-day operator's needs. It overcomes many things, some of them small, nevertheless troublesome, such as tilting the game when inserting a coin. It is easy to understand that when you push against the legs of a game there is a certain amount of vibration which starts the tilter pendulum to swinging when it is unnecessary. Whereas with Universal the player pushes straight down on the legs and there is no vibration which would ordinarily tilt the game. Another thing, women players have difficulty in operating games if too much pushing is necessary. Only a short time ago I observed a woman trying to play one of those bowling alley games but found that she did not have strength enough in her thumb and forefinger to push the chute in and had to call for help in order to play the game.

"There is no doubt about it if you want the public to play machines they will have to operate as easily and smoothly as the gear shift in your automobile.

"Universal has many optional features that the operator can add to his game to liven it up as it begins to go dead on location. By delivering the ball to the player upon the insertion of a penny which he can shoot as a practice shot without payout. Another feature is to fix a coin on one of the rotary disc

pockets which will give the player a free play every tenth time the game is operated. This is quite a come-on, too, as a player would hardly quit if the free play is only a couple plays off. If he did it would entice another player to put in one or two nickels, whichever the case may be, to get two shots for the price of one, or three shots for the price of two, etc. Those who have commented on Universal so far say it is the most practical way of meeting the great need of a coin head today.

"Everyone in the business is particularly interested in the coin chutes nowadays. Nearly every ad you read has something to say about the coin chute. It is apparent that this is caused by the number of complaints the operators are sending in. Many have tried to build a better coin chute. Inventors have been trying for years to figure out a way to separate good money from slugs, but up to date there is no one who has been successful in designing a coin chute that would do this and still be practical to be used in the pin-game business. The only practical way to eliminate slugs is by clear, visible inspection, throwing the light of publicity on the would-be petty larceny crook, as it seems that no matter what inventors design to throw out slugs someone finds a different kind of slug that will operate.

"After many years of experimenting and the spending of thousands and thousands of dollars the most qualified manufacturer of coin-handling devices has discarded all ideas of separating coins and slugs and has resorted to visible inspection along with practical ways and means of eliminating as many slugs as possible, such as those with holes in center and undersize checks."

## Exhibit Reports Busiest December in History

CHICAGO, Dec. 19.—Exhibit Supply Company officials report their plant is the busiest of any December in the history of the firm. Production has been at a new high for the month previous to the 1937 show. It even exceeds the heavy night and day production of pin games in 1933 and 1934.

Officials say that hundreds of machines are coming off the line daily, including Chuck-a-Lettes, Jockey Clubs, Shoot-a-Lites and Rotaries, but the firm is still swamped with orders and unable to promise any delivery date short of two weeks on any of its games. West Side plant is lighted 24 hours of the day and activity is at a peak. More men have been added to both the day and night shifts and additional equipment installed to increase daily production.

Exhibit's featured games are Chuck-a-Lette and Jockey Club. Chuck-a-Lette is a seven-coin bell-type machine that is capable of taking in 35 cents every 15 seconds. It has the thrill of spinning reels, plus the popularity of America's foremost dice game, plus the lure of a three-star jackpot reward.

It is made also in a race-horse model, with reels and racing symbols, and has earned the distinction of being the only race-horse game that pays three winners on three different winning combinations all at one play. Both games will be featured by Exhibit at the show in January.

*It pays 3 ways to use these two batteries in pin games*



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Eveready" present no fire hazard

*Distributors! Jobbers! Operators!*

*Get in on this special trade discount!*

**SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES**

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

**NATIONAL CARBON COMPANY, Inc.**  
P. O. Box No. 600  
Grand Central Station  
New York, N. Y.

Name.....

Address.....

Distributor  Jobber  Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

**YOU CAN'T BEAT AVON Values!**

KEENEY'S VELVET . . . . .	\$32.50
PAMCO CHASE . . . . .	32.50
PROSPECTOR . . . . .	19.50
SUNSHINE DERBY . . . . .	31.50
BALLY BONUS . . . . .	33.50
JUMBO (Ticket Model) . . . . .	31.50
DAILY RACES . . . . .	42.50
CHALLENGER . . . . .	41.00
NEW DUCK SOUPS. Per Doz. . . . .	7.50

Every Avon machine has been thoroughly reconditioned by skilled technicians and possess the mechanical reliability of a new machine!

**"SERVICE THAT MERITS SALES"**

AVON NOVELTY SALES CO. 5807 EUCLID AVE. CLEVELAND O.

**OUR SPECIALTY**

MAKING OLD SLOT MACHINES LOOK LIKE NEW. \$15.00 EACH. Work absolutely guaranteed. Send one for trial. Will trade good 1 Ball Tables for Penny Cigarette Machines or Slots. Will buy good Pace's Races (Over 2,000), also Mills Blue Fronts.

**CLYDE E. FOWLER**

Crackett Hotel, San Antonio, Tex.

**-A BARGAIN-**

2 Giant 5c 1-Ball Automatic Pay-off Tables, made by Exhibit Co. One T. N. T. 5c Play, 10-Ball, made by Rock-Ola. All machines in perfect condition, ready for locations. \$50.00 takes all (3) machines.

GLOBE NOVELTY SALES, Anderson, Ind.

**PAGE'S RACES 2117 SERIAL \$225**

Mills Nicked Blue Front Mystery Bells and Venders. Serials 392,000, used three weeks, \$85.00; Columbia 1-5-10-25 Mystery Bells, Floor Samples, \$42.50; Mills Silent Escalator Front Venders, \$35.00; Single Safes, \$10.00; Steel Stands, \$1.50; Exhibit Ticket Play Ball, Prospector, Daily Double, Sr., \$20.00; Electric Tycoon, \$30.00.

BERMAN, 29 W. Daniels, Cincinnati, O.



PART OF THE CROWD ATTENDING THE BIG OPENING PARTY, December 5, of the Supreme Building, new home of the Supreme Vending Company, Brooklyn. William (Little Napoleon) Blatt is president.

## Snacks Official On Long Journey

CHICAGO, Dec. 19.—Dave Bond, president of the Trimount Coin Machine Company, Boston, spent a few days in Chicago this week making preparations for the showing of his firm's machines at the 1937 coin-machine convention. He said prospects for a big convention were bright and that his firm would have a booth display of Snacks bulk vender and also a private suite in the hotel.

Bond turned eastward here on a three-week tour that took him into Canada and covered much of the eastern half of the United States. He called on salesmen and distributors, representing the Snacks bulk vender in such trade centers as Buffalo, Montreal, Detroit, Chicago, Cleveland, Philadelphia, Washington and Baltimore.

Concerning the Snacks vender, Bond said that distributors, like many operators of games, are not giving a machine like Snacks the attention they should. "It is not as fast in making money as amusement devices," Bond stated, "but there are certain advantages which should appeal to every operator. We have built our sales program for Snacks along constructive lines and the results are encouraging. Our production record has reached its highest point during December and the climb up to the present point has been very steady, all of which indicates that the machine is a success and that operators are finding it out to their satisfaction. The bulk merchandising field has very definite possibilities and we have built a machine in Snacks that conforms to the best ideas gained thru years of operating experience. It is a quality machine and we offer it as the best of its kind on the market."

## F. A. B. Amusement Co. Gets 11th Carload of Phonos

PENSACOLA, Fla., Dec. 19.—F. A. B. Amusement Company, Wurlitzer-Simplex operator in Southern Alabama, Western Florida and parts of Louisiana and Mississippi, recently received delivery of its 11th carload of Wurlitzer-Simplex automatic phonographs this year.

According to F. A. Blalock, owner of the company, F. A. B. is now operating nearly 1,000 instruments thruout its territory. To meet increased orders the company has augmented its truck fleet to 14 units.

Blalock attributes much of the success of his company to its ability to offer the location owner a superior instrument, plus the benefit of a highly trained organization that knows the music business from A to Z.

## Sheet-Music Leaders

(Week Ending December 19)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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

1. Chapel in the Moonlight (1)
2. It's De-Lovely (3)
3. Pennies From Heaven (2)
4. I'll Sing You a Thousand Love Songs (4)
5. I've Got You Under My Skin (7)
6. The Way You Look Tonight (5)
7. South Sea Island Magic (6)
8. Organ Grinder's Swing (8)
9. When My Dream Boat Comes In (12)
10. Santa Claus Is Coming to Town (12)
11. You Turned the Tables on Me (9)
12. One, Two, Button My Shoe
13. Talking Thru My Heart (15)
14. When Did You Leave Heaven? (11)
15. I'm in a Dancing Mood



## Seeburg Announces Features of New 1937 Line of Phonographs

CHICAGO, Dec. 19.—Officials of the J. P. Seeburg Corporation announced this week that their line of automatic phonographs for the coming year would include six models, all representative of the best that 30 years of experience in the phonograph field can develop.

This brilliant array of six new models is characteristic of Seeburg production, company officials stated. Nothing has been overlooked to make the instruments outstanding in automatic phonograph history. Distinctive cabinets veritably sculptured in wood, tonal reproduction possessing the utmost high fidelity, a playing mechanism that is flawless in operation and the introduction of advanced features will carry the Seeburg banner to even greater heights than was reached in 1936, firm heads claim.

Occupying the center of musical perfection in the group of Seeburg instruments is the Melody King Model K, which according to Seeburg officials, is the finest automatic phonograph created by their acoustical and mechanical engineers. It has a cabinet created by a designer of nation-wide reputation. Working in conjunction with illuminating experts, he has produced a cabinet that has all the glamour of the futuristic, streamlined design combined with the soft, graceful contours of previous eras of cabinet design. The indirect lighting reflected by the sparkling crystal ball grille is an innovation in phonograph beauty. For both the sake of appearance and convenience the program holder and multi-selector are illuminated. The record chamber is flooded with an indirect lighting system that casts a harmonious glow over the playing mechanism that almost seems to blend with the music itself.

Important features built into the Seeburg instruments include a list of developments that appeal to the operator and the customer. The newly developed 15-record multi-selector, illuminated and greatly simplified, enables the patron to make his selections quickly and conveniently. Records are played in the order of their selection and are non-cancelable. If no definite records are selected, they will play in consecutive order, depending upon the amount

of coins deposited. A red button and illuminated amber buttons with numbers makes it easy for the patron to select his favorites.

The individual aluminum record trays have been hailed as a progressive step in phonograph development. Each of the 15 records is thus supported by a tray, a foundation which prevents warping and scratching and affords a steady base for smooth running of the pickup head. To make record changing expedient, an automatic record change switch moves the trays into position and a press of the one-spring record tray control releases the tension of all records so that they may be removed easily and safely. The paraline tone-arm keeps the free floating pickup head and needle tracking parallel with the record groove, doubling the life of the needle and record.

The floating pickup head is a feature found in the highest priced consoles. High fidelity, in the true sense of the word, is impossible without this feature. An eight-tube high-fidelity amplification arrangement will handle extra speakers and any demand for power. A fixed bias amplifier prevents distortion. Full range, true tonal reproduction, exclusive with the Seeburg models, is provided by two super-dynamic speakers. The speakers combine to give the greatest possible frequency range.

In bakelite housing is the dual-tone compensator which eliminates vibration and prevents a free play by such abusive methods as jarring and shaking. Mechanism in a Seeburg instrument is cushioned from accident by rough handling. Spring-mounted chassis prevents vibration. Rubber mounting should not be confused with the spring type, Seeburg engineers explain. The rubber mounting will vulcanize, become hard, thus allowing excessive vibration to disrupt the mechanism. Another exclusive feature is the front accessibility to the chassis, which facilitates collections and the easy examination of the mechanism. Multiple coin chutes are also used to accommodate nickels, dimes and quarters.

This sketch of the Melody King features will give the operator an idea of what he can give in the way of new

## Music Operators' Again Cautioned

CHICAGO, Dec. 19.—At a recent gathering of music operators in the new display room of Rock-Ola Manufacturing Corporation David C. Rockola was asked to further voice his opinion of the music business in general and the present record situation in particular.

"At this very moment," Rockola said, "in various parts of the country local authorities are finding fault with various types of coin-operated machines. This includes nearly all types of machines except phonographs. Authorities everywhere look upon phonographs as real American entertainment and look upon the operator of phonographs as a reputable business man, the same as any other responsible business man.

"I am not necessarily of the conservative type. I enjoy a good story just as well as the next fellow, but at the same time I feel that the use of suggestive songs and questionable 'ditties' is jeopardizing the good, clean, well-established and well-thought-of legitimate business of the music operator. People can be very modern and liberal and still dislike to take their wives and children where they will unconsciously and unintentionally be compelled to hear ribald words on a phonograph record instead of a popular number created by real composers, 99 per cent of whom compose their music and lyrics for the 99 per cent of the American people who are clean, decent and moral.

"The best concrete proof of the fact that a vast majority of people detest smutty records is the tremendous number of letters I have received following my article on this subject, most of them coming from operators who were quick to realize that questionable records jeopardize their present investment and their future progress as music operators. These letters, received from practically every section of the country, forcefully stated that the writers were looking ahead to the harm which undoubtedly could be done if shortsighted operators insisted upon forcing obscene records upon a public which certainly does not want them.

No one can dispute the fact that the real song hits of the nation are always those which are uplifting and inspiring. True, there are a great many so-called 'swing' and 'hot' numbers, but they are merely an accented syncopation or a fast, snappy rhythm; but even these are clean words. In almost every instance they are merely 'fast' time rather than with a 'fast' set of lyrics. There is a marked distinction between 'hot' records and 'rot' records.

and important features in phonographs. "J. P. Seeburg Corporation has always striven to maintain the highest standards of beauty and mechanical re- (See Seeburg Announces opposite page)



F. A. BLALOCK (third from left), owner of the F. A. B. Amusement Company, Pensacola, supervising the unloading of the 11th carload of Wurlitzer-Simplex phonographs delivered to him this year.

## Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, December 11, to Thursday, December 17, both dates inclusive.

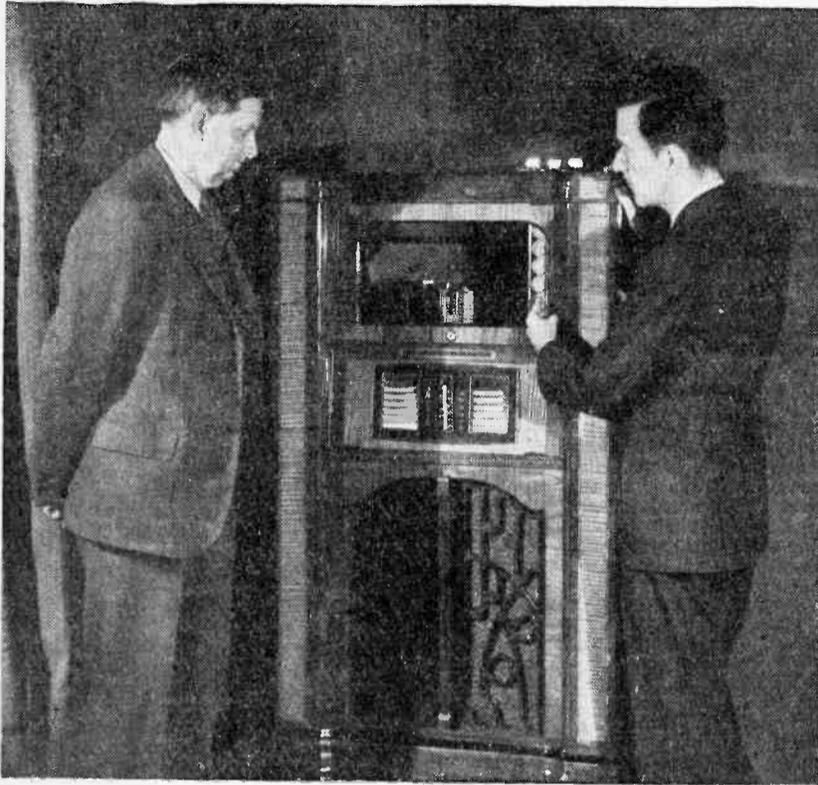
Chapel in the Moonlight (22)	28
It's De-Lovely (24)	25
Pennies From Heaven (25)	25
I'm in a Dancing Mood (21)	22
There's Frost on the Moon	21
There's Something in the Air (10)	19
You Do the Darndest Things (17)	19
The Night Is Young	18
With Plenty of Money and You	18
Did You Mean It? (18)	17
Easy To Love	17
Here's Love in Your Eye	17
I'll Sing You a Thousand Love Songs (22)	17
Gone	16
So Did I	15
That's Life I Guess	15
Trust in Me	15
Sweetheart, Let's Grow Old Together	14
'Tain't Good	13
Tea on the Terrace	12

**Homer Rides a Hoss**

TONAWANDA, N. Y., Dec. 19.—Homer E. Capehart, vice-president of the Wurlitzer organization, likes good horses. He likes them a lot. Many months ago—last March, to be exact—Capehart visited the ranch of Ed Mapes, who breeds fine horses in that beautiful country between Stockton and Modesto, Calif. There was one horse which Capehart

particularly admired, a clean-limbed animal and one of the finest cow ponies and show horses in that part of the country.

In the rush of Wurlitzer business during the following months Capehart forgot to mention anything about the horse to the manager in charge of his big 1,400-acre farm in Daviess County, Ind., so it was a distinct shock to the manager when one day a horse arrived by



JOE TONAHILL, of the Texas Novelty Company, Beaumont, Tex., and Fisher Brown, Rock-Ola phonograph distributor for Texas, Oklahoma, Louisiana and New Mexico, inspecting the new 1937 Rhythm King. Brown reports that there is a big demand for the machines. On a recent visit to Chicago he closed an order with the Texas Novelty Company for several carloads of Rhythm Kings.

**MERRY CHRISTMAS and PROSPEROUS NEW YEAR to Our Many Friends and Customers**  
 END OF YEAR CLEARANCE SALE ON USED PHONOGRAPHS.  
 Priced Low — Guaranteed — Ready to Operate.

MILLS DANCEMASTER	\$ 95.00	SEEBURG SELECTOPHONE	\$ 80.00
MILLS DANCEMASTER DELUXE	140.00	SEEBURG SELECTOPHONE DELUXE	125.00
(Multi-Selector)	45.00	SYMPHANOLA Model "A"	175.00
MILLS TROUBADOUR	39.50	SYMPHANOLA Model "B"	185.00
SEEBURG AUDIOPHONE	165.00	WURLITZER P-10	135.00
ROCKOLA No. 2	165.00		

Terms: 1/3 Deposit With Orders, Balance C. O. D.  
**W. B. SPECIALTY COMPANY**  
 3800 N. GRAND BLVD.  
 ST. LOUIS, MO.

express, charges \$351. Now that seemed like a lot of money to pay out in express charges on one horse, until the manager was told that the horse was insured for \$2,000 and furthermore that this was the smart horse and cow pony which Capehart had so much admired during his visit at the Mapes ranch.

It might be added for the information of those in the coin machine industry who do not know that Mapes is not only a big horse-breeder, stockman and cattle-feeder, but he is also a big operator of Wurlitzer products in his State.

**New Orleans**

NEW ORLEANS, Dec. 19.—Altho some of the ops here report a slight falling off in pinball play as considerable cash goes into Christmas shopping, the letup is considerably less than felt in other years. One of the largest ops in the city places his estimated drop in business since the first of the month at about 10 per cent, but still more than 20 per cent ahead of this time a year ago. He says, however, that music-machine play has fallen off slightly more than the pin games.

One of the biggest Christmas trees in New Orleans this year will be that which Mark Boasberg and Mr. and Mrs. Louis Boasberg will have for their Christmas party given annually for about 200 poor white and colored kids of Jefferson Parish. A gift for everybody, a bag full of candy, nuts, cake and other goodies and plenty of fun is promised the poor kids who look forward each year to the Boasberg party.

That coin-machine play is steadily increasing in the neighboring State of Arkansas is attested by the fact that for the second consecutive month the report of the collector of revenues for the State

reports a substantial increase in tax collections on pin games, slots and vending devices. Taxes in October increased about 10 per cent over the same month in 1935 and November increased 10 per cent over October and nearly 20 per cent over November, 1935.

The population of Eunice, La., felt quite a letdown the other day when four of the Kellers, of the Dennis Keller Coin Machine Company, came to town for a couple of days of fun. All were enthusiastic over conditions at home and look forward to a prosperous 1937.

**SEEBURG ANNOUNCES—**

(Continued from opposite page)  
 liability, but paramount in our minds are the needs and demands of the music operator, who after all, is the best judge," the firm's sales manager stated. "We offer a line of instruments that makes it possible for him to please locations and patrons alike. We launch these models for 1937, with new and important features, with the absolute assurance that success will crown our efforts and those of Seeburg operators."

*Demand*  
**PERMO-POINT**  
**PHONO NEEDLES**  
 FOR  
**YOUR AUTOMATICS!**  
**2000 PERFECT PLAYS**

**Ten Best Records for Week Ended Dec. 21**

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Shep Fields and orchestra.	7783—"Goodnight, My Love" and "One Never Knows, Does One?" Hal Kemp and orchestra.	25478—"Taint Good (Like a Nickel Made of Wood)" and "Hallelujah! Things Look Rosy Now." Fats Waller and orchestra.	3378—"More Than You Know" and "Long About Midnight." Mildred Bailey and orchestra.
2	B6639—"It's De-Lovely" and "Wintertime Dreams." Shep Fields and orchestra.	7785—"Remember When?" and "I'll Never Tell You I Love You." Hudson-DeLange Orchestra.	25432—"It's De-Lovely" and "You've Got Something." Eddie Duchin and orchestra.	3302—"When Did You Leave Heaven" and "Algiers Stomp." Henry (Red) Allen and orchestra.
3	B6702—"The Night Is Young and You're So Beautiful" and "I'm in a Dancing Mood." George Hall and orchestra.	7781—"I Can't Give You Anything But Love" and "Sailin'." Teddy Wilson and orchestra.	25483—"A Thousand Dreams of Bells" and "Swingin' Them Jingle Bells." Fats Waller and orchestra.	3381—"Willie the Weeper" and "Save It, Pretty Mama." Louis Armstrong and orchestra.
4	B6535—"I'll Sing You a Thousand Love Songs" and "Papa Tree-Top Tall." Tempo King and orchestra.	7784—"That Foolish Feeling" and "Where Are You?" Bunny Berigan and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Richard Himber and orchestra.	3379—"Madhouse" and "Darkness." Earl Hines and orchestra.
5	B6604—"One, Two, Button Your Shoe" and "So Do I." Shep Fields and orchestra.	7786—"When Day Is Done" and "Big Ben Blues." Benny Carter and orchestra.	25422—"Easy To Love" and "I've Got You Under My Skin." Ray Noble and orchestra.	3367—"For Sentimental Reasons" and "It's Love I'm After." Mildred Bailey and orchestra.
6	B6664—"Let's Put Our Heads Together" and "With Plenty of Money and You." Frank Dailey and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25467—"Bugle Call Rag" and "After You've Gone." Benny Goodman and orchestra.	3380—"High Society" and "I'm Satisfied With My Gal." Sharkey and Sharks of Rhythm.
7	B6687—"Hey! Hey! Hey! Hey!" and "Hallelujah! Things Look Rosy Now." Tempo King and orchestra.	7782—"There's Something in the Air" and "Where the Lazy River Goes By." Anthony Martin, vocal—orchestra under direction of Cy Feuer.	26476—"I'm in a Dancing Mood" and "Tea on the Terrace." Tommy Dorsey and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.
8	B6666—"Tell Santy I Live in a Shanty" and "Take Another Guess." Frank Dailey and orchestra.	7753—"It's De-Lovely" and "You Got Something." Leo Reisman and orchestra.	25484—"Timber" and "The Goose Hangs High." Cuy Lombardo and orchestra.	3377—"Did You Mean It" and "In the Chapel in the Moonlight." Henry (Red) Allen and orchestra.
9	B6661—"When Is a Kiss Not a Kiss" and "When My Dream Boat Comes Home." Shep Fields and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire, Johnny Green and orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3372—"When Lulu's Gone" and "Do In' It the Old-Fashioned Way." Novelty Playing and Singing Bang Boys.
10	B6700—"There's a Silver Moon on the Golden Gate" and "Heaven in My Heart." George Hall and orchestra.	7769—"All's Fair in Love and War" and "With Plenty of Money and You." Hal Kemp and orchestra.	25482—"Keepin' Out of Mischief Now" and "There's Frost on the Moon." Tommy Dorsey and orchestra.	3357—"I Wonder Who's Kissing Her Now," "Honeymoon" and "Hello, My Baby," "Good-bye, My Lady Love." Joe Howard.

**COUNT ON LOMBARDO**  
 for constantly making money..

Count on Victor for constantly supplying you with new Lombardo hits!

25484 { Timber  
 The Goose Hangs High

25475 { Gone  
 I Love You From Coast to Coast

**VICTOR and BLUE BIRD RECORDS**  
 RCA Manufacturing Co., Inc. Camden, N. J.  
 A Service of Radio Corporation of America

**End of Year Clearance Sale on Used Games. Compare these prices with others and then forward your order at once.**

**USED COUNTER GAMES**

DAVAL REEL 21.....	\$11.00	GROETCHEN HIGH TENSION.....	\$ 8.00
SUCKLEY PURITAN VENDER.....	8.00	GROETCHEN HIGH STAKES.....	11.00
DAVAL RACES.....	10.00	CHICAGO CLUB-HOUSE (Coin Div.)	8.00

**USED PIN GAMES**

BALLY LIGHTS OUT.....	\$30.00	SHORT SOX (PLAIN).....	\$25.00
MADCAP (ELECTROPAK).....	22.50	ROTATION.....	17.50
MADCAP (PLAIN).....	20.00	THRILLER (Real Bargain).....	15.00
ROCK-OLA BANK NITE.....	27.50	SOCCER.....	12.50
SCOTTY.....	17.50	TORPEDO.....	12.50
TOTAL-LITE.....	12.50	TORNADO (Like New).....	15.00
GOLD MEDAL.....	12.50	CYCLONE.....	7.00
DITTO.....	8.00	ZOOM (1c or 5c).....	8.00
ZENITH (GENCO).....	12.50	SCREAMO.....	8.00
DOMINO.....	7.00	BALLY BONUS (Automatic).....	40.00
FIVE & TEN.....	7.50	TIT-FOR-TAT (1c or 5c), SINK OR SWIM, SIGNAL JR., TRI-A-LITE, Each.....	3.00
LINE-O.....	7.00		
SHORT SOX (ELECTROPAK).....	27.50		

**MUSIC MACHINES**

TO MAKE ROOM FOR NEW MODELS, WE ARE OFFERING A LIMITED NUMBER OF WURLITZER P-412 (1936 Models), LIKE NEW FOR \$185.00 EACH. This Price Is Cash, and We Will Accept No Trade-Ins.

WHEN ORDERING MACHINES STATE WHETHER 1c OR 5c PLAY IS DESIRED, AND METHOD OF SHIPMENT PREFERRED. ALL ORDERS MUST BE ACCOMPANIED BY ONE-THIRD DEPOSIT IN CASHIER'S CHECK, CASH OR MONEY ORDER. PROMPT SERVICE GIVEN AND OUR CENTRAL LOCATION MEANS A SAVING TO YOU ON FREIGHT OR EXPRESS CHARGES.

WRITE! WIRE! PHONE!

**MORRIS NOVELTY COMPANY,** - 4505 MANCHESTER, ST. LOUIS, MO. Phone, Franklin 0757

**1000 USED MACHINES**

A Sensational Fitzgibbons! Closeout! Every Type—Every Variety—Every One a "Blue Ribbon" Fitzgibbons' Used Machine GUARANTEED MECHANICAL PERFECT!

**WRITE FOR COMPLETE PRICE LIST TODAY!**

**JOHN A. FITZGIBBONS** 453 West 47th St. NEW YORK, N. Y. 362 Mulberry St. NEWARK, N. J.

**REAL USED MACHINE BUYS**

**OVER 400** OF THE LATEST AND BEST MACHINES. ALL IN GUARANTEED PERFECT CONDITION AT THE LOWEST PRICES IN HISTORY! SAVE MONEY — WRITE FOR COMPLETE LIST TODAY!

**ACE VENDING COMPANY, Inc.,** 444-446 Clinton Ave., NEWARK, N. J. (Tel: Bigelow 8-1793)

**ELECTRO-RAY**

ELECTRIC EYE RIFLE RANGE WITH REVOLVING DUCKS.

Take Advantage of the Popularity of Shooting Machines and Get Them at an Unusually LOW PRICE — CASH, \$150 — F. O. B. New York. DEMONSTRATOR MODELS — Slightly Used — IMMEDIATE DELIVERY. LIMITED NUMBER! ACT FAST!

**THE ELBEAM CORP.** 256 W. 55th St., NEW YORK, N. Y.

**RUSH YOUR ORDER WHILE THEY LAST. GUARANTEED RE-CONDITIONED USED PAY-OUT TABLES**

PALOOKA SENIORS.....	\$50.00
PALOOKA SR., D. C. Current.....	55.00
PALOOKA JUNIORS.....	44.50
BALLY MULTIPLES.....	49.50
GALLOPING PLUGS.....	45.00
JUMBOS.....	24.50
WAMMOTHS.....	22.50
HIALEAHS.....	37.50
BALLY DERBYS.....	49.50
TYCOONS.....	27.50
AUTOMATIC PAYOUT TRAFFICS.....	9.50
EXHIBIT TICKET GAMES.....	12.50
LITE-A-LINE (Ball Type).....	22.50
LITE-A-LINE (Board).....	10.00
EXHIBIT PLAYBALL & FOOTBALLS.....	17.50

**USED COUNTER GAMES**

CHICAGO CLUB HOUSE.....	\$ 5.00
MATCH-A-PACKS.....	5.00
SELECT-EMS.....	4.00
HORSE SHOES.....	5.00
BALLY BABYS.....	11.00
OLD AGE PENSION.....	8.50

**SUPPLIES**

BALL GUM, One-Half Case (50 Bxs.).....	\$ 5.50
EVEREADY BATTERIES, Per Case.....	4.50
COLLECTION BOOKS, Per Doz.....	3.00
EXHIBIT TICKETS, Per Roll or Pkg.....	.80

TERMS: One-Third Deposit Required With Order, Balance C. O. D.

**DOMESTIC NOVELTY COMPANY**  
202 G Street Northwest Washington, D. C.

**New Type of Location**

CHICAGO, Dec. 19.—A glimpse of what locations for coin machines may be in the future is suggested by a new drug store in Chicago. Drug stores have been favorable locations for amusement devices since the advent of pinball, and the roominess in the new Chicago drug store is significant. The unit, which will be owned and operated by the Stine-way Drug Company, is to be located at 180 North Michigan avenue and is said to be a revolutionary step in drug-store design.

First-floor soda fountain and luncheon sections will be entirely separate from the drug and merchandising departments and will be treated as a restaurant, with a capacity of 125 people. In addition there will be a grillroom as well as a private dining room in the basement.

Everything will be in the most modern style, with booths and woodwork of pin-grained oak in a natural lacquer finish. The entire premises will be air conditioned.

**Detroit Party Claims Record**

DETROIT, Dec. 19.—Biggest party in Detroit's coin-machine land in many moons was staged December 12 at the official christening of the new General Amusement Devices Company, Inc., quarters at 3136 Cass avenue.

Official host for the occasion was Leslie G. Anderson, well-known figure in the coin-machine business and formerly promotion manager for *The Billboard*. Anderson managed to find time to greet every guest personally and act as general host and occasionally master of ceremonies. He is president of the new company and Ed Jacques, Detroit financier, is vice-president.

The new store and offices are well adapted to the display and sale of coin machines. A national business will be operated from this spot.

General Amusement Company quarters are about 30 by 170 feet. A front display of a full-size bowling alley and a number of late model smaller coin machines indicates the character of the business to the visitor at the first impression. Incidentally, a large stand displays the plaque won by the company recently at the Showmen's League of America at Chicago for the most attractive display at the convention.

Back of the front salesroom are the general offices and reception room, separated from the salesroom by a railing. Both of the rooms were generously filled with floral tributes from the many well-wishers of the new enterprise for the occasion.

Two private offices are located back of the general offices, with about 100 feet of storage space further back, allowing an ample stock to be placed. It was here that an impromptu modernistic buffet was set up for last Saturday's party. Catering was by Walker Catering Company, who saw to it that nobody left without adequate attention.

Entertainment was furnished by the German Band from the Woodford School of Dearborn. These boys, about 14 years old, have long been favorites with Henry Ford and justified their reputation with the tuneful numbers they kept giving during the day.

In the evening a first-class floor show was staged by Delbridge & Gorrell booking office. Show included Motor-ettes, in a series of ballet dance numbers; Art Nelson's Bexing Cats; Lucille Randison, dancer; the Coffey Trio, produced by Art Rowland, and Charles Master, in *Drumming Your Blues Away*.

Excitement started during the afternoon with the arrival of Ted Stoner, of the Stoner Manufacturing Company, who announced his entrance by setting off a bomb, repeating the performance whenever he thought the party was getting dull enough for it to be heard. Out-of-town visitors were frequent, many of them staying for both afternoon and evening.

Total attendance at the party was 575 persons, according to the registration; 340 persons were on hand for the floor show in the evening.

An important feature of the evening was the drawing for prizes awarded by the company, with every guest having a chance at the door prizes. A Hold 'Em game was awarded to Frances Weinberger, of Harry's Amusement Company, while the other prize, the Broadway machine, was awarded to Samuel Rosenthal. Both are local operators.

Among the prominent out-of-town visitors present—but by no means all—were William McCarthy and I. O. Boyd, of the Pacific Amusement Company, Chicago; R. F. Crawford, of the J. P. Seeburg Corporation, Chicago; Harold John-

**Wedding Bells**

Meyer Parkoff, office manager of Modern Vending Company, New York, was married Sunday night, December 20, to Cecile Hausman, of Brooklyn.

The company presented the young couple with a fine gift and the office staff chipped in and bought them two U. S. Government Savings Bonds. The staff also held a celebration at the offices Friday in honor of the occasion.

The bride and groom left immediately after the marriage ceremony for a month's honeymoon trip.

son, Chicago representative of the Electrical Products Company; Ted Stoner, Stoner Manufacturing Company, Aurora, Ill.; C. R. Adelberg, of the Stoner sales staff; William D. Littleford, wholesale merchandise editor of *The Billboard*; Art Nagel, Cleveland; Joe Abrams, J. & N. Novelty Company, Youngstown, O., and Phil Schwartz, operator from Mansfield, O.

Following the open house a large group of the participants adjourned to Saks Bar, prominent uptown night spot, the leaders of the group being Mr. and Mrs. A. B. Chereton, Mr. and Mrs. Michael Angott Jr., Ted Stoner and L. G. Anderson.

"The Flying Duck and Marksman games are already doing an excellent business in Detroit," Anderson said. "In addition, the Stoner Hold 'Em model is proving as a good a novelty table as has ever been brought into the city."

**Showings of Targette Bring Wide Response**

CHICAGO, Dec. 19.—Remarkable reports are pouring in on the success of the Targette machine, according to officials of J. H. Keeney & Company. Not only has its ever-widening popularity been signified by the reports, but also by the number of operators and jobbers who have contacted their respective distributors, firm heads report.

"Coast-to-Coast showings have resulted in enthusiastic acceptance," says Ray Becker, Keeney sales manager, "and already the most active operators in the country have laid plans for the further expanse of location placements with regard to Targette. Factory No. 2 is being devoted exclusively to the manufacture of this machine. The present production is estimated at the high rate of 100 Targettes per day. Altho the assembly of this device is geared to such a fast speed, every Targette is thoroly tested and checked before being shipped.

"The inherent policy of every Keeney production has been the perfect blending of mechanical perfection with some dynamic playing appeal. In the case of Targette you have a highly developed machine that assures smooth operation. In addition it possesses a rare skill appeal, stimulated by the moving target with the accelerated rate of motion, a feature which makes this game fascinating to play.

"Another ingenious Keeney feature is the various methods by which this game may be made adaptable for specific types of locations. That this is being fully capitalized upon is evidenced not only by the number of placements but the variety."

**Jennings Firm Reserves Famous Suite for Show**

CHICAGO, Dec. 19.—What is perhaps the most lavish hotel suite in Chicago has been engaged by O. D. Jennings & Company for the convenience of operators who wish to look over the Jennings' machines at their leisure at the 1937 show. It is known as the Governor's Suite. Furnishings are maroon with white leather. The floors are covered with luxurious plum-colored carpets. Against the background of white walls are etchings in black and white and colors.

The suite, located on the 16th floor of the Sherman Hotel, has recently been occupied by Ann Sothern and Roger Pryor, band leader, who spent their honeymoon there. Still more recently it was the transient home of Charles Edison, son of Thomas Edison, and newly appointed Assistant Secretary of the Navy.

Jennings' company plan to install a bar in the main room, where operators may lounge at their leisure while looking over the new Jennings' machines. The side rooms will be reserved for conferences.

**EXHIBIT'S**

**CHUCKLETTE AND JOCKEY CLUB**

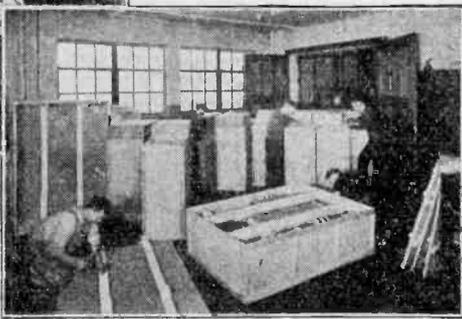
Write for Literature and Prices

**National Premium Co.**

1312 Farnam St., Omaha, Neb. Jobbers! Write for Jobber Prices.

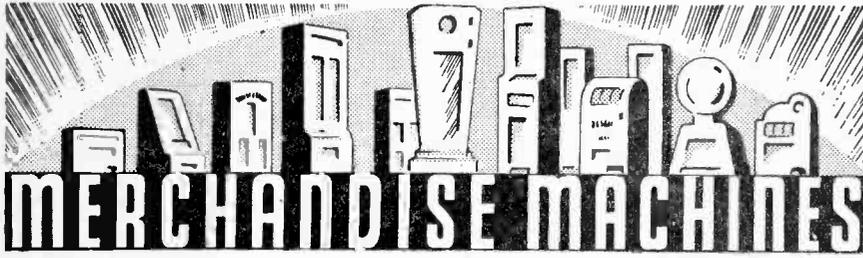


Left: No. 1 plant of J. H. Keeney & Company, Chicago, produces over 100 Targettes per day.



Right: A section of the packing and shipping room is shown.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



**Phono Groups Planning Co-Operation in Pennsy**

PITTSBURGH, Dec. 19.—During a recent meeting of the Phonograph Operators of Western Pennsylvania plans were discussed for increased co-operation with the Eastern Pennsylvania Association for the mutual benefit of the industry in this State. It was pointed out that State measures affecting the phonograph trade should be met by one unit which will include the individual interests of the entire State.

A committee has been appointed to meet a committee of the Eastern association in a local hotel this month to discuss plans for unified action. Local committee includes F. E. Bowlin, M. Berger and Charles Feldman, secretary of the local association. Another general meeting is scheduled for late this month, when a report of the plans discussed by both committees will be made to the members.

New members who were introduced at the meeting were Abe Shiner and Frank Leon, of Pittsburgh, and R. L. Schriver,

of Canonsburg. E. G. Keown, director of the association, was laid up with an attack of the flu and could not attend the affair.

Almost 100 per cent of the members attended the meeting, which incidentally marked the first anniversary of the organization. The occasion was celebrated at the Show Boat, local night club, following the business session.

**Vending Route Succeeds**

DETROIT, Dec. 19.—Paul Kambos, Detroit distributor for Pack-It Shops of America, is enthusiastic over the returns from his route of 100 machines. Net profits are running around 50 per cent, according to Kambos.

Kambos has never had an independent route before, but is not quite a newcomer to the coin-machine industry. He has had a number of friends in the field and has spent some time in recent years studying their operation before starting into the venture himself. As a result he has brought the experience of detailed study of route operation to the business.

**Akron Jury in Favor of Games**

AKRON, O., Dec. 19.—A jury of nine women and three men virtually legalized pinball machines here recently in Municipal Judge Don Isham's court.

After hearing a number of witnesses and witnessing demonstrations on the machine by 12 spectators picked at random the jury decided the machine is not a gambling device and acquitted the owner.

Two ballots were taken. On the first ballot the jury stood eight to four for acquittal. On the second ballot the 12 were unanimous for acquittal.

William Hoogerwood, a vice squad

officer, testified that he had deposited two nickels in the machine and had received two nickels in return at the time he made the arrest. The arrest was made when the city inaugurated its most recent drive against the devices.

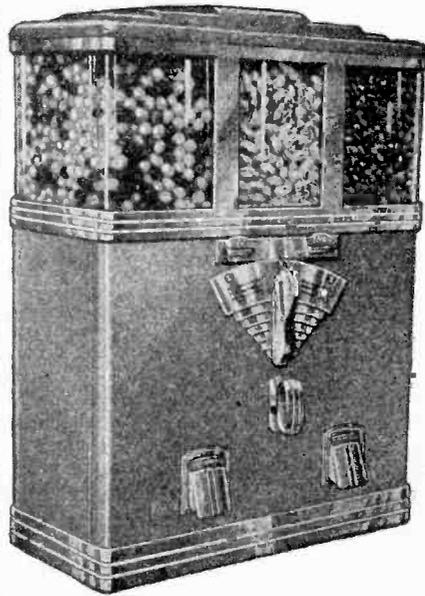
Of the 12 persons who were asked to demonstrate their ability in Judge Isham's court, nine were successful in putting the ball in a winning pocket.

"Which proves," declared Attorney Stanley Denlinger for the defense, "that the device is one in which skill alone counts. Such a device is not a gambling machine."

Denlinger declared he would go to the law department and police officials with the proposition that if any of the machine operators he represents put a device near a school or church he will bring them in personally, plead them guilty and request that the machine be smashed.

**Canton Okehs Salesboards**

CANTON, O., Dec. 19.—City council went on record here November 30 as authorizing the use of trade cards or salesboards to stimulate business. Wholesalers, retail cigar dealers, confectioners and druggists urged passage of the legislation making their use lawful in a communication to the council a week previous. Eleven of the 14 councilmen voted in favor of the ordinance.



**NOW!**

**MORE THAN EVER**

*Northwestern*

**LEADS THE BULK VENDING FIELD**

For years Northwestern has been the one outstanding leader in bulk vending, furnishing the finest equipment in the field, but now with the addition of two new sensational machines, De Luxe and Triselector, operators will find Northwestern more than ever the headquarters for the best in bulk vending.

The De Luxe single compartment machine combines beauty of design with remarkable dependability and endurance. A machine having both penny and nickel play, it gets and retains the most desir-

able locations. It is absolutely sanitary, composed of rust-proof materials, finished in porcelain enamel for lasting attractiveness.

Having selectivity as its most outstanding feature, the Triselector also possesses the same practicable characteristics as the De Luxe. Merchandise may be secured from all three compartments of this machine on a nickel purchase if so desired. The slug-proof mechanism is a delight to all operators.

Certainly you'll want further information at once about this new Superline. Why not drop us a card for further details now?

**THE NORTHWESTERN CORPORATION**

1265 ARMSTRONG STREET

MORRIS, ILLINOIS

**Puts Photomatics In Toronto Club**

TORONTO, Dec. 19.—Bill Beasley, known thruout the show world as "the boy showman" and Canadian distributor for the International Mutoscope Reel Company, New York, has recently opened what is reported to be the largest and most impressive night spot in the city of Toronto. Beasley is well known here for the entertainment features he offered at the Canadian National Exhibition. At great expense he brought Rudy Vallee and his orchestra and other internationally famous entertainers to the city and helped to make the exposition an outstanding success.

In his new night spot which he has named Esquire Beasley presents Russ Morgan and his orchestra and other high-class entertainment, as well as excellent food and liquors. He has also installed two Photomatic picture machines and they are getting a tremendous play, he reports, and says that the better class clubs will go for the Photomatic in a big way, thus offering a new and promising field for operators on this type of equipment.

Beasley will cover the Canadian territory for the Mutoscope firm on all its machines. Earl Winters, of Mutoscope, reports that he is already doing a good job in Canada, and Earl believes that many innovations will be forthcoming from Bill.

Bill Rabkin, Mutoscope president, recently returned from a visit to the opening of the new Esquire and reports that the spot accommodates 700 people and that the entertainment equals any that is featured at the best New York night spots.

**Blatt Anticipates Game**

BROOKLYN, Dec. 19.—William (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., since opening the Supreme Building has given out the exciting news that he will soon have a high-score novelty pin game on the market.

"It will be the best game of its type in many years," Blatt says, "and I have made at least six trips to Chicago to try to persuade manufacturers to make such a game. I inspected many new games while there, but it was when I came to Daval Manufacturing Company that I found what I was looking for."

"The new game will be known as Totalizer and it is a straight play, non-payout type with a light-up backboard and the exact play ideas of one of the most successful games this industry has ever known. It also has the modern features and a burglar alarm attachment which will be acclaimed everywhere. The game has no holes or pins on the playing board and is built for exceptionally fast play. Every feature of the game is perfect and that's why I am willing to back it with my own personal guarantee as the greatest high-score pin game in years."



HARRY BATT (right) joins Bally's Tribe of O'Toole Indians. Harry and his partner, Julius Pace, have made Dixie Coin Machine Company, New Orleans, one of the South's leading distributing organizations. With Harry are Mrs. Batt (center) and Ray Maloney.

**PENNY, CIGARETTE VENDOR**



SILVER COMET is built to last indefinitely. Size, 6x6x8. Equipped with Latest Type Slug Ejector. Approved by Internal Revenue Department.

SILVER COMET has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and most widely advertised product on the American market. The sale of cigarettes, one at a time through SILVER COMET allows an attractive profit, with a minimum of overhead. Jobbers and Operators Write for Particulars.

REDCO PRODUCTS CORP. LA CROSSE, WIS.

**Better Than a PUNCH-BOARD!**



VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS

TAKES IN \$60.00. PAYS OUT \$30.00 IN TRADE AWARDS.

PRICE ONLY \$15 For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE. WRITE FOR QUANTITY PRICES

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N.Y.

"REEL DICE IS THE FASTEST MONEY-MAKER OF ALL THE DAVAL COUNTER GAMES WE'VE FEATURED," says Joe Calcutt.

THE 5-BALL NON-PAYOUT PIN GAME HIT

SEQUENCE

IS SWEEPING THE COUNTRY! ORDER FROM VEMCO TODAY!

ONLY \$57.50 TAX PAID



RUSH YOUR ORDER TODAY ON VEMCO'S 10-DAY FREE TRIAL GUARANTEE . . . .

\$18.75

TAX PAID 4-WAY PLAY

# MEN & MACHINES

Art Garvey, Bally's perambulating missionary, returned to the Bally office early last week, where he will remain until after the coin-machine show in January. Garvey has been touring the country with his display room on wheels, a large truck converted into a display room for Bally products.

Sam Goodkind, Eastern representative of American Sales Corporation, is rapidly recovering from serious illness which kept him off the road since early in December. He will remain off the road until after the coin-machine show, which will give him an opportunity to get in tiptop shape to greet friends and business acquaintances at the big show.

Lee S. Jones, of the American Sales Corporation, Chicago, last week made a trip to Flint, Mich., to visit his old friend C. C. Johnson, one of the real old-time music operators. Lee found him well and happy and doing a big business.

Carl Trippe, of the Ideal Novelty Company, St. Louis, was seen around the Bally factory and salesrooms several days during the past week.

Herb Jones, ad manager for Bally, was on the sick list the early part of last week. Managed to get back to the office after partaking freely of the prescription recommended by the medicine man of the O'Toole Indian Tribe.

Thanks for the many holiday greetings. Most of them were indicative of a humorous and prosperous industry.

M. M. Marcus, of the Markepp Company, Cleveland, spent several days this week around the offices of the Automatic-Markepp Company, Chicago, a company controlled by Marcus and S. L. Stanley, of the Automatic Amusement Company, Memphis.

Bon MacDougall and Ken C. Willis, general manager and traveling representative, respectively, of the Pacific Amusement Manufacturing Company, Chicago, were among the prominent guests at the Howard Foundry Company's Christmas party held at the Midwest Athletic Club last week.

William Oliver, of the Blue Moon Marksman Gun Company, Cincinnati, has taken over the distribution of Marksman guns for West Virginia and Kentucky. Oliver was in Chicago early this week. On his return trip to Cincinnati he met with an accident on the outskirts of Chicago, completely wrecking his automobile but suffered no injuries.

R. L. Wilds and Warren McCann, manager and assistant manager, respectively, of the Automatic-Markepp Company, Chicago, made business tours of the territory during the last 10 days. Wilds covered the Illinois territory and McCann covered Indiana and Southern Illinois. Both report excellent results. Wilds states they are looking forward to the coin-machine show in January, when the managers of the various branches around the country will be in Chicago to greet customers and friends. Wilds also states that Bally's Pockets and Bumper games are really different than anything brought out to date and are the first new ideas in pin games in years.

C. E. McConaghey, of Noblesville, Ind., was in Chicago for two days during the past week visiting four of the major factories to get first-hand information to apply to successful operating. Before making the trip McConaghey considered it a waste of time, but before departing stated that it was time well spent; that it produced valuable information and a knowledge of coin machines that can be had only thru an actual trip to the factories.

When the Markepp Company trailer

pulled into its home at Cleveland late this week it had completed 27,000 miles that took it into every hamlet and city of the State of Ohio. Markepp was among the first distributors to use the trailer idea for a traveling display room. The traveling display room provides an ideal setup for operators, especially those located in communities off the beaten path. H. R. Lemon, Ohio salesman for Markepp, piloted the trailer to the various ports.

The Jennings plant will be closed Saturday, December 26, and Saturday, January 2, to give the employees the benefit of the three-day holiday at Christmas and New Year's. Plans are already being made for a gay party of employees on the day before Christmas. All work will probably cease at noon and the rest of the day will be turned over to merrymaking.

George Ponser, president of George Ponser Company, informs us the winner of the free Bank Roll which he has been advertising for the past two months will be announced prior to the Christmas holidays in order that the game can be delivered to the lucky person as a Christmas gift.

Al Johnson, of National Premium Company, Omaha, has contracted for distribution of Exhibit's Chuck-a-Lette and Jockey Club in Iowa and Nebraska. Pete Wright, of Missouri Valley, is also handling a large number of these Exhibit games.

Nat Cohn, president of Modern Vending Company, New York, reports that civic leaders in this city who were present as his guests at the Wurlitzer banquet at the Waldorf-Astoria have sent letters of congratulations for the fine manner in which the affair was conducted and the fine representation of the coin industry. Among the letters received was one from Assemblyman Michael J. Gillen, who is serving at the State Capitol in Albany. Others from judges of the various courts of New York, New Jersey and Connecticut. Cohn is keeping them as a memento of the great banquet and believes that aside from the importance of this gathering to the operators of Wurlitzer products it has more closely cemented relationships which will benefit all concerned.

On the third floor of the spacious Jennings plant carpenters and interior decorators are working in double shifts to get the new cocktail lounge ready for the coin-machine show in January. The work in progress indicates that the splendor of the lounge will have few parallels. It will be finished in the most modern manner, conservative yet right up to the very minute in style and appointments. The walls will be



JOE FRANK, of Automatic Sales Company, Nashville, on a flying trip to Chicago, pauses to play Preakness at the Bally Manufacturing Company plant.

THE VENDING MACHINE COMPANY FAYETTEVILLE, NORTH CAROLINA

## PRICED FOR QUICK SALE

### AUTOMATIC PAYOUTS

TURF CHAMPS—1 and 2 ball, Cash and Tickets . . . . \$72.50  
BALLY'S PARI MUTUELS . . . . \$44.50  
MULTIPLES . . . . EACH  
HIALEAHS . . . . EACH  
SKY HIGHS . . . . EACH  
QUEEN MARYS . . . . EACH

### BOWLING TYPE GAMES

BALLY ROLLS . . . . \$100.00  
BOWLETTES . . . . 125.00  
BANK ROLLS . . . . 125.00  
ROL-A-SCORE . . . . 85.00

### COUNTER GAMES

REEL 21 and REEL RACES . . . \$12.50  
HORSES . . . . 7.50  
CLUB HOUSE . . . . 5.00  
TIT TAT TOES and TIC TAC TOES . 5.00  
DUCK SOUPS—Per Dozen . . . . 9.00

### NOVELTY PIN GAMES

SHORT SOX . . . . \$25.00  
LIGHTS OUT . . . . EACH  
BIG BANK NIGHT . . . . EACH  
MAD CAPS (with Electropaks) . \$20.00  
TOTAL LITES . . . . 10.00

### DIGGERS

10 ELECTRIC HOIST and BUCKLEY DIGGERS . . . . \$65.00

### SLOTS

ROLL A TOP BELLS, serial over 76,000 . . . . \$60.00  
MILLS 5c, 10c, 25c Blue Fronts . 60.00  
DOUBLE JACK POT PENNY WATLINGS . . . . 22.50

### PHONOGRAPHS

WURLITZER P 12 . . . . \$145.00

Rush Your Order With 1/3 Deposit. Orders Filled in Rotation.

## AUTOMATIC SALES CO.

191 Second Avenue, North,

NASHVILLE, TENN.

A VERY MERRY CHRISTMAS AND A PROSPEROUS NEW YEAR TO MY FRIENDS IN THE U. S. AND CANADA

# W. D. BARTLETT

## GOLD DIGGER - MIAMI DIGGER

OFFICE AND FACTORY  
26-28-30 N. E. 54TH STREET,  
MIAMI, FLA.

DIGGER CONCESSIONS FOR FAIRS AND CARNIVALS ADDRESS ABOVE

## GOOD WORKING SLOT MACHINES, \$10.00 Ea.

(Mills, Jennings, Paces, Watlings). Twin Jacks, \$25.00 Each; Mills Escalators, \$35.00 Each; Penny Dukes, \$17.50 Each; Penny Paces, \$25.00; Brand New Paces, Watlings, Q. T.s. Reel Dice, \$18.75; Reel Races, \$17.50; Cent-A-Smokes, \$13.50; Turf Champs, \$137.50; Skee-Ball Games, new and used. Used Flickers, Round Up, Bally Multiple, \$49.50 Each.

LEHIGH SPECIALTY CO., N. W. Cor. 2nd & Green, Philadelphia, Pa.

covered with large hand-painted murals which form a background for the famous Blue Bar. The Blue Bar is one of the few glass bars in Chicago. It was designed and built according to specifications laid down by a prominent artist. The surface is inlaid with gold leaf. These lavish furnishings have not quenched the warm fire of Jennings' famed hospitality. All operators visiting the Jennings plant during the convention will be given a cordial welcome.

Herb Jones, advertising manager of Bally Manufacturing Company, Chicago, suggests that *The Billboard* install an "omission department" to efficiently handle news, pictures, etc., that may be omitted any week in the coin-machine section. No sooner suggested than done, and we begin the omission department this week by announcing that omissions from *The Billboard* of December 19 included 30 inches of reading matter (nine inches of it "Men and Machines"), two cuts and a speech made by Nat Cohn at the Wurlitzer-Modern party in New York December 5. The best feature about our omission department is that another issue of *The Billboard* always comes along in seven days to pick up loose ends.

While Nat Cohn was visiting in Chicago this week he said that a number of persons mentioned the attractive page advertisement of Modern Vending Company in *The Billboard* of December 19, saying that "such an ad belongs in *Esquire* or *Fortune*."

Harry Moseley, hairy-breasted defender of Richmond, was in Chicago for several days this week. He almost lost his Southern accent in talking so much to manufacturers about the new machines in preparation for the 1937 market. He left the Windy City like a whirlwind but said he would be back for the show.

Sam Cohen, of the Atlanta Coin Machine Exchange, Atlanta, has been calling on the Southern Rhythm King phonograph operators in a new Packard. New cars forces mention of Harry Williams' new Cord—one of those ultra-modernistic things. Takes a shoe horn to get into it. No steps or footboard, which causes Williams much grief. His associates claim he didn't get all of the car. Williams is chief of the experimental and development division at Rock-Ola Manufacturing Company.

Exhibit Supply Company plant is lighted up from end to end these nights, turning out Chuck-a-Lettes, Jockey Clubs and Shoot-a-Lites. Night shifts are as large as day shifts and if the number of men working in the plant is any indication the company is having a real business on its games.

Rock-Ola's Queen Mary game was the beneficiary from the large amount of publicity surrounding the King Edward-Wally Simpson episode. Seems like the publicity created a demand for a game bearing an English royalty title.

Al Douglas, of the Daval Manufacturing Company, Chicago, returned to his offices from a combined business and pleasure trip to New York. He is very enthusiastic over the many favorable reports on Daval's latest pin-game achievement. The favorable comments indicated that operators were in line to share the honors repeatedly held by their well-known counter game successes.

Pacific Amusement Manufacturing Company offices in Chicago are undergoing a remodeling, redecorating and beautification job. Three new private offices have been added, also a new display room, with the upper walls containing murals of Old Mexico and Spain. Inlaid in the linoleum is Pamco's trade mark. It's the first thing to greet the visitor on entering the offices.

Recent visitors around Chicago included: Joe Abrams, of the J-M Novelty Company, Youngstown; "Bub" Schwartz, of Schwartz & Company, Fremont, O.; Joe Fishman, of Fishman-Schlesinger, New York; Sol Silverstein, of New York, who passed thru en route to Tucson and Los Angeles for a vacation; S. H. Taran, of Mayflower Novelty Company, St. Paul; George F. Adams, of American Sales, Des Moines, and Mr. Callahan, of Koenig & Callahan, Fort Wayne.

A number of manufacturers from Chicago and other parts of the country were seen around the Sherman Hotel Satur-

**Detroit Special**

**DETROIT, Dec. 19.**—Skill Game Operators' Association of Detroit is planning to have a Detroit Special leaving here for the Chicago Show and Exposition. Train will leave Monday, January 11. Final arrangements will be completed this week. This will be the first time that the association has sponsored a train of this sort. An open invitation is being extended to all Michigan and near-by operators to join with the Detroit men to go to the Chicago convention. Arrangements are in charge of Secretary W. N. Zerby.

day, December 12. The occasion was group meetings of the NACOMM.

Frank Howard, of the Howard Foundry Company, Chicago, gave a venison dinner for friends and business associates December 11 at the Midwest Athletic Club. C. B. McClellan, of Pamco, was master of ceremonies.

Benjamin A. Ott joined the Kennedy & Company advertising agency (Chicago) as account executive and began his duties December 14. Ott has had long experience in the advertising field with some of Chicago's large agencies.

Dave Robbins, on his way to the West Coast for an extended vacation, informs us that his friends can reach him in Los Angeles at Irving Bromberg's. By the way, Dave has an interesting story he tells about the time he and Irving lived together in Brooklyn.

**O. D. Jennings Off for Mississippi With Dogs**

**CHICAGO, Dec. 19.**—O. D. Jennings, president of O. D. Jennings & Company, left for the South this week with his four favorite setters, Eeny, Meeny, Miny and Mo. He will spend the holidays on his Mississippi plantation, a hunter's paradise. An expert on game birds, O. D. can talk for hours at length on their different characteristics.

He is primarily a sportsman, as indicated by his answer to a question, asking him what type of shooting he likes the best: "Judging from my experience, the hardest test of a good shooter is pulling down the high, wide-flying birds. Reaching high to pick off those difficult fast-flying targets that are out of range for ordinary guns gives a hunter a thrill that can't be equalled. This type of shooting demands accurate judgment of distance and allowance for the drop of the shot has to be figured. Of course, such shooting does not grow monotonous because misses are constantly made and this tends to keep the hunter interested."

But O. D. knows something about games and machines, too, as indicated by the success of the Chief this year. Just what the Jennings Company will show at the convention has not yet been revealed, but we understand it has

**McClellan To Follow New Release Policy**

**CHICAGO, Dec. 19.**—Pacific Amusement Company advances some new thoughts on dealing with the operator and jobber trade thru Fred C. McClellan, head of the concern. These come in the form of new policies which would defer announcement of any new Pamco units until they've been thoroughly developed from the mechanical standpoint and tested for 60 days in actual locations of diversified nature.

This method, according to McClellan, will retard the old order of flooding the market too frequently with games and enable the operator to retire his investment together with accumulating plus-profits before the next new unit is announced.

Pacific's president goes to some length in stressing the importance of proving all products the company produces. "In many cases," he says, "games which are hurriedly conceived and turned out usually find the first two or three hundred giving evidence of 'bugs.' The deficiency may amount to only an undersized contact point, or one with insufficient heat-resisting qualities, yet it throws the whole mechanism out of kilter. Such conditions will sometimes happen," says F. C., "no matter how carefully the unit may be planned, and cause a good money-making idea to lose its popularity on the line of scrimmage, namely the jobber's showroom. True enough, such things can be corrected by simple replacements or adjustments; however, it's up to us as manufacturers to give the trade the best we have in our organization. Coming into the new year, we at Pacific feel that we've done a good job for the operator. But our policy henceforth will be one which will bear out the dependency offered on Pamco products, even more so by the simple phrase—"always improving."

**Lemke Opens Game Room**

**DETROIT, Dec. 19.**—Mount Clemens Amusement Center was opened last week at 83 North Gratiot avenue, in the heart of Mount Clemens, Mich., 25 miles north of Detroit.

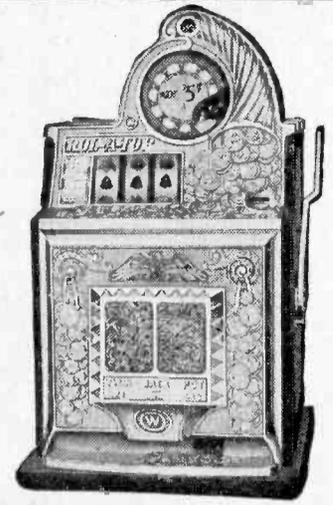
New amusement center is owned by Henry C. Lemke, well-known Detroit operator and jobber. A complete layout of amusement machines, with a few vending machines, has been installed. Business is reported as good.

"Pin games are staging a big comeback in the Detroit territory," Lemke said this week. "The public is demanding new machines, and the manufacturers who have kept on making new models will be rewarded. The market for used machines is temporarily down and every jobber in town is loaded up with used machine. New pin games, however, are in big demand."

four or five games and machines that are radically different from any on the market today.



ED MAPES (left) teaches HOMER E. CAPEHART, Wurlitzer vice-president, how to ride a horse. Mapes operates phonographs in California and also breeds horses.



**ROL-A-TOP BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play Made Only By

**WATLING MFG. CO.**

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

Above Model and Other WATLING ROLATOP SLOTS in Stock at Our Offices READY FOR IMMEDIATE DELIVERY.

"TIME SAVED IS MONEY MADE."

**ELECTRO-BALL CO., Inc.**

Dallas, Fort Worth, Waco, San Antonio, Houston, Wichita Falls, Oklahoma City, New Orleans, Memphis.

**CENTER FOR BARGAINS**

RECONDITIONED AUTOMATIC PAYOUT TABLES	
TURF CHAMPS	\$67.50
DAILY RACES (Mystery). New	
Type	65.00
FENCE BUSTER (Mystery). New	
Type	65.00
PAMCO BELLS	45.00
HIALEAH	45.00
CREDIT	39.50
TEN GRAND	37.50
SUNSHINE DERBY (1 or 5 Ball)	35.00
PEARLESS	35.00
JUMBO	32.00
BIG CASINO	22.00
GOLDEN HARVEST (10 Ball Payout)	19.00
PROSPECTOR	19.00
ACES	15.00
BAFFLE BALL	15.00

New and Used ROTARY TABLES Write for Prices 1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee, Wis. NEW GAMES—GET OUR PRICES. MILWAUKEE COIN MACHINE CO. 3725 W Center St., Milwaukee, Wis.

**Curiosity Aroused by Rock-Ola's '37 Sensation**

**CHICAGO, Dec. 19.**—Rock-Ola officials state that distributors from many parts of the United States have been visiting the factory and trying to get a line on Rock-Ola's "New 1937 Sensation."

Several distributors, officials say, have tried to obtain permission to return to their respective territories and divulge information about the new device, but the company has refused to send a sample to any distributor any place until show time. Until then they are all being kept guessing.



Season's  
Greetings

from

**EXHIBIT SUPPLY COMPANY**

4222 West Lake Street, Chicago, Illinois

**TOOT! TOOT! LET'S GO**

HERE'S **"BEE 21"** New Idea In Blackjack  
The Old Army Game



Tried and Tested. "BEE 21" is proven the greatest Black Jack game idea ever built into a counter amusement machine. House holds 17—Player bits 11—What about it? Coins played determine points added according to denomination of coin. Two hits with nickel is 21; one hit with dime is 21; Pennies count 1 point each hit. And, how the boys scramble to play them.

Introductory Prices

Sample, \$7.50. Lots of 5, \$6.00 Each

One-Third Deposit with Order, Bal. C. O. D. We Sell Direct to Operators.  
ORDER TODAY — IMMEDIATE SHIPMENTS.

**NOVELTY SALES CO., 201 Elm St., Cincinnati, O.**

— THE OPERATORS' FRIEND —

## Baby Production Important Topic

CHICAGO, Dec. 19.—The holiday calm that had settled over the coin-machine trade here recently was suddenly disturbed this week by a piece of disquieting news released to the daily press by the University of Chicago. The sociology department of the university announced that expert calculations indicated a shortage of 1,000,000 babies in the United States during the six-year period of 1930-1935 "on account of the depression."

Since this period was the same period during which the modern pinball game skyrocketed into international prominence and the coin-machine industry was also hammering away at the depression several manufacturers have set themselves to the task of trying to determine the ultimate reactions upon the future of the coin-machine industry if any. At first the news was treated lightly, but credit is given to Ray T. Moloney, president of Bally Manufacturing Company, for being the first to call attention to the probable seriousness of the industry should there be a shortage of players and even operators during the next 20 years.

Due to the timely warning of Moloney it is understood that the manufacturers' association will begin to give as much attention to baby production as to machine production in its statistical releases to the trade.

While research into the possible number of players in a given group of people has never been carried on extensively, the most accurate information available estimates that one person in 17 passing a location is likely to stop and play a pin game or other machine. This would indicate the loss of approximately 60,000 new players due to the decline in the birth rate as indicated by the facts given out by the University of Chicago.

Walter A. Tratsch, president of the manufacturers' association, says the situation is far more serious than cold statistics would indicate. He suggests that due to the advances to be made by the coin-machine industry in the next 20 years at least half of the younger generation will be players of amusement games. "The manufacturers are more vitally concerned, too," he says, "in the loss of new blood for the operating ranks. Out of that 1,000,000 babies that ought to have been born we can safely say that 20,000 of them would have made good operators of our coin machines. That represents a staggering loss to our great industry and its future."

The board of directors of the manufacturers' association is understood to be making some definite plans, to be made known during the 1937 convention in Chicago. One of the preliminary plans being considered is to have every manufacturer present a game to each operator who produces a baby during the year. Some disagreement among the members of the board is reported on the question of whether the presentation should be made to the operator or his wife.

C. S. Darling, secretary, is reported to have seriously disconcerted the directors by asking each one individually, "What are you doing to remedy this shortage," and entering the replies in the records.

## Detroit Firm Reports Comeback in Pin Games

DETROIT, Dec. 19.—"Pin games are staging a big comeback in this territory," Michael A. Angott, head of the Angott Coin Machine Exchange Company, local jobber, stated this week. "What the market seems to need is an influx of new models because of the demand for novelty in this field. The old games which have been on the market a long time are about played out in popular appeal and operators are demanding new models to keep the business alive."

"In addition we have been selling a large number of the rifle type of machine. The smaller models seem to be a more popular item in Detroit than the larger ones."

Angott's organization has just been appointed distributor in Wayne County for the Stoner Manufacturing Company. State rights outside of Wayne County are held by the newly opened General Amusement Devices Company here. Angott has also taken over distributorship for Bally new Pockets game and Bee-Jay, new pin game made by Pacific Amusement Company.

Another line which it has taken on is the Stewart & McGuire gum machine, which it now has for Michigan. Carl J. Angott, brother of Michael, is devoting his entire time to this line, being out on the road thru the State most of the time. About 1,700 of the machines have been put out directly by the company in Wayne County. Angott believes in this model so thoroly that he has disposed of a route of 1,200 peanut venders in order to go into the Stewart & McGuire line more intensively.

## Colorado Supreme Court Upholds Local Autonomy

DENVER, Dec. 19.—Colorado's Supreme Court left it up to the city of Denver to decide when a pinball machine is a gambling game. On an appeal from a Denver court, where two operators sought to enjoin three city officials from confiscating and destroying the devices, the Supreme Court held that it is the duty of the city to determine when a machine is a gambling device.

The written opinion by Acting Chief Haslett P. Burke pointed out that under a section of the city's compiled laws it is the duty of the city when it determines a machine to be a gambling device "to seize same and take it before a magistrate," even tho they pay nothing to the person who plays them and their owner does not know the actual use to which they are put.

As yet no decision has been announced by the city and pinball machine operators are hoping for a favorable opinion.

## Dick Scott on Way Back After Long Stay in Chi

CHICAGO, Dec. 19.—R. (Dick) Scott, of Scott, Adickes & Company, Ltd., London, has started on his return trip to London after visiting several weeks in America. He made his headquarters with the Exhibit Supply Company while in Chicago, his firm acting as European distributors for the Exhibit line. He said that Exhibit machines were being shipped to France, India, South America, Africa, Australia and New Zealand.

Exhibit officials state that the Scott-Adickes firm is known the world over and deserves much of the credit for introducing their machines in all parts of the world. They have featured Exhibit machines for many years and pioneered the Iron Claw and Novelty Merchantman digger machines.

Scott reports that at one time in Paris there were more than 2,000 Exhibit digger machines. "No matter where you go in this world you can expect to find an Exhibit machine into which you can put spare change and get the same amusement you have in the United States," Scott says. "I have been pleased to see the new Chuck-a-Lette, Jockey Club and Shoot-a-Lite and have placed orders for large quantities of these. From all indications Chuck-a-Lette is the solution to the problem of foreign governments paying their war debts to the U. S. A. The machine will certainly get the money fast enough."

## Bally Makes Device for Adjusting Balls Played

CHICAGO, Dec. 19.—A simple adjustment by which the game may be set for one, two, three, four or five-ball play is a new added feature of the Bumper novelty game, according to an announcement just released by the maker, Bally Manufacturing Company.

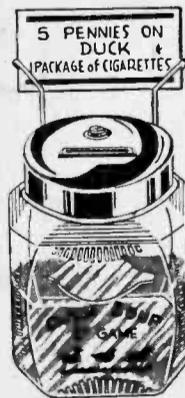
"Due to the enthusiastic reception accorded the machine," says Ray Moloney, Bally's president, "we have decided to throw in this extra feature so that operators may make the game as fast as they wish. The change can be made in less than three minutes, and complete sets of award cards for each type of play will be furnished with each machine."

"Bumper has created considerable comment as the pinless, pocketless pin game due to the fact that scoring is accomplished entirely by heavy steel balls bumping into oversize coin springs. Whether played with one or five balls, this play principle is unusually fast."



HARRY WOLCHER, Western Distributors, Inc., Seattle, Spokane and Portland, is a charter member of the Tribe of O'Toole Indians, coinmen's fraternity, sponsored by Bally Manufacturing Company. Wolcher poses as Chief Yaw-ta-no-loo.

## DUCK SOUP 1c Skill Game



IT'S LEGAL  
100,000  
LOCATIONS

Open for this  
MONEY MAKER

Earns  
\$2.00 to \$10.00  
Every Day

CLEVER  
NOVEL  
ORIGINAL  
PROFITABLE

Watch the DUCK Dive!

PRICES { Sample . . . \$1.90  
1/2 Deposit { Lots of 6 . . . 1.40  
Bal. C.O.D. { Lots of 12 . . . 1.20

No Personal Checks, Please.

Protect Your Route Without Delay  
**STAR SALES CO.**  
3901-09 Wayne, Kansas City, Mo.

# The Billboard

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**POPULARITY** *with manufacturers, distributors, jobbers and operators.*

**NEWS SERVICE;** *reporting all events, changes, association activities and legal aspects of the business when these things are of current interest.*

**CIRCULATION;** *more copies of each issue going to coin machine buyers than all other trade papers combined.*

**ADVERTISING RESULTS.** *Manufacturers, distributors and jobbers all get better and more returns when they advertise in The Billboard*

*Advertising Forms for the Big Annual*

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AUTOMATIC PAYOUT MA-  
CHINES IN THE BUSINESS**



**WESTERN EQUIPMENT  
& SUPPLY CO.**

925 W. NORTH AVE. ★ CHICAGO, ILL.

**POPCORN**

South American, Jap. Hullless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

**H. B. HUISINGA**

DELAND, ILLINOIS  
Grower of Pure-Bred Varieties of Popcorn.

**ROUTES**

(Continued from page 49)

Zollo, Leo: (Walton) Phila. h.  
Zwolin, Ted: (Jake McKeVitch Bar) Detroit.

**MISCELLANEOUS**

Alderfer Show: Presidio, Tex., 21-26.  
Black's, L. E., Bears: Sandoval, Ill., 25-27;  
Salem 28-Jan. 2.  
Dressen's Circus Capers: (Sears) New Orleans 21-24.  
DeCleo, Magician: Tidioute, Pa., 21-26; Tionesta 28-Jan. 2.  
Green's, Lew, Golden Gift Show: Primrose, Pa., 21-26.  
LaLonde, Lawrence, Magician: Reno, Nev., 21-25.  
Lewis, H. Kay, & Hollywood Varieties: Bay City, Tex., 25-26; Boling 28-29.  
Merle, Magician: Eastport, Me., 24-29.  
Mel-Roy, Magician: Los Angeles 21-Jan. 4.  
Nickolas, Francis A., Magician: Rockford, Ill., 21-26.  
Original Floating Theater: Savannah, Ga., 21-26.  
Ricton's Show: Ellaville, Ga., 21-23; Dooling 24-26.  
Sugarfoot Sam From Alabam': Ocilla, Ga., 24-26; Fitzgerald 28-31.  
Walsh & Zell's Museum: Ft. Wayne, Ind., 21-26; Cleveland, O., 28-Jan. 2.

**DRAMATIC AND MUSICAL**

Ballet Russe: (Auditorium) Chi 21-31.  
Boy Meets Girl: (National) Washington 21-26.  
Boy Meets Girl: (Geary) San Francisco 21-26.  
Children's Hour: (Paramount) Toledo, O., 21-26.  
Dead End: (Erlanger) Philadelphia.

End of Summer: (Masonic Aud.) Rochester, N. Y., 24; (Erlanger) Buffalo 25-26.  
Fredrika: (Shubert) Boston.  
First Lady: (Harris) Chi.  
Great Waltz: (Philharmonic Aud.) Los Angeles 25-Jan. 2.  
Huston, Walter: (Forrest) Philadelphia 25-Jan. 2.  
Howard, Leslie: (Grand) Chi 25-Jan. 2.  
High Tor: (Hanna) Cleveland 29-Jan. 2.  
Jane Eyre: (Shubert) New Haven, Conn., 26; (Colonial) Boston 28-Jan. 9.  
Lady Precious Stream: (Chestnut St.) Philadelphia 21-26.  
Leaning on Letty: (Selwyn) Chi.  
Nazimova: (Hartman) Columbus, O., 26; (Erlanger) Chi 28-Jan. 9.  
Pride and Prejudice: (English) Indianapolis 25-26.  
White's, George, Scandals: (Cass) Detroit 25-Jan. 2.  
Ziegfeld Follies: (Nixon) Pittsburgh 25-Jan. 2.

**INDEPENDENT BURLESK**

Babes of Broadway: (President) Des Moines, Ia., 21-26; (Garrick) St. Louis 28-Jan. 2.  
Ballyhoo: (Gayety) Baltimore 21-26; (Gayety) Washington 28-Jan. 2.  
Beauty Parade: (Gayety) Detroit 21-26; (Capitol) Toledo, O., 28-Jan. 2.  
Beef Trust: (Lyric) Bridgeport, Conn., 28-Jan. 2.  
Dizzy Dames: Harrison, Pa., 23; Reading 24-25; Williamsport 26; (Casino) Toronto, Can., 28-Jan. 2.  
Garden of Girls: (Empire) Newark, N. J., 21-26; (Trocadero) Philadelphia 28-Jan. 2.  
Gayety Girls: (Gayety) Minneapolis 21-26; (President) Des Moines, Ia., 28-Jan. 2.  
Ha-Cha: (Howard) Boston 21-26; (Jacques) Waterbury, Conn., 28-Jan. 2.  
Hindu Belles: (Capitol) Toledo, O., 21-26; (Roxey) Cleveland 28-Jan. 2.  
Hi-Flyers: (Roxey) Cleveland 21-26; (Casino) Pittsburgh 28-Jan. 2.  
Lid Lifters: (Gayety) Baltimore 28-Jan. 2.  
Modes and Models: (Lyric) Bridgeport, Conn., 21-26; (Hudson) Union City, N. J., 28-Jan. 2.  
Pirates of Melody: (Jacques) Waterbury, Conn., 21-26.  
Red Rhythm: (Grand) Canton, O., 21-26; (Gayety) Detroit 28-Jan. 2.  
Scan-Tees: (Gayety) Washington 21-26; (Empire) Newark, N. J., 28-Jan. 2.  
Scan-Dolls: (Trocadero) Philadelphia 21-26; Allentown 28-29; Harrisburg 30; Reading 31-Jan. 1; Williamsport 2.  
Snyder's, Bozo, Show: (Garrick) St. Louis 21-26; (Grand) Canton, O., 28-Jan. 2.  
Speed and Sparkle: (Casino) Toronto 21-26; (Rialto) Chi 28-Jan. 2.  
Steppin' Stars: (Hudson) Union City, N. J., 21-26; (Howard) Boston 28-Jan. 2.  
Too Hot for Paris: (Rialto) Chi 21-26; (Gayety) Minneapolis 28-Jan. 2.  
Vaniteasers: (Gayety) Buffalo 21-26; open week, 28-Jan. 2.  
Wine, Woman and Song: (Casino) Pittsburgh 21-26.

**CARNIVAL COMPANIES**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)  
Baldwin Expo.: Lodge, S. C.  
Florida Expo.: Spa Beach Park, St. Petersburg, Fla.  
Great Coney Island: Baton Rouge, La.  
Great Southern: Melville, La.  
Green, Doc, United: Ehrhardt, S. C.  
Lucky Strike: Orlando, Fla.  
Metropolitan: Lake Wales, Fla.  
Pool & Brewer: Houston, Tex.  
Roberts United: Savannah, Ga.  
State Fair: El Paso, Tex., 28-Jan. 3.

**CIRCUS AND WILD WEST**

W. P. A.: (106th Inf. Armory) Brooklyn 26-Jan. 2.

**REPERTOIRE**

Billroy Comedians, Billy Wehle's: Alice, Tex., 23; Robstown 24; Corpus Christi 25-26.  
Harvey Players: Dyersburg, Tenn., 21-26.

**Additional Routes**

(Received too late for classification)  
Baird, Bill: (Pere Marquette Hotel) Peoria, Ill., 21-27.  
Daniel, Magician: Coral, Mich., 21-26.  
Harlans, The: Hot Springs, Ark., 21-26.  
Jane & Zeke: (Wonder Bar) Cincinnati 21-26.

**Rinks and Skaters**

SID COHEN is managing Arcadia Gardens Rink, Chicago, while Lois Reynolds is vacationing in Miami Beach, Fla. Cohen came to Chicago primarily to arrange for a walkathon in the Coliseum the last of the month. Personnel of Arcadia includes Lois Reynolds, manager; Leon Barry, featured organist; Bill Henning, maintenance man, and Joseph Smith, who has been doorman three years.

ROLLWINDS, Harry Avers duo roller skaters, are at the Casino Municipal in Aix-en-Provence. Avalon Sisters and Cecil Ayres, Anglo-American roller skating trio, are at the Galty Cabaret in Brussels. Liselotte Landbeck won the women's figure-skating championship of Belgium in Pole Nord Rink in Brussels, while Freddy Mesot landed the men's title. Cecilia Colledge and Graham Sharp, English skaters, are giving exhibitions in Sportpalast Rink in Berlin.

EXTENSIVE improvements have been made in Palace Roller Rink, Canton, O., one of the pioneer rinks of Eastern Ohio, T. S. Culp, owner-manager, announced. Sessions are Monday, Wednesday, Friday and Saturday nights. Building has been rewired, interior redecorated, floor resurfaced and new skates have been purchased. Many private parties are held.

"A COPY of one of the most beautiful and elaborate yearbooks ever printed by any rink in the country and explaining the interest taken by its management, staff and patrons was received from manager Fred Martin, Arena Gardens Rink and Roller Skating Club, Detroit," writes Armand J. Schaub, Cincinnati. "I don't believe anyone has taken more time and effort to place roller skating on a plane equal to other forms of sport. These are times when all rink men should follow Freddie Martin's example and, as he has stated, rink men, if you don't want to organize, may have at least your co-operation in behalf of these modern times? May you help "streamline" your rinks and work more smoothly. Organize your skaters, train them, give them all the help necessary and I am sure that by 1940 roller skating will be represented in the Olympics, I would like to have rink owners and managers of Ohio, Indiana and Kentucky write concerning the possibility of having roller skating represented in the 1940 Olympics and in the United States amateur championship in Detroit in 1937."

**FLYING VALENTINOS**

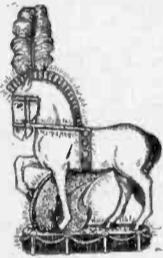
SEASON'S GREETINGS TO MY FRIENDS. Something new. Two Girls Passing in Midair. One and Only. All Girl Flyers. VALENTINO AND HIS DEBUTANTES. WANTED—Pretty Girl to learn Trapeze. VALENTINOS, General Delivery, San Antonio, Tex.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

**DON'T BE DISAPPOINTED  
WHEN ORDERING from DELUXE  
"DELUXE PLASTER"**

LATEST CREATIONS—FINEST FINISH  
CORN GAME FLASH  
'NUF SED—YOU'LL BE SURPRISED



No. 52  
CIRCUS HORSE

**Beacon BLANKETS  
and SHAWLS"**

Order Now --While They Last -- Beacon Magnets -- Mingos

WISCONSIN **DELUXE** CORPORATION  
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

**WANTED**

**ROYAL PALM SHOWS**

SEASON 1937

For one of the best routes of Florida Fairs beginning at Eustis January 4 and 10. Bona-Fide Fairs. No layoffs. Bowling Green, Vero Beach, Fort Pierce, West Palm Beach, Bradenton, Sebring, Arcadia, Plant City, Ocala, Madison.

Featuring the screen's most popular Western Movie Star, Jack Hoxie, Dixie Starr and His Wonder Horse "Scout" in person. Wanted—High-Class Shows not conflicting. Want Octopus Ride, legitimate Concessions; no grift tolerated. Can place Talkers, Grinders and experienced Ride Help. All people contracted with this show kindly acknowledge this call to BERNEY SMUCKLER, Mgr., Royal Palm Shows, Winter Quarters, Deland, Fla.

Merry Christmas and Happy New Year to All Our Friends

**J. J. PAGE SHOWS**

Now booking for Season 1937. Will furnish outfits for money-getting Shows. Want Caterpillar and Eight-Car Whip and Kiddie Rides. Opening for Cook House and all legitimate Concessions except Corn Game.

Address J. J. PAGE, Box 405, Johnson City, Tenn.

**WANTED FOR SPA BEACH AMUSEMENT PARK  
AT ST. PETERSBURG, FLA.**

NOW IN OPERATION, GOING OVER BIG. COME LOOK THIS OVER. Have Merry-Go-Round, Ferris Wheel, Chair-O-Plane, Kiddie Ride, Miniature Railway and U-Drive-IT. Plenty of room for rides. Will book any ride that does not conflict. Attractive proposition for Scooter, Octopus, Rideco and water rides. Have ideal location for water rides. Attractive clean shows. What have you? Free Acts that work reasonable. Will book any Concessions that are games of skill. No wheels or money games. Will buy for cash good used portable Whip and Tilt-A-Whirl. Address all mail to

**JOE PISARA**

2360 Third Avenue, S.,

ST. PETERSBURG, FLA.

**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:

Title of Show .....

Owner or Manager .....

Winter Quarters Address .....

.....

Office Address .....

.....

# CANADIAN NATIONAL EXHIBITION TORONTO

PRESENTS

## A NEW PLAYLAND

UNDER THE DIRECTION OF

J. W. (PATTY) CONKLIN

NEW SHOWS  
NEW IDEAS  
NEW RIDES

AUG. 27 TO SEPT. 11, 1937

NOW CONTRACTING

Outstanding Independent Attractions.

Address or Interview J. W. (PATTY) CONKLIN at the Following Cities:

- Olympic Hotel, Seattle, Wash., January 3, 1937.
- St. Francis Hotel, San Francisco, Calif., January 5 and 6, 1937.
- Biltmore Hotel, Los Angeles, Calif., January 7 to 12.
- Ft. Garry Hotel, Winnipeg, Man., January 17 to 20.
- Sherman Hotel, Chicago, Ill., January 22 to 25.
- The Astor Hotel, New York City, January 26 to 31.

AFTER the Above Dates—Royal Connaught Hotel, Hamilton, Ont., Canada.

## LUCKY STRIKE SHOWS WANT

For Orlando Boys' Band New Year's Celebration, December 28th to January 2d, location one block off Orange Avenue, heart of city. Want Merry-Go-Round, any Flat Ride except Tilt-A-Whirl, Concessions working for 10 cents; both Wheels and Grind Stores, \$20.00. Three more weeks Orlando, then West Palm Beach, Daytona and St. Augustine. Will book Flying Return Act. Address TOM TERRILL or ERIC B. HYDE, Roberts Hotel, Orlando, Fla.

## DIVORCES

(Continued from page 119)

A Century of Progress and now associated with a radio recording company, at Chicago December 15.

## Fair Elections

BROCKTON, Mass.—Brockton Fair Association re-elected Glenn M. McCrillis, president; Edward M. Thompson, treasurer; Harold S. Crocker, assistant; Frank H. Kingman, secretary; Fred Drew, Herbert L. Tinkham, Harry C. Tolman, Harold G. Morse, James F. Young, vice-presidents. Directors were re-elected, only changes being addition of one, Dr. Harry W. Kingman, and dropping of Lars Peterson and Albert Heinus, making a total of 41, Carlton R. Blades, Albert J. Boardman, George A. Buckley, J. Joseph Cahill, Harold S. Crocker, William E. Doyle, Fred Drew, Ralph P. Farnum, Fred F. Field Jr., John W. Filoon, Perley G. Flint, Walter A. Forbush, William H. Howard, Edwin W. Hunt, George E. Keith, Harold C. Keith, James P. Keith, Roger Keith, John S. Kent Jr., Frank H. Kingman, Edward W. Mansfield, Daniel G. MacDonald, Glenn M. McCrillis, George I. McLeod, C. Harvey Moore, A. Scudder Moore, Harold G. Morse, Andrew R. Parker, George H. Priest, Clarence C. Puffer, Henry L. Rapp, Clarence C. Reed, Francis C. Stacey, Edward M. Thompson, Herbert L. Tinkham, Herbert L. Tinkham Jr., Harry C. Tolman, Alfred H. Wilbur, Max E. Wind, James F. Young. Honorary positions went to Perley G. Flint, president; Edward M. Thompson, Horace A. Keith, vice-presidents; Everett T. Packard, Frank E. Packard, and Henry C. Briggs, directors.

ELMIRA, N. Y.—Supervisors of Chemung County Agricultural Society re-elected Marvin Olcott Jr., president; Frank Wigsten, vice-president; J. Earl Williamson, secretary; Edward L. Harde-man, treasurer. Maynard L. Smith was elected director to succeed E. Duff Williamson, and LeMotte P. Breese was re-elected director.

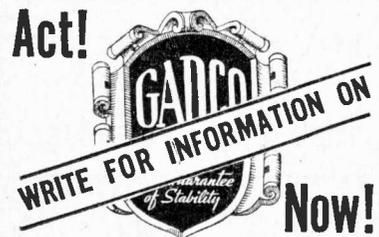
LOWVILLE, N. Y.—Lewis County Agricultural Society elected Alson D. Weller, president; Orrin F. Ross, John Wallace, vice-presidents; Wallace B. Hill, H. M. Donohoe, Asa Gordon, Alson Weller, directors for three years; George A. Higby, director for one year to succeed the late Leon E. Carpenter. Appointments include Fred A. Young, general superintendent; Harold A. Fairchild, race superintendent; Waite J. Stoddard, treasurer; Myron M. Lyman, secretary; H. M. Donohoe, superintendent of concessions; Wallace B. Hill, superintendent of county theater.

EUNICE, La.—At winter meeting of Tri-Parish Fair Association eight new directors were elected and annual election of officers set, as A. L. (Pat) Guillory, president six years, asked for retirement due to ill health. Secretary-Manager J. C. Keller reported that the 1936 fair operated at profit of \$2,000 despite increase of \$3,600 in premiums.



ALTAMAE COLE, aerialist, one of the features with the Walter L. Main Circus, which closed recently.

Act!



The New  
**TEN PAY PLAN**  
available for  
**OPERATORS and JOBBERS**

enables you to  
**S-P-R-E-A-D**  
your operation

Michigan Distributors  
Stoner "Hold 'Em" and Turf Champs  
Ohio and Michigan Distributors for Pamco  
Marksman — Flying Duck  
"Bee Jay" — "Tout"  
— Broadway —

**GENERAL AMUSEMENT DEVICES COMPANY**  
Detroit, Michigan  
3136 Cass Avenue

## Pipes

ED EPPICH . . . was a visitor at the pipes desk last week and inquired about his old friend Jack Brewer.

LEONARD ROSEN . . . while sitting in the lobby of a Huntington, W. Va., hotel on a rainy afternoon felt a pipe coming on. After corraling a pencil and some of the hostelry's paper, the following resulted: "My LaSalle finally went the way of all cars. After a swell week's biz in Nashville, Harry Carr and myself left there on Thanksgiving Day and headed toward Knoxville. During the course of our trip a '37 Chev ran into us head-on. Everyone in the Chev was sent to the hospital. Luckily, my heavy car stood the shock and Harry and myself came out of the wreckage none the worse for wear. The Chev had insurance and I stand to make a nice collection for the few days work I lost. Just purchased another car which is in fine running condition and plan to work out of this territory until after Christmas. Then it will be back to Baltimore for me. Would like to see some pipes from Floyd Hulin, Herby Welsh and Marty Pearlstein.

GUS WEINER . . . letters from Denver that he is conducting his jam auction sales in a leading jewelry store there. He says that his old friend Harry Levitt, who is also there, is, in his opinion, one of the best and cleanest workers in the business. Weiner adds that he would like to see pipes from Morris Kahntruff, Artie Cohen, Harry Savin and Andy Stenson, and that there is still room for a few more jam men in Denver.

## CAST OF 96

(Continued from page 7)

dances. Kamaroff did the music and costumes were designed by Freddy Wittop and executed by Mlle. Karinski. Scenery and stage effects by Raymond Reshayes.

Vincent Travers and orchestra will furnish the show music and Russ Morgan's Band the dance music.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MAY YOUR LOCATIONS BE BOTH PROFITABLE AND TROUBLE-FREE IN THE NEW YEAR! OUR CHRISTMAS "PRESENT" TO YOU . . . A TREE FULL OF 1936's GREATEST VALUES!

**REEL 21. COUNTER GAME \$11.50**

**BAFFLE BALL, \$19.50**

**BONUS, \$45.00**

**DAILY RACES, \$45.00**

**DE LUXE 46, \$28.50**

**HOLLY-WOOD, \$22.50**

**JUMBO, \$31.50**

**MULTIPLE, \$57.50**

**PAMCO PALOOKA Jr., \$48.50**

**TEN GRAND, \$36.50**

**WHEEL OF FORTUNE, \$32.50**

**SUNSHINE DERBY, \$34.50**

**TURF CHAMPS (Late Serials) \$82.50**

**Special!**  
Brand New, Original Case  
ALAMO . . . . . \$42.50  
RAMBLER, 10 Ball . . 39.50  
RAMBLER, Ticket . . 42.50

**ATLAS NOVELTY CO.**  
2200 N. Western Avenue, CHICAGO, ILLINOIS  
1901 Fifth Avenue, PITTSBURGH, PA.

distributed handbills, notifying the customers that 180 actors are being fired, and requesting them to publicly protest the cut.

LOS ANGELES, Dec. 19.—New demands for the removal of J. Howard Miller from leadership of local Federal Theater Project were made this week by Edward L. Gering, former director of the project's experimental unit, and a group of present and former FTP workers.

Meanwhile an investigation of FTP activities here is being conducted by the Democratic Central Committee, which is probing 100 alleged cases of abuse suffered by workers on the project.

SAVANNAH, Ga., Dec. 19.—City Council informed representatives of the Board of Public Welfare that no funds would be available for relief in 1937, and suggested they inaugurate a campaign to weld public sentiment in favor of an amusement tax for relief purposes. In 1936 the city gave \$60,000 to the board and the county \$9,600.

Discussion on the proposed tax on amusements was to the effect that it not only be directed at the movie houses but all forms of amusements. Council unanimously agreed in the advisability of levying the tax for relief purposes.

DENVER, Dec. 19.—*Me Third*, most recent Denver WPA theater project offering, was bought by Brock Pemberton and Antoinette Perry, of New York, for Broadway production. Play is authored by Mary Coyle Chase and outgrossed *It Can't Happen Here*.

SAN FRANCISCO, Dec. 19.—Federal Theater Project's production of Benj Levy's *The Devil Passes* starts its two weeks' run at the Columbia Theater here next Tuesday night, directed by Everett Glass. Cast of nine includes Edwin Macdonald, as the devil, supported by Nancy Coleman, Richard Allen, Barry Drew, John Grover, Michelle Elliott, Leon Forbes, Marie Bell and Elizabeth Wilbur. Project also has its marionettes in James Stephens' *The Crock of Gold* at the little Federal Theater. With Oakland and San Francisco theater projects combining, the government will pay commuting costs of the 100 East Bay members who have to cross the bay to this town for rehearsals and performances. Oakland project closed Tuesday, dropping some 50 members, transferring the rest to the San Francisco project.

**N. Y. PREPARES**

(Continued from page 3)

Only factor keeping the rates within reasonable limits is the heavy competition among the dine-and-dance spots.

Christmas Day will be a gala occasion in more ways than one, among the openings being the new French Casino with a cast of 96 and Minsky's Oriental Theater. Latter affair promises to be quite toney. WPA Federal Theater Project also expects to cash in in the general grab and will keep the doors of

**PRICES TALK**

<b>9 PACES RACES</b>	<b>\$189.50</b>
Guaranteed Clean With New Motors, Brakes, Rods and Rolls. Shipped subject to your inspection—25c Race LIKE NEW. . . \$235.00	
<b>14 EXHIBIT NOVELTY MERCHANDISE</b>	<b>\$59.50</b>
LATE '35 DIGGERS Like New. Subject to Your Approval.	
WIRE US FOR PRICES ON ROTARYS.	
<b>8 RAY'S TRACKS</b>	<b>\$249.50</b>
Latest Models, Clean.	
<b>3 GALLOPING PLUGS</b>	<b>\$32.50</b>
<b>7 BALLY MULTIPLES</b>	
<b>6 HIALEAHS</b>	
All A-1 Shape.	
<b>7 BALLY DERBIES</b>	<b>\$37.50</b>
<b>3 CHALLENGERS</b>	
The Best.	
<b>16 BALLY JUMBOS</b>	<b>\$19.50</b>
<b>2 BIG SHOTS</b>	
<b>3 BONUS</b>	
<b>8 DE LUXE 48s</b>	<b>\$14.50</b>
<b>3 DAILY LIMITS</b>	
<b>18 GENUINE DAVAL REEL 21s</b>	<b>\$10.00</b>
<b>7 15' KEENEY BOWLETTES</b>	<b>\$99.00</b>
Just Like New. Shipped Subject to Inspection	
Wire One-Third Deposit NOW.	
United Amusement Co., 908 McCullough, San Antonio, Tex.	

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

its eight Manhattan theaters open during Christmas week.

Among legit openings, George M. Kaufman and Moss Hart's *You Can't Take It With You* proved a smash; *Brother Rat*, the third military opus of the season, looks good, and *Day to Come*, Lillian Hellman's opus, folds tonight after seven performances. *Black Rhythm* is scheduled for the Comedy tonight.

Music Hall opened fair Thursday with Bobby Breen making a personal appearance in addition to starring in the pix, *Rainbow on the River*. Roxy, with Shirley Temple in *Stowaway*, will fetch the fans as usual. Paramount, in its second week with *Pennies From Heaven* and Art Shaw's Band, continues strong. Capitol is ending its third week of *Born To Dance*, with a new pix, *After the Thin Man*, coming in Christmas Day. Loew's State opened well yesterday with Buddy Rogers' band show and *Theodore Goes Wild*.

Burlesque around Times Square consistently good.

PITTSBURGH, Dec. 19.—A scarcity in orchestras for the holidays here is reported by the leading bookers who have more orders for musical outfits than they will be able to fill. Several orks will play two and even three spots New Year's Eve.

**CONKLIN SHOWS**

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NEW AND NOVEL SHOWS, FUN HOUSE AND LEGITIMATE CONCESSIONS

HARRY LEWISTON can place OUTSTANDING Side Show Attractions. Address him 165 West Madison St., Chicago, Ill. Canadian Showmen with ability given preference. All others address J. W. (PATTY) CONKLIN as per address below:

- Olympic Hotel, Seattle, Wash., January 3, 1937.
- St. Francis Hotel, San Francisco, Calif., January 5 and 6.
- Biltmore Hotel, Los Angeles, Calif., January 7 to 12.
- Ft. Garry Hotel, Winnipeg, Man., January 17 to 20.
- Sherman Hotel, Chicago, Ill., January 22 to 25.
- The Astor Hotel, New York City, January 26 to 31.

AFTER the Above Dates—Royal Connaught Hotel, Hamilton, Ont., Canada.

**LABOR FRONTS**

(Continued from page 3)

confab of Actors' Equity, during which a firmer stand against WPA cuts was advocated by members.

According to rumors, Al H. Woods, legit producer, may join the Federal Theater as an assistant to Mrs. Hallie Flanagan, national director.

PHILADELPHIA, Dec. 19.—The local Federal Theater Project chalked up a most unique date for its *Happy Go Lucky* unit, colored musical comedy troupe. Presentation was given at the Beth Israel Synagogue last Wednesday for an audience consisting entirely of deaf mutes. The players went thru their business as usual, speaking their lines and singing their songs, as tho addressing hearing ears. Interpreters, using

the sign language, relayed what was being said on the stage and in the aisles.

BOSTON, Dec. 19.—WPA officials were to have formulated plans last week to delay dismissals of deserving artists and writers till after the Christmas and New Year's holidays. Officials believe a good deal of pruning can be accomplished by plucking out the chiselers and not filling the vacancies voluntarily left by those who have entered private employment. The Writers' Union, the Artists' Union, the American Federation of Government Employees, W. P. W. Lodge, and the White Collar Project Workers' Council have completed extensive and forceful plans for protesting cuts.

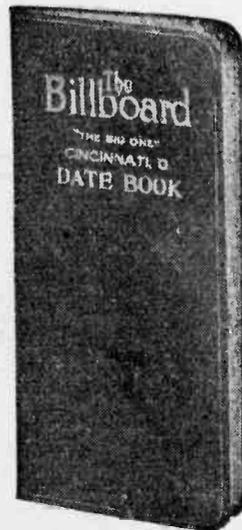
An amusing and ironical note crept in at the Repertory Theater, where the Federal Theater is presenting a comedy, *Life's a Villain*. Members of the unit

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# Mighty Sheesley Midway, Inc.

Extend Xmas Greeting and Wishes Prosperity to All

Following are the Fairs which have been booked for the 1937 season:

- Charleston, W. Va., Free Fair; Attendance in 1936, 450,000
- Lynchburg, Va. New Fair Grounds now under construction.
- Danville, Va.
- Gastonia, N. C.
- Charlotte, N. C. Attendance first year, 325,000.
- Charleston, S. C., which will add Free Acts and Fireworks, Novelty Program which they have not had at their fair in years.



**FOR SALE**—Caterpillar Ride, complete with tunnel, in first-class shape; one Stateroom Car with nine staterooms, in good condition; one Steel Box Car, 72 feet; three Semi-Steel Flat Cars, 60 feet. \$350.00 apiece. Will finance show of merit. Address

J. M. SHEESLEY, Mgr., Charlotte, N. C.

## New Bureau for Inventors To Ease Their Thorny Path

NEW YORK, Dec. 19.—The poor inventor, frequently pictured as one who seldom reaps the material rewards of his ideas, is now to be aided on his path to success by the newly opened American Bureau of Invention in the General Motors Building.

The bureau, whose director and moving spirit is Ray Gross, engineer and author of books and articles on inventions and inventors, has as its purpose "shortening the tremendous lag now existing between the conception of an idea and its commercial fruition." A permanent exhibition is planned for inventions, apparatus, materials and graphic presentations of facts and information for the benefit of manufacturers and others.

Practical help to the inventor in every step from the conception of an idea to the merchandising of the finished product will be rendered by the bureau, it is stated. This will be achieved largely thru a board of technicians, which will pass on the soundness of the idea from the engineering standpoint, a board consisting of manufacturers and merchandise experts to pass on the commercial value of the idea, and a legal division which will safeguard the interests of all parties involved.

"America is enjoying the benefit of only a fraction of its inventive ingenuity because hitherto there has existed no ordered medium for bringing together the man with the idea and the man equipped to make that idea a reality," Mr. Gross said.

"The time when one man could conceive an invention, work out its technical details, evaluate its market possibilities and manufacture and distribute the finished product has passed. Regardless of the intrinsic worth of his creation, the average inventor has a hard row to hoe and even the most fortunate individual is not likely to qualify in the various specialized techniques involved in patent protection, market analysis, productions, sales, etc., to a degree essential to make a real success of the venture. This has served to discourage

creative effort. Similarly countless manufacturers with equipment for fabricating certain types of products have had no direct path of reaching new ideas and products of particular importance to them. This has made for inefficiency and economic waste. The bureau seeks to remedy this vicious situation and pave the way for a brighter era in technological advancement by providing the common ground on which the two can meet."

### ROYAL PALM

(Continued from page 3)  
power to make this an outstanding Western spectacle, according to Smuckler.

In view of the fact that the Royal Palm carnival will not tour Cuba this winter it is the aim of the management to have the best lineup of carnival features yet shown by this company in the Sunshine State. Special paper has been ordered and full attention will be given the news end of the shows under a competent press agent. The management is of the opinion that many records will be smashed for attendance and gross business on the coming tour.

### CLEVELAND CASINO

(Continued from page 7)  
Mayfield Country Club, will be head man.

Durries Crane, Inc., will be in possession. The corporation acquired the casino after it had been placed on the block in Referee of Bankruptcy Carl D. Friebolin's court and sold for \$65,000, plus \$75,000 debts. Crane comes here from Detroit, where he was manager of the Book-Cadillac Hotel.

The Mayfair will become a popular-priced spot. Form of entertainment has not been decided upon.

### Canton Club Changes Policy

CANTON, O., Dec. 19.—Hofbrau here became Embassy Club Tuesday. Current are Danny Beck, Renee and Rone,

Celia and Ranells, Martin Sisters, Eight Hofbrau Debutanes and George Williams' Band, now in its 12th week, a record here. Dick Edwards is now in charge of publicity and promotion. Except for the band, talent is changed every two weeks.

### Vice Crusader Quits

HAVERHILL, Mass., Dec. 19.—City Marshal Antonio N. Altier, who has been credited with ridding Haverhill of all rackets and vice and who intervened in the alleged practice of Boston bookers sending minors to entertain at cafes, with the apprehension of one Hub booker facing trial at the outcome of investigation, handed his resignation to the city council this week, and announced that he was returning to the State Police.

### Archer Plans Dansant

DES MOINES, Dec. 19.—T. H. Archer, president of the Archer Ballroom Company, Sioux City, Ia., plans to erect a \$65,000 ballroom at the northwest corner of Fifth avenue and Park street here. Building will be 117 by 165 feet and construction will start immediately. Archer operates the Arkota Ballroom and Neptune Casino, Sioux Falls, S. D.; Rigadon Ballroom and Shoreacre Gardens, Sioux City; Chermot Ballroom, Omaha, and the Frog Hop Ballroom, St. Joseph, Mo.

### Boston Police Eying Liquor Law Violators

BOSTON, Dec. 19.—Police Commissioner Joseph F. Timilty has shifted his clean-up campaign from gambling spots to the all-night clubs for ignoring the 1 a.m. shut-down regulation on liquor sales. According to first-hand information, many so-called "owl clubs" served giggle water till 6 a.m.

Commissioner Timilty and Superintendent Edward W. Fallon intend to plant uniformed men into these spots to nab offenders when the hot water is sold after hours.

Since this type of establishment holds a common victualer's license, which provides for inspection by authorities at any time, the cops are permitted entree into the spots without search warrants.

### Arcadia, Philly, Drops Cover Despite Big Shows

PHILADELPHIA, Dec. 19.—Arcadia International House has given up cover charges and will stick it out with an upped minimum fee. Spot is the only nitery in town augmenting the floor show with a name band and figured that this should be worth the extra tax.

Art Padula, Arcadia domo, made several unsuccessful attempts to get the town's class spots to see his way about things. However, none would swing along, complaining that cover charges only chase 'em away.

### To Operate Cabarets

RICHMOND, Va., Dec. 19.—South Washington Amusement Corporation with authorized maximum capital of \$10,000 has been chartered to operate cabarets. Harry Harris, of Washington, D. C., is president.

### Club Reopens as Ballroom

DETROIT, Dec. 19.—Former Oriole Terrace is slated to reopen as the Grand Terrace Ballroom. A 10-piece orchestra is being engaged. Arley Fleming has been handling advance arrangements for promoters.

### Beer-Bingo Nixed

NEWARK, Dec. 19.—"Beer and bingo don't mix," claims D. Fred Burnett, State Alcoholic Beverage Commissioner, and accordingly the game may not be played where there is a bar or where liquor is served. Beery eyes and foggy minds would result in confusion and consequent disorder. "A drunk would start a fight for less than that," says the commissioner, "and bangs would drown out cries of 'bingo.'"

### Valhalla, N. Y., Adds Show

NEW YORK, Dec. 19.—Valhalla Restaurant on West 54th street celebrated its seventh anniversary last week by adding a floor show, which included Pancho and Dolores, La Vallita, Berta Donn and Peter and his orchestra.

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Exhib. "21" 5.00	H i g h Stakes 11.00

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PREMIUMS AND SPECIALTIES

### Booker Voted "Unfair"

NEW YORK, Dec. 19.—Council of the American Federation of Actors has voted the Izzy Cohen Central Theatrical Bureau, of Syracuse, N. Y., "unfair." The AFA claims Cohen has been canceling acts in violation of contracts.

### El Paso Hotel Resumes

EL PASO, Tex., Dec. 19.—Hotel Hilton's new Continental Room opens this week. Spot will use three musicians and an occasional entertainer.

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**Agricultural Situation**

Condensed Data From December Summary by U. S. Department of Agriculture, Washington, D. C.

**WEATHER FAVORS HARVEST**

Weather, in the main, has favored completion of harvest and fall work. In the western Wheat Belt the persistent dryness is still a handicap. From western Oklahoma northward, winter wheat is fair to poor. In the Palouse territory of the Northwest wheat is showing poor stands and much will have to be re-sown.

The crop of hard red winter wheat this year was larger than last year and there is ample of that kind of wheat, as well as of soft wheats, to take care of domestic needs thru the season. Hard red spring wheat is another story, however. The wheat shortage this season is in spring wheat—hard red spring and durum. Indications are that a fairly large acreage of winter wheat has been sown this fall.

Weather in the Cotton Belt this fall has been remarkably favorable. In the ordinary season there is some loss of open cotton in the fields, but this season practically no losses of this kind occurred. Also, frosts held off later than usual thruout the northern belt, per-

ucts in October amounted to \$886,000,000, which was 10 per cent larger than in October last year. For the first 10 months of this year this cash income was 17 per cent ahead of the like period last year.

**Fair Grounds**

**YORK, Pa.**—York County Agricultural Society authorized the president, building and grounds committee and racing secretary of York Fair to secure estimates on cost of new barns on the grounds to replace those moved recently in improvements. New buildings are to have 132 stalls for horses.

**FLOURTOWN, Pa.** — Flourtown Fire Company has installed two pieces of apparatus at a cost of more than \$16,000,

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Good Luck Pocket Pieces, Nickel Silver or Rich Bronze. Beautiful and Durable Tokens. Big Sellers—before—during—after Inauguration, at 10c (but 5c to you in quantities of 100). Also 3/4" Roosevelt Lapel Button or Pin, Silver Plated or Bronze. Same Prices and Discount as above. Sample Pocket Piece and 1 Pin mailed upon receipt of 25c. Write for "Big Profit Sales Plan" for Framed Medallions, Paperweights, Pins Buttons and Tokens.



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from

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**N. Y. WORLD FAIR**

(Continued from page 3)

the structures of private exhibitors and smaller buildings for special purposes. Housing facilities for State and foreign exhibits are not included in the estimate.

While construction work will not get fully under way until grading of the site in Flushing Meadows Park, Queens, is completed next spring by the city park department, a considerable amount

of preparatory work is scheduled for the next three months, including borings, test piles, bridges, water mains, tree planting, roads, etc. Understood that the first large structure to be erected will be the \$900,000 Administration Building, foundation of which will cover approximately 65,000 square feet of the fair site.

Start the new year right by keeping informed on what's going on in your own game. Subscribe for The Billboard.



**THREE REASONS WHY THE NORTHWESTERN EXHIBIT at the 1937 Coin Machine Convention will be packed to capacity—the newest Northwestern creations, De Luxe and Triselector, will be on display for the first time; besides the fact that Booths 6 and 7 will be headquarters of the glamorous Toni Jolien, "queen of the show."**

mitting late holls to mature. The combination of unusually favorable conditions resulted in an increase in the estimate of this year's cotton crop, November forecast indicating 12,400,000 bales.

**MARKETS ARE BETTER**

Some of the main food crops are selling at substantially higher prices this fall than last. Potatoes are an example. The main shortage of potatoes is in the drought States of the Midwest; most of the important shipping sections of the East and far West had an average yield or better. The effect of the distribution of the crop is to strengthen middle western markets.

The livestock markets are giving a good account of themselves. Heavy runs of hogs and cattle have been absorbed at well-sustained prices. There are markedly fewer cattle on feed than a year ago. The number of lambs on feed is uncertain but may not be much less than last fall. Milk production came up surprisingly after the drought. Poultrymen are holding to their flocks despite high feed and low egg prices.

Farmers' sales of their products this fall have amounted to considerably more money than a year ago. The total cash sales of the principal farm prod-

most of the money having been raised by the fair held by the company on its spacious grounds each year. A parade of fire apparatus from neighboring sections was held on the day of installation, with more than 600 marchers in line.

**NATCHITOCHEs, La.**—At annual meeting of Natchitoches Parish Fair Association, Treasurer A. J. Hargis reported all debts, including some of past years, paid and a good cash reserve left as result of a successful 1936 fair, altho the association must replace three exhibit buildings destroyed by fire a few days before the fair. Two buildings are being replaced and plans are for public subscription to rebuild the third.

**PITTSBURGH**—Proposed \$6,250,000 exposition building at the Point here reached a step nearer reality at a meeting of Lower Downtown Business Men's Association in the Roosevelt Hotel last week. Traffic problems affecting lower end of the triangle, a major issue in building this project, were discussed by experts. It is reported solution of the traffic problem will bring early plans for construction of the hall.

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### 1937 Show

Practically one-third of the items in the coin machine news columns for several weeks preceding the annual convention contain a boost in some way for the annual event. Publicity writers for the manufacturers and distributors contribute many boosts, all of which helps to make a bigger and better show.

Three big issues of The Billboard will relate specifically to the 1937 show and may in fact be called Show Numbers. They are the issues of

January 9—Pre-Convention.

January 16—Show Number.

January 23—Convention Reports.

The most complete information, news and data available anywhere on the progress, ideas and happenings in the modern coin machine industry will be found in these three issues of The Billboard.

### MUSIC LOCALS

(Continued from page 6)

dent and Claude E. Pickett was re-elected secretary for his 10th term. Elected to the executive board were Sandy Daiziel, Charles C. Pray, Marion Prescott and M. L. Williams.

WICHITA, Kan., Dec. 19.—Officers of local musicians' union for 1937 are Duff E. Middleton, president; Harley Moon, vice-president; Leo Koppin, secretary-treasurer; Cale Blakely, sergeant at arms, and members of executive board, Carlos Pease, Russell Lowe, Cash Gard, George Tack, Dick Helt.

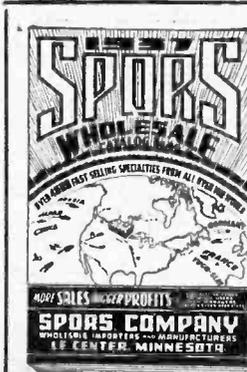
LITTLE ROCK, Dec. 19.—Elmer McClure was elected president of the Little Rock Division, AFM, at meet last week at Labor Temple. Other officers were Clarence McClory, vice-president; William Hocott, secretary-treasurer; R. J. Lanhammer, sergeant at arms, and Art Bean and Thomas Morrissey, members of executive board.

BRIDGEPORT, Conn., Dec. 19.—Jesse Greenwald was re-elected president of Local 63, American Federation of Musicians, Bridgeport, recently. Other officers re-elected were John H. McClure, vice-president; John H. Schmidt, recording secretary; Frederick M. Bonner, financial secretary; John R. Porter, treasurer; John Scinto, sergeant at arms, and John H. McClure, business manager. Members of the executive board are Sidney E. Tibbals, H. Hartley, Samuel Davey, William Metcalf, John J. O'Neill, Raphael Korff and John J. Reynolds.

PROVIDENCE, Dec. 19.—Annual election of officers of Providence Local 198, AFM, was held Sunday. Vincent Castronovo was named president; Arthur Patt, vice-president; Ambrose W. Carroll, secretary; Sydney Byrne, treasurer, and Royal D. Gilbert, sergeant at arms. Charles A. Duggan, Joseph Duffy, Clinton S. Anthony, Milton Jamieson, Lutgi Lapolla and Dorninand Rao were elected executive committee members and Messrs. Byrne, Carroll and President Castronovo were named delegates to the national AFM convention.

ALLIANCE, O., Dec. 19.—Present officers of Local 68, American Federation of Musicians, were re-elected at the recent annual meeting here. They are: President, Carl L. McDonald; secretary, E. H. Shutz, and treasurer, Clay Rockhill.

CANTON, O., Dec. 19.—Paul S. Herrstein was elected president of Canton-Massillon local of American Federation of Musicians at the recent annual meeting. Others officers elected are Lester Heckman, vice-president; Charles W. Weeks, secretary; August C. Gronau, treasurer; Ethel Rinkendorf, Herman F. De Vol and William E. Strassner, trustees.



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We thank the entire Industry for the Greatest Year in our History. We sincerely extend to everyone, the Season's Greetings.

**GERBER & GLASS**

## Census Report on Locations

WASHINGTON, Dec. 19.—Census Bureau released a final report on retail trade and retail stores this week, showing important gains in retail business all over the country. Census report contains some valuable information as to the number of stores and the comparative amounts of money spent in various types of stores. Many types of retail establishments are considered as valuable locations for coin-operated machines and operators may study to advantage the general statistics given out.

Report also contained some details about locations in the two largest American cities and also the State of New Jersey. Of the two largest cities, Chicago practically passed out of the picture as an operating center for amusement games for a time, but is reported to be an increasing market again for such machines as bowling games, targets and phonographs. New York also suffered a decline for a while as a market for amusement devices, due to disturbances about licenses, but the area now uses immense quantities of many types of amusement machines and vending machines. New Jersey is also considered an important territory for most types of machines.

Census report showed that retail sales of all kinds in 1935 were 67.5 per cent of the 1929 level, whereas in 1933 retail stores showed a drop of 49 per cent from 1929.

The final tabulation put retail sales in 1935 at \$33,161,276,000, a gain of 32.4 per cent over the 1933 sales of \$25,037,225,000. The final report was \$371,009,000 greater than the preliminary total of \$32,790,267,000, which was announced on October 14. Retail sales in 1929 amounted to \$49,114,653,000.

The final retail figures for 1935 covered 1,653,961 stores throughout the country, with a total employment of 3,961,478 full-time and part-time employees and involving a pay-roll aggregate of \$3,623,289,000.

The census reflected but little change in the relative position of cities, as against rural stores or among the several categories of cities. Eighteen States and three geographic divisions did a greater proportion of the nation's retail business in 1935 than in either 1933 or 1929. Ten States and two geographic divisions showed a declining trend in their proportion of the country's business in 1935, in comparison with the two previous census years.

Greatest progress in the national picture was made by the States comprising the South Atlantic group. In 1929 this area did 8.55 per cent of the United States total business, but in 1935 these States did 9.94 per cent. The three Pacific Coast States and the eight Mountain States also showed gains over both 1933 and 1929 in their relative shares of the nation's retail business.

### New Jersey Stores

In a supplemental report the Census Bureau gave final details of retail sales in New Jersey, which was announced as 20 per cent greater than in 1933. These sales in 1935 totaled \$1,220,299,000 in 67,798 stores, which was \$4,576,000 greater than the preliminary figures released in October and included 59 more stores.

The 67,798 stores employed, during 1935, an average of 136,907 full-time and part-time employees, with a total pay roll of \$140,660,000. The number of employees increased 14 per cent in the two-year period and the pay roll increased 17 per cent.

In some parts of this State, particularly in Newark and Paterson, the census was affected by incomplete coverage, due largely to the absence of legislation making reports mandatory.

The 10 counties in New Jersey showing the largest volume of retail sales included 84 per cent of the stores and accounted for 86 per cent of total sales in the State. In 1933 they included the

same proportions of the totals for stores and sales as in 1935.

The 10 principal cities in New Jersey in order of retail sales volume included 42 per cent of the stores and accounted for 47 per cent of total sales in the State. Both ratios were approximately the same as in 1933. The sales increase in these cities was 17 per cent. Excluding Newark, the other nine cities, combined, showed a sales increase of 25 per cent over 1933.

Newark showed 8,593 stores with total sales in 1935 of \$197,527,000. In the remainder of Essex County there were 5,440 additional stores with total sales of \$111,793,000. Jersey City showed 4,890 stores with sales of \$76,954,000. For the remainder of Hudson County the report showed 6,196 stores with total sales of \$93,633,000. Paterson had 2,650 stores, with total sales of \$54,596,000. The remainder of Passaic County accounted for an additional 2,754 stores with sales of \$47,185,000. The report showed similar individual figures for each city in the State of more than 2,500 population, and for each county.

### New York Locations

The volume of retail trade in all five boroughs of New York in 1935 was \$2,847,332,000, an increase of more than 20 per cent over 1933, but still more than 25 per cent below 1929.

The 1935 sales volume in the city was done by 115,567 stores compared with 97,528 in 1933. In Manhattan 41,233 stores in 1935 did a volume of \$1,462,499,000. Sales of \$677,258,000 were made by 37,932 Brooklyn stores. The 17,492 stores in the Bronx sold goods worth \$311,499,000. In Queens 16,278 stores had sales of \$351,364,000. The 2,632 stores in Richmond made sales amounting to \$44,712,000.

The city's total number of active proprietors and firm members in retail establishments in 1935 was 101,123. The average number of full-time and part-time employees for the year was 323,590. Total pay roll was \$369,483,000, of which \$351,367,000 went to full-time employees. Operating expenses, including pay roll, were \$829,232,000.

In Manhattan there were 33,666 proprietors and firm members, 193,798 employees, a total pay roll of \$222,023,000 and operating expenses of \$488,475,000.

Brooklyn had 34,675 proprietors and firm members, 65,666 employees, a \$74,072,000 pay roll and \$170,579,000 operating expenses.

The 16,361 proprietors and firm members in the Bronx had 26,236 employees, a pay roll of \$30,845,000 and operating expenses of \$71,892,000.

In Queens there were 14,139 proprietors and firm members, 33,800 employees, a pay roll of \$38,058,000 and operating expenses of \$87,884,000.

Richmond had 2,292 proprietors and firm members, 4,085 employees and a \$4,485,000 pay roll. Operating expenses were not tabulated.

On a city-wide basis food stores did the largest business, 52,161 stores having sales of \$844,426,000. Next came the apparel stores, with a volume of \$412,529,000 done by 12,643 establishments. Third was the general merchandise group, 3,973 stores doing a total volume of \$397,566,000. Eating and drinking places followed, with 15,029 establishments having a sales volume of \$369,172,000.

Eating and drinking places had the largest number of employees, 86,077, with a pay roll of \$72,627,000. Next came the food stores with 60,300 employees and a pay roll of \$71,326,000. The general merchandise stores had 58,385 employees and a \$62,066,000 pay roll, and the apparel stores 44,744 employees with \$58,368,000 pay roll.

The report shows that the city has 4,320 establishments classified as drinking places, aside from restaurants. These drinking places did a sales volume of \$71,307,000 in 1935 with 12,626 employees, a pay roll of \$12,472,000 and total operating expenses of \$29,928,000.

Of the city's drinking places 1,293 were in Manhattan, with sales of \$29,579,000; 1,327 in Brooklyn, with sales of \$18,658,000; 517 in the Bronx, with sales of \$8,045,000; 963 in Queens, with sales of \$12,992,000, and 220 in Richmond, with sales of \$2,033,000.

The city had 8,768 restaurants, cafeterias and lunch rooms; 1,941 lunch counters and refreshment stands; 1,927 drug stores with fountains; 2,210 drug

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PAT AND TAKE, Front Door Model, \$ 7.50  
AUTO FLASH, Ticket Model, 10 Ball, 17.50  
BAFFLE BALL, 14.50

ACE STAMPEDE REPEATER PROSPECTOR MAMMOTH DAILY DOUBLE \$17.50

TOP ROW (Floor Sample) \$24.50

10 BALL AUTOMATIC PAYOUTS

BALLY'S AIRWAY, Ticket and Cash \$29.50  
KEENEY'S BOOSTER \$29.50  
BALLY'S Golden Harvest \$29.50  
ROCK-OLA'S CREDIT \$29.50

DAILY LIMIT PAMCO PARLAY DOUBLE HEADER BALLY'S PERLESS WHEEL-O-FORTUNE PINCH HITTER \$34.50

BALLY ALL STARS \$37.50

SUNSHINE DERBY \$32.50  
BALLY'S JUMBO \$35.00  
PAMCO RED SAILS \$38.50

BALLY'S PERLESS MULTIPLE \$59.50

BALLY DERBY PAMCO BALLOT SUNSHINE BASEBALL MULT-PLAY ELECTRIC GOTTlieb RACES, Multiple MILLS TYCOON, New Front Electro Pak JENNINGS FLICKER \$44.50 \$67.50

PAMCO BELLS WALTER, Multiple BLUEBIRD, Bally PAMCO SARATOGA CHALLENGER, Multiple BROKER'S TIP, Mystery GOTTlieb RACES, Misty, GOTTlieb's Fence Buster \$59.50

STONER'S TURF CHAMPS Like New \$77.50

SUNSHINE BASEBALL, Cash and Ticket \$79.50  
BALLY'S Challenger, New EXHIBIT'S ELECTRIC EYE, Equipped with Jackpot

HURDLE HOP 10 Ball Skill Roll Game New \$69.50

STONER'S TURF CHAMPS Floor Sample \$89.50

NEW COUNTER GAMES  
DAVAL'S REEL "21" \$19.75  
DAVAL'S PENNY PACK 15.50  
DAVAL'S RACES 14.95  
DAVAL'S CENT-A-SMOKE 11.95  
BALLY'S BABY 15.50

USED COUNTER GAMES  
REEL "21" \$10.95  
HOLD AND DRAW 7.50  
LUNCHETTE 4.95  
RELIANCE JACKPOT, Like New, 59.50

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## BARGAINS

Reconditioned—Ready To Go on Location.

CHALLENGERS \$50.00  
NATURALS 37.50  
CREDITS 35.00  
MONOPOLEE 27.50  
PROSPECTORS 20.00  
EXHIBIT TICKET GAMES 17.50

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## THE MARKEPP CO.

Ohio's Largest Distributors  
3328 Carnegie Ave., Cleveland, O.

stores without fountains; 10,826 candy and confectionery stores; 1,909 delicatessen stores; 8,111 fruit and vegetable stores; 15,187 groceries; 7,310 meat markets; 2,954 combination meat and grocery stores; 1,633 fish markets; 1,578 bakeries and caterers.

Also 65 department stores, 3,390 dry

# 1937 MODEL PACES RACES



The world's winner of all horse race machines. Operators and Jobbers, wire, phone or write us as to your requirements on Paces Races, as we

have an unusual proposition to offer on a deal of 5, 10 or more Paces Races. Also write us for price on any other machines you are interested in manufactured by Bally, Rock-Ola, Gottlieb, Pacific, Exhibit, Keeney, Genco, Daval, Mills, Groetchen, Jennings, Stoner. To avoid delay in getting deliveries, place your order with us, and we can make prompt delivery when available on any of the above manufactured products.



	Each.
1 BALLY ROUNDUP	\$50.00
2 GOLDEN HARVEST	20.00
1 BIG FIVE, 2 balls	15.00
1 MAGIC EYE EXHIBITS	65.00
1 RODEO	7.50
1 WHIRLPOOL	7.50
1 POLICY, like new	55.00
1 BROKERS TIP, like new	32.50
2 ACE, cash payout	12.50
2 BIG RICHARDS	35.00
1 GIANT	20.00
1 JENNINGS HUNTER	15.00
6 BALLY ROLLS, good condition	17.00
1 PACES RACES, 5c. ser. 3,000	200.00
7 TAVERN, beer reels	5.50
28 BALL GUN, cigarette reel	5.00
5 PENNY SMOKES	5.00
8 REEL "24"	12.00
3 RITHMETICS	7.00
10 TIT-TATTOES	5.00
SNACKS NUT MACHINE	12.00
2 MILLS YELLOW FRONT, JPSV, G. A., 5c	45.00
1 REGULAR MILLS J. P. G. A. V., 1c	25.00
1 MILLS BLUE FRONT BELL, new, 50c	120.00
1 MILLS FUTURITY JPSVGA, new, 25c	75.00
5 TURF CHAMPS	85.00
2 PAMCO BELLS	55.00
1 PAMCO HANDICAP	20.00
1 DOUBLE HEADER, like new	27.50
2 ALL STARS	35.00
2 TYCOONS, perfect condition	22.50
4 DUCK SOUP, new, per dozen	12.00
4 TICKETTE, with 1,000 tickets	4.00
1 CHICAGO CLUB HOUSE	4.00
1 TURF FLASH Counter Game	6.00
1 SEEBURG SELECTOPHONE	100.00
3 GABEL, JR., 12-record	55.00
1 MILLS PHONOGRAPH	25.00
21 CLEARING HOUSE	6.00
10 DIAMOND FRONT JPV, 5c.	45.00
1 SILENT F. V., 5c play	25.00
1 SILENT F. V., 25c play	25.00
8 MILLS MYSTERY J. P. G. A., Side Vender, 1c	42.50
7 MILLS MYSTERY BLUE F. J. P., Ser. 331 to 383, 25c	70.00
1 MILLS GOOSENECK JPSV, 5c	35.00
1 MILLS YELLOW FRONT JPSV Eagle, 25c	30.00
1 MILLS BELL Eagle Front, 25c	30.00
1 MILLS VENDER J. P. V., 25c	30.00
15 WATLINGS TWIN JPFV, perfect, 1c	25.00
1 WATLING TWIN JPY, 10c	30.00
1 CAILLE J. P. BELL, 25c	30.00
1 RELIANCE 2&8 pay, brand new, 5c play	70.00

● NOTICE—Look at these Pick-ups: 10 brand new Paces Races offered subject to prior sale and after these 10 are sold the old prices will prevail.

5 Paces Races, Cash Payout, Brand New, 5c Play, 30-1	\$355.00
1 Paces Races, 25c Play, Cash Payout, S. U., Serial 3661	325.00
5 Paces Races, Brand New, 5c, Check Separator, 30-1, in Original Crates, Never Unpacked	395.00

WE LIST BELOW THE FOLLOWING SLIGHTLY USED AND FLOOR SAMPLE MACHINES WE HAVE TO OFFER:

	Each.
1 PAMCO SARATOGA	\$50.00
3 PAMCO PALOOKA, JR.	35.00
12 PALOOKA SENIORS	52.50
1 PAMCO PARLAY	30.00
2 PINCH HITTERS	25.00
17 PROSPECTORS, like new	19.00
2 DAILY RACES	35.00
8 DAILY LIMITS, like new	20.00
1 GALLOPING PLUG, like new	40.00
1 BALLY BONUS, cash payout	35.00

All Orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph Money Order. Write and ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX., Inc.,** 00 BROAD ST., Richmond, Va.  
DAY PHONE, 3-4511. NIGHT AND SUNDAY, 5-5328.

goods and general merchandise stores, 518 5-and-10 and other variety stores, 1,594 men's furnishing stores, 985 men's clothing stores, 320 family clothing stores, 2,542 women's ready-to-wear shops, 202 furriers and fur shops, 1,514 millinery stores, 964 custom tailors, 2,097 shoe stores, 393 automobile dealers, 218 used-car dealers, 2,023 garages, 783 furniture stores, 379 radio dealers.

Also 110 electrical supply stores, 18 bicycle shops, 473 book stores, 2,418 cigar stores and stands, 1,073 florists, 1,919 fuel and ice dealers, 864 jewelry stores, 1,259 newsdealers, 125 sporting goods stores, 845 beer and liquor stores (packages) and 73 pawn shops.

### Chicago Locations

Chicago's cash registers jangled a merry tune last year, ringing up retail sales averaging \$5,600 a minute—or nearly \$100 a second—for every working hour of every day during the year, including Sundays and holidays.

The volume of the city's retail trade was placed by the bureau at \$1,215,706,000 for 1935, which figures down to an average of \$3,344,000 in daily sales. That was an increase of 23 per cent over the 1933 volume of \$990,084,000. The city's retail trade accounted for 55.9 per cent of all such business in the State, the latter running to \$2,173,069,000 for 1935, a 26 per cent rise over the 1933 total.

Cook County's share of the State's retail business was 62.9 per cent, or \$1,366,325,000. Outside of Chicago the volume of retail trade in the county amounted to \$150,619,000, with approximately half of this being divided among four communities: Evanston, \$31,067,000; Oak Park, \$23,799,000; Cicero, \$14,268,000, and Berwyn, \$8,066,000.

The county reported 51,152 retail stores, of which 44,382 were in Chicago. The State reported 98,538 stores with full-time and part-time employment averaging 272,784 and pay rolls of \$263,232,000. That was an 8 per cent increase

in employees and a 19 per cent increase in pay rolls over 1933.

By grouping of stores, here is the story of 1935 retail trade in Chicago as presented by the bureau:

Food group, including grocery and combination stores, meat and sea food markets, bakeries, delicatessens, dairy products and other foods, 17,280 stores, with total sales of \$256,397,000.

Eating and drinking places, 9,018, with \$96,000,000 in sales.

General stores, with food, 20; total sales, \$996,000.

General merchandise group, including department, variety, 5-and-10 and related stores, 1,024 units; sales, \$370,557,000.

Apparel group, including shoe stores, 3,849; sales, \$121,303,000.

Automotive group, dealers in new and used cars and trucks, motorcycles and automotive supplies, 1,648 stores; sales, \$103,838,000.

Filling stations, 1,839; sales, \$32,201,000.

Furniture-household furnishings-radio, 975 stores, with sales of \$41,289,000.

Dealers in lumber and other building materials, hardware, paint, glass and electrical and plumbing equipment, 1,467 stores, with sales totaling \$26,811,000.

Drug stores, 1,920; sales, \$55,709,000.

Other stores—Ice and fuel dealers, florists, jewelry stores, newsdealers, tobacconists and a long list of specialties—5,342 stores, and sales of \$110,605,000.

### Census Nation-Wide

The business census for 1935 was taken on a nation-wide scale during the first eight months of this year by enumerators who personally made contact with retailers under the direction of the Philadelphia branch of the Census Bureau. It is much broader in scope than previous business censuses and, when finished, will assure the most complete and accurate picture yet obtained

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OUT-PULLED 2 to 1 THE MOST POPULAR PAYOUT GAME IN THE FIELD IN ACTUAL SIDE BY SIDE TEST

The "Change Your Luck" feature and a score of other features make this new, novel, different game the talk of the country.

only \$54.50 F.O.B. CHICAGO

WRITE OR WIRE

**Genco Inc**  
2621 N. Ashland Ave., Chicago, Ill.

of our entire business structure, according to the bureau.

A statement issued by the bureau says: "Former censuses were limited to retailing, wholesaling, construction (1929 only), hotels, and in 1933 was expanded to include service establishments and amusements. The business picture afforded was admittedly far from complete because of the omission of many important phases of business. Therefore, in making plans for the present census some 150 business leaders in many fields were called into consultation with bureau officials to determine the scope of the census and to assist in drafting questionnaires or schedules on which the facts about each business concern are reported.

"As a result of conferences with these leaders and others, it was decided to expand the census to include the following business fields: Retail trade, wholesale trade, service businesses, theaters and other amusement enterprises, broadcast stations and networks, banking and other financial institutions, insurance (carriers and agents), advertising agencies, construction, truck and bus transportation, warehousing for hire, hotels and tourist camps, real estate agents, radio broadcasting.

"Final reports on the several phases of the census will be issued as rapidly as the material can be tabulated and assembled. They will contain factual information such as monthly employment, number and weekly pay-roll data by classes of employees, expenses, and for retail and wholesale trade special information on credit sales, size based on volume of sales, type of operation (independents, chains and other) and commodity sales."

### Small Towns

That locations in smaller towns are having better business was also indicated by a report of the Department of Commerce which showed that daily average sales of merchandise in small towns and rural areas for November, 1936, were about 18 per cent higher in dollar volume than for November, 1935. Sales in small town locations for the first 11 months of 1936 were about 15 per cent above the same period of 1935.



We Recommend EXHIBIT 5 **CHUCK-A-LETTE** "The Classic Money Gatter of all time"

A Quality Game of beauty with plenty of player appeal... proven as one of the fastest money makers in coin-operated device history.

Your better locations should get Chuck-a-Lette at once.

AT ALL OUR OFFICES  
**ELECTRO-BALL CO., Inc.**

Dallas, Fort Worth, Waco, Houston, San Antonio, Wichita Falls, Oklahoma City, Memphis, New Orleans.

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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# 2 HITS!

## REEL DICE



**7 DAYS FREE TRIAL!**  
 THE FASTEST MONEY-MAKER OF ALL DAVAL COUNTER GAMES!  
 ONLY \$18.75 RUSH YOUR ORDER NOW!  
 YOU CAN'T LOSE!!

## SEQUENCE

THE GREATEST NON-PAYOUT 5-BALL PIN GAME IN THE 57.50 INDUSTRY! EARN PAY TABLE PROFITS AT A PIN GAME PRICE.  
 1/3 DEPOSIT WITH ORDER.



TAX PAID.

# GERBER & GLASS

## 914 DIVERSEY CHICAGO

### Superior Boosts Employees' Pay

CHICAGO, Dec. 19.—A pay increase for each of the more than 200 employees of Superior Products, Inc., was recently announced by the president, George D. Sax. Increase will range from 5 to 20 per cent and is effective January 1. A uniform schedule has been worked out and all employees are being treated alike.

"Superior has been enjoying an unprecedented wave of prosperity since it opened its new home last September," Sax says. "This is the second move in the short while we have been in business, outgrowing our quarters each time. Even with the modern equipment we have installed in the new factory we have not been able to keep up with the demand for new numbers as well as the old stand-bys of the regular line. We introduce on the average of two new numbers to the regular line each week in addition to many special numbers for individual operators.

"During the past season operators of nation-wide importance have brought their merchandising problem to Superior. Superior enables them to market valuable premiums with the help of jackpot merchandise boards, a field in which Superior has done pioneering. Superior has worked with a number of leading tobacco manufacturers, too, bringing out cigaret boards designed for their products. Unlike most cigaret boards, Superior has manufactured its cigaret boards with the picture of the product printed directly on the board at the same time the board is being made up.

"Superior's policy of selling directly to the operator and not soliciting the retail trade is also greatly responsible for its expansion and the increase in the pay of the employees."

# EXTRAY!

## BIGGEST NEWS OF THE DAY!

# ELECTROPAK

MAKES OPERATING REALLY PAY!  
 SAVES \$60 to \$90 PER YEAR on EACH PIN GAME  
 ENDS FOREVER COSTLY BATTERY REPLACEMENTS.

**ELECTRICAL PRODUCTS CO.**  
 6527 RUSSELL AVE., DETROIT, MICH.  
 INSIST ON GENUINE ELECTROPAK!

**PURCHASE PRICE REFUNDED IF NOT A-1**

JUMBO	.....	\$20.00
MULTIPLE	.....	30.00
MAMMOTH	.....	10.00
TROJAN	.....	10.00
REPEATER	.....	10.00
ROOKOLA CREDIT	.....	25.00
BONUS	.....	17.50
DOUBLE SCORE	.....	17.50
DE LUXE	.....	10.00
GABLE, JR., PHONO	.....	49.50
KEENEY BOWLETTE	.....	30.00
PEERLESS	.....	22.50
PACES RACES, Black Cabinet	.....	195.00

One-Third With Order, Balance C. O. D.  
**SANTONE COIN MACHINE CO.**  
 1524 Main Avenue, San Antonio, Tex.

### Pontiac Licenses Games

DETROIT, Dec. 19.—According to *The Detroit Free Press*, the city commission of Pontiac, Mich., passed an ordinance December 8 which requires owners of pinball games and other mechanical amusement devices to pay an annual license fee of \$5 for each machine.

The ordinance stipulates that owners of the devices must be of "good moral character," must not permit gambling and must not allow children under 18 years of age to play them. The provision, according to Commissioner James E. Mahar, sponsor of the ordinance, is to prevent school children from squandering lunch money.

Another ordinance providing for licensing of vending and weighing machines was sent back to City Attorney William A. Ewart for revisions.

### Helping Smaller Cities

WASHINGTON, Dec. 19.—Further evidence that money will be flowing into smaller cities and towns was indicated by the report of C. W. Kitchin, U. S. Bureau of Agricultural Economics, showing that the buying power of farmers was at a 17-year peak. The 1936 cash income was said to be \$7,800,000,000 for farmers.

Farm income was higher in other years before 1932, Kitchin said, but things

**LOOK**  
 IN THE WHOLESALE MERCHANDISE SECTION  
 for the LATEST NOVELTIES, PRIZES  
 PREMIUMS AND SPECIALTIES

### Omaha Firm Appointed

OMAHA, Dec. 19.—After having Exhibit Supply Company's Chuck-a-Lette and Jockey Club on test locations for a short period Al Johnson, of National Premium Company, arranged by long-distance telephone for distribution on the games in Iowa and Nebraska, co-operating with Pete Wright, of the Wright Vending Machine Company, in the Missouri Valley.

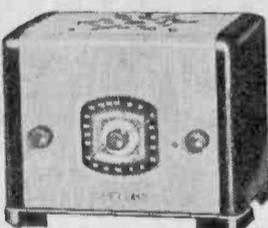
The deal for the two States, according to responsible advice, calls for 50 Chuck-a-Lettes and Jockey Clubs per month for a period of over a year, with a privilege of renewal for the second year, which Exhibit officials expect to be as large as the first year's run.

that farmers had to buy also were higher, so net income was less than it is now.

Cash income this year is 10 per cent above 1935 and more than 80 per cent over the low point in 1932, Kitchin said.

## YES! ONLY \$8.45 R. C. A. Lic. 5 TUBE MONARCH RADIO

Sample \$8.95



Here is a REAL Radio and Push Card Deal. \$16.95 value Monarch 5 Tube AC-DC R. C. A. licensed set. \*Beautiful walnut finish cabinet. \*Oversize super dynamic speaker. \*4 color illuminated airplane dial. \*Standard broadcasts, police calls and amateur stations. \*5 tubes, including 1 latest type Metal Tube. ONE YEAR GUARANTEE.

Free Push Card with Each Radio

**NATIONAL SALES & NOVELTY CO.**  
 1407 Diversey, Dept. 100, CHICAGO

Size: 9x7 1/2 x 6 in.  
 SAMPLE \$8.95. Rush \$2.00 deposit with order, balance C. O. D., f. o. b. Chicago. Purchase price refunded within 5 days if not absolutely satisfied. Send 10c for sample push-card, photo and plan. Give Radios away FREE and make \$10.00 on every deal. Ivory, Green, Orchid or Blue, 35c Extra.

## SALES BOARD OPERATORS

SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES

**LEE MOORE & CO.** 180-182 West Adams Street Chicago, Illinois

## 2 CANDY SALESBOARD DEALS

**SENSATIONAL MONEY-MAKING DEAL**

**50 WINNERS**

43 Boxes of High-Grade Candy—1 Lb.—1/2 Lb.—1/4 Lb.  
 6 Jars of Assorted Filled Candy.  
 1 5-Lb. Box Ch'c'l'ts.  
 1 300-Hole Salesboard.  
 COSTS YOU \$5.50 • TAKES IN \$15.00  
 20% Deposit With Order, Balance C. O. D. Send for FREE Illustrated Catalog.

**QUICK TURNOVER DEAL**

Every Punch Receives a 1-Lb. Box of Candy. Numbers Run From 1 to 39.

**24 WINNERS**

24 1-Lb. Boxes of Candy.  
 1 24-Hole Salesboard.  
 COSTS YOU \$4.25 • TAKES IN \$8.00

**DELIGHT SWEETS, INC.** 50 EAST 11th STREET NEW YORK, N. Y.



A VIEW OF THE "WELCOME" provided at the recent party given by the Markepp Company, Cleveland, at the opening of the firm's new home. M. M. Marcus, president, is at the mike.

## San Antonio

SAN ANTONIO, Dec. 19.—H. E. Sternberg, of Rockport Novelty Company, Rockport, Tex., stopped here a few hours recently on his way to Rockport.

Mrs. Anna Mae Fowler is sporting a flashy new car, while friend husband still drives last year's model. From all indications Mrs. Fowler is going places fast in her coin machine operations.

Gene Bybee, who operates extensively in towns north of San Antonio, was here one day this week visiting his many operator friends and contemplating new machine purchases.

A. S. Johnson and G. B. Youngblood, local ops. are branching off a mite from their usual interest and are erecting an establishment that will soon become a cynosure of entertainment for San Antonio's pleasure seekers.

The main topic being discussed among operators at present is the big show in Chicago. Everybody, as usual, is eagerly looking forward to the big occasion.

It's hard to find coin machine men in their places of business these days. One always gets the same answer as to their whereabouts. We just bet there's not any deer left by now—that is, if the absence of operators produces results!

And while we are on the deer subject, Arthur Mechler, of the Automatic Amusement Company, bagged his first catch of the season and came back to town Sunday night with a 12-pointer!

K. F. Wilkinson, owner of the United Amusement Company, plans on spending his Christmas holidays in San Juan, Tex., his home town.

T. D. McCauliffe's Playland is all dressed up for the holiday trade. All employees are to be treated to a Christmas dinner similar to the Thanksgiving dinner served by the management.

J. J. Miller, Taylor, Tex., operator, was in the city recently, seeking a variety of new and used machines. Miller is optimistic over the outcome of the many phases of legislation and proposed legislation covering machines in Texas.

Alexander's Sportland has an attractive location and seems to be blessed with an abundance of those who not only look on but also take a part in the spending. Sportland is furnished with practically every make of coin device, and a variety of thirst-quenching liquids are available to those who are inclined to imbibe. Spot is owned by Al Hoehstetter.

Sunset Novelty Company has had a good year, according to management.

### Baby Production

Mr. and Mrs. Al Hoehstetter, of San Antonio, are the proud parents of a son born there recently. Youngster has been named Jack. Hoehstetter owns and operates Alexander's Sportland in San Antonio.

### Fitzgibbons Optimistic About Trade Prospects

NEW YORK, Dec. 19.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., joins the 1937 Optimists' Club by expressing his views on the firm's prospects for the coming year.

"Our profit-sharing plan and the pay-as-you-earn credit plan presented about a month ago have kept us busy since and will show even greater results during the next few months," Fitz announces. "I also look to Bally Manufacturing Company to develop the most outstanding games during 1937. The industry is looking forward to new ideas and Bally will first show them to the industry at the coming convention in Chicago. I have been in constant communication with the factory, and some of the games which are being made ready for the show are sure to be among the greatest surprises which the trade has seen.

"Therefore with these new games and the two new plans which have already created a tremendous influx of operators to our offices, I feel sure that we are going to enjoy even a greater year in 1937 than we enjoyed during 1936. Operators and jobbers continue to tell me every day that 1936 was the biggest year they ever had. Many attribute this to the general prosperity which the country is enjoying at this time and many claim it to be due to the better games which have been presented.

"There is no doubt that with the optimism which has returned to the industry and with the presentation of such plans as our own and a surety that others of like caliber are going to be introduced in 1937, the operators and jobbers will find their business on a more stable footing and will also find that they are receiving the finest treatment they have had since the introduction of the first pin game some five years ago."

The company has 24-hour service, deals in new and used machines and has a repair department. Its newest ware is the Rotary Merchandizing Machine, of which it is distributor for the State. Personnel includes H. S. Ruback, manager; Ben Hyman, assistant; Lillian Seagull, office manager; Pete Druary, John Brunk, Don Zapponi, Gene Oden, Dick Ward, William (Bill) Harper, Louis Boulango, George Krinsky, Bob McGinnis and Sam Casey. Bill Harper is night manager. Fort Worth branch is managed by Johnny O'Shea and is reported to be doing nicely.

# TURF CHAMPS



TICKET MODEL



\$137<sup>50</sup>

ELECTROPAK EQUIPPED

# STONER CORPORATION

Aurora, Illinois

## MORE FASCINATING than POKER

# POK-er-BOK

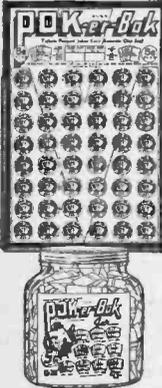
FASTEST MOVING JAR DEAL on the MARKET

127 Cash Prizes, including 2 \$10.00 Jack Pots, 10 \$1.00 to \$10.00 Winners, 36 50c Card Prizes, plus 114 Jar Prizes from 25c to \$2.00 Each. Some locations sell three to five a day or over week end. Operators cleaning up.

Sample Deal \$6.50. PROFIT \$30.28

Operators average \$30.28 PROFIT per Deal, and they sell out like wildfire. It's a natural, so get in on it now. Send only \$6.50 for Sample Deal and attractive prices for 1 dozen and larger quantities. Write now.

WERTS NOVELTY CO., Inc. DEPT. B. B. 14 MUNCIE, IND.



## SALESBOARD OPERATORS

2400 1c sales takes in \$24.00, nets \$19.50 after cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$4.45. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company  
121 4th Avenue, South, NASHVILLE, TENN.

Takes in \$24.00  
Costs You \$2.90

One-Third Cash with Order. Balance C. O. D.

## IMMEDIATE DELIVERY OF STONER'S "HITS!"



D. ROBBINS & COMPANY - 1141-B De Kalb Ave., Brooklyn, N.Y.



## PLAYS FAST

A BRAND NEW BOARD—JACKPOT WINNERS PUNCH IN TWO JACKPOTS.

Order No. 600-DOU.  
Size of Board, 9 3/8 x 9 In. Take-in 600 Holes, Less 100 FREE.  
500 Holes @ 5c. . . . \$25.00  
Payout . . . . . 12.50

PROFIT . . . . . \$12.50  
PRICE \$1.12 Plus 10% U. S. Tax.

Write For Complete Price List.

GARDNER & CO.  
2309 ARCHER AVE.  
CHICAGO, ILL.

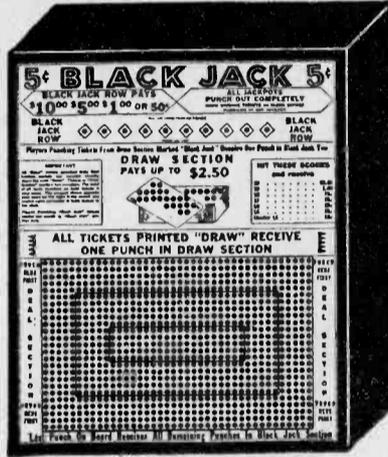
# HARLICH

## SALESBOARDS

### Note New Low Prices



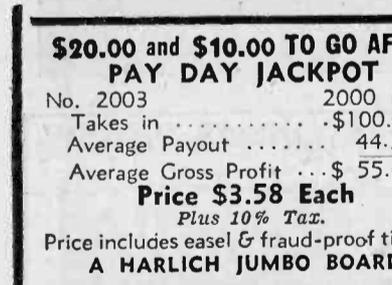
**90 WINNERS—High Speed Action SLOW OR SNAPPY**  
 No. 1224 1200 Holes  
 Takes in .....\$60.00  
 Average Payout ..... 24.33  
 Average Gross Profit...\$35.67  
**Price \$2.90 Each**  
 Plus 10% Tax.  
 Price includes easels and fraud-proof tickets.  
**A HARLICH JUMBO BOARD**



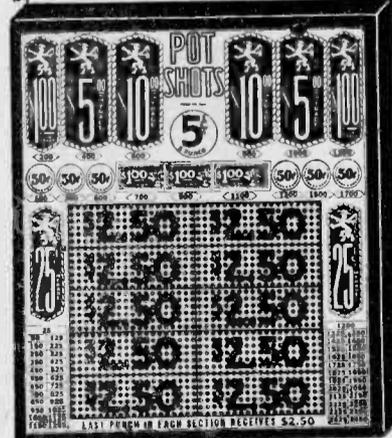
**\$10.00 Definite Winner, Black Jack**  
 No. 1127 1000 Holes  
 Played just like the popular card game of the same name.  
 Takes in .....\$50.00  
 Average Payout ..... 22.88  
 Average Gross Profit...\$27.12  
**Price \$2.42 Each**  
 Plus 10% Tax.  
 Price includes easels and fraud-proof tickets for big winners.  
**A HARLICH JUMBO BOARD**



**FAST PLAY and BIG PAY GOLD RUSH**  
 No. 449 400 Holes  
 Takes in .....\$22.00  
 Average Payout ..... 9.38  
 Average Gross Profit...\$12.62  
**Price \$1.56 Each**  
 Plus 10% Tax.  
 Price includes easels and fraud-proof tickets for the Gold Dust and \$5 Tickets.  
**A HARLICH JUMBO BOARD**



**\$20.00 and \$10.00 TO GO AFTER PAY DAY JACKPOT**  
 No. 2003 2000 Holes  
 Takes in .....\$100.00  
 Average Payout ..... 44.34  
 Average Gross Profit...\$ 55.66  
**Price \$3.58 Each**  
 Plus 10% Tax.  
 Price includes easel & fraud-proof tickets  
**A HARLICH JUMBO BOARD**



**75 BIG WINNERS POT SHOTS**  
 No. 3075 3000 Holes  
 Takes in .....\$150.00  
 Definite Payout ..... 75.00  
 Gross Profit .....\$ 75.00  
**Price \$4.06 Each**  
 Plus 10% Tax.  
 Price includes easels and fraud-proof tickets for big winners.

## London

LONDON, Dec. 19. — At a supper party held in London November 25, attended by machine men from all parts of England, it was agreed to form a Slot Club. Membership is open to all connected with coin-operated machine trade, and the club will meet on second Wednesday in each month for supper and conviviality. Entrance fee is approximately two-thirds of a dollar. Affairs of club will be organized by five governors, who serve for life or until resignation. First five elected are J. G. Brenner, Edward Graves, John Holloway, Solly Shefras and W. H. Willmott. Different chairman is elected for each night. First was J. C. Brenner; next will be Solly Shefras. Suppers are to be simple affairs. First American member of Slot Club is L. V. Hodgson, of Buckley Manufacturing Company. Next night, like first, will take place at Swan and Sugar Loaf in Fetter lane, hostelry well known to many visitors from the United States.

Burrows has introduced two British machines to market. One is a marble game, Flying Turns. Operation is non-electrical and play follows simple but interesting lines. Other is of Magic Finger type, with certain commendable features.

British American Novelty Company continues to live up to the description of progressive. Latest development is installation of most modern type shop front at Fetter lane premises.

Proprietors of amusement parks and piers, where many machines are operated by concessioners, have formed a new organization known as the Association of Amusement Park Proprietors of Great Britain. Leonard Thompson, of Blackpool Pleasure Beach, is chairman, and membership already includes William Butlin, Bertram Mills, J. Henry Iles, Tower Blackpool, Olympia, Blackpool, Merrie England Ramsgate, Brighton Palace Pier and Clacton Pier. Secretary is Captain J. Russell Pickering, who acts in a similar capacity for the Association of Circus Proprietors of Great Britain and manages general activities of Bertram Mills.

George Lague, who built up a fine machine business in South Africa, is seriously ill. After visiting the last Chicago and London expositions he returned to South Africa, but state of health compelled him to come back to London, where he now lies in hospital. Meanwhile his brother carries on in South Africa.

New company known as Amalgamated Automatics, Ltd., has been formed to handle coin-operated Brenner machine guns, popular device in parks and arcades. J. G. Brenner is chairman.

Third annual Coin Operated Machine Exposition is almost a sellout. British manufacturers are working feverishly to have new numbers ready, and distributors of American products look hopefully towards developments at Chicago show.

Among visitors to Chicago convention from London will be Phil Shefras, of Shefras Automatics, Ltd., and Alf Cohen, of Coin Operated Machine Supply.

Percy Goddard, of Goddard Novelty Company, and Mrs. Goddard celebrated

20th wedding anniversary with family party at Cumberland Hotel, London.

Lal Hooper, for many years in America, recently married Lillian Hadfield. Groom is a son of Bill Hooper, head of Hooper's Automatics, producer of many wall and other machines.

Another determined attempt to bring about introduction of the decimal system of coinage is to be made during coronation year. Leader is Sir Isadore Salmon, member of Parliament and head of famous catering firm of J. Lyons.

## Praise for Distrib in Cleveland Territory

CHICAGO, Dec. 19.—One of the most aggressive distributors in the country, according to Jimmy Johnson, of Western Equipment and Supply Company, is the Avon Novelty Sales Company, Cleveland. Headed by Art Nagel, the organization has created a tremendous amount of good will and confidence among the operators in the territory.

Avon Novelty Company's motto is entirely expressive of its policy—Service that Merits Sales. Operators who have had contact with Art Nagel's organization admit that everything in the way of service is extended to them.

Nagel has been actively engaged in the industry for years and is familiar with all its phases. One of his policies is the frequent visits of his engineer to the manufacturer. In fact, every new machine that is handled by the Avon firm has been thoroly checked and discussed by both the manufacturers' engineers and the Avon engineers. In this way every operator is assured of reliable and authentic service to solve any operating problems that might arise.

Avon Novelty Sales Company distributes the most modern and popular coin-operated machines. As a distributor of the complete Western Equipment and Supply Company line of amusement machines, it produces volume sales that are up to the high par generally maintained by all Western machines from Coast to Coast.

Possessing complete facilities in both servicing and display, the Avon Novelty Company is fully prepared to meet the requirements and demands of the operators with the utmost satisfaction. Avon company also sells used games.

## Markepp Makes Plans For Columbus Office

CLEVELAND, Dec. 19.—M. M. Marcus, general manager of the Markepp Company here, announced that he has taken a lease on a large space at 518 South High street, Columbus, O. Another Markepp branch will be opened there soon to serve Central Ohio operators.

The branch will carry a large stock of new and used games, Marcus says. Branch will have a complete line of parts and will have expert repair service. The Markepp Company now has branches in Toledo and Cincinnati and a home office in Cleveland, and with the new branch will thoroly cover the State.

## Slugs Bring Jail Sentence

MIAMI, Dec. 19.—Joseph Dugan, arrested here recently on the charge of using slugs in slot machines, was sentenced to pay a fine of \$100 and serve 60 days in the county jail when he entered a plea of guilty before Judge Wayne Allen in Court of Crimes. If Dugan is unable to pay the fine he must serve an additional 60 days in jail.



MORE LADIES OF THE AUTOMATIC SORORITY. They are in the balcony lounge of the Oriole Coin Machine Corporation, Baltimore. E. V. Ross, maybe, will supply their names.

SEND FOR OUR NEW CATALOG OF PROFIT MAKERS  
 Write, Stating Your Line or Business to  
**HARLICH MFG. CO., CHICAGO, ILLINOIS**  
 1417 W. JACKSON BLVD.

**Detroit**

DETROIT, Dec. 19.—Detroit has experienced a sudden spurt of promotional activity in the jobbing field. Reports of some five new jobbing houses opening or planning to open indicate the volume of activity. The latest to be reported is the Michigan Bolo Sales, which has the State agency, with a new shop on Linwood avenue in the northwestern section. Irving Perlman has this agency.

Alexander D. Matheson, Detroit operator, has withdrawn from the business and is now with the Detroit Window Cleaning Company.

John Palmer, former jobber and operator, has retired from the coin-machine industry. Another oldtimer who has disappeared from the field is Ben Segal, owner of the Segal Vending Company.

Plans of the Penny Products Sales Service of America to manufacture a new type selective penny vending machine for especial use in apartment houses have been dropped. Company was operated by Jack Gardner, George M. Duffie and John I. Llewelyn.

A. C. Wagner, head of the Automatic Distributing Company, is making changes in the design of his new machine, a storage-battery vending machine. It will be made a small and compact machine. Especial emphasis in

the design is being placed on proper display of the merchandise sold thru the machine.

Joseph Reich, Detroit pin-game operator, who has been seriously ill with influenza, is reported recuperating satisfactorily.

Legal Amusement Machine Company, headed by Harry Goldman, has moved to a new location at 14770 Fairfield avenue. Business is reported as steadily improving for the company, which specializes particularly in pin games.

Walter Keller, Detroit coin-machine operator, has formed the Keller Vending Machine Company, operating from west side headquarters. He is specializing in the operation of peanut and pistachio vending machines, using chiefly Northwestern model venders.

T. E. Gillies, manager of the Better Games Company, was seriously injured in an automobile accident last Saturday night. In an effort to turn out to avoid striking another car he was forced into a safety zone. He received a broken nose and two broken ribs in the accident.

**Harry Wolcher Announces Move**

SPOKANE, Wash., Dec. 19.—Harry Wolcher, manager of Western Distributors, Inc., of Seattle, Portland and Spokane, announces removal of the local office from 2 S. Bernard street to larger quarters at 906 W. Second street.

**"Hold 'em"**

**\$54.50**

**ELECTROPAK EQUIPPED**



Size 21"x41"

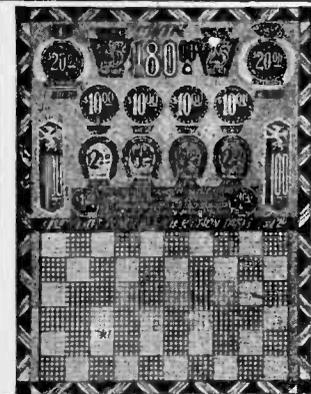
CUSTOM BUILT "The Aristocrat Line"

**"The Only Novelty Football Game This Season"**

HOLD 'EM brings together two opposing football teams, each scoring against the other, providing the team-vs.-team rivalry of actual football. Player can play one team alone for 5c, or both teams for 10c. According to early reports from distributors, this feature is responsible for HOLD 'EMS' earnings practically doubling those of ordinary games. Beautiful Custom Built Cabinet Trimmed in Chromium

**A Clean-Up "Win \$180.00"**

1,500 HOLES  
JUMBO TICKETS—THICK BOARD  
AT 25c A PUNCH  
TAKES IN \$375.00—PAYS OUT \$185.00  
All High Winners Protected With Counterfeit-Proof Tickets.  
A REAL MONEY MAKER  
**PRICE \$2.10 PLUS 10% TAX**  
**GLOBE PRINTING CO.**  
1023-27 Race St. PHILADELPHIA, PA.  
SEND FOR OUR NEW CATALOG



WE SELL To Operators Only



**SPORTSMAN—The Favorite Board of the Season**  
Deer, Rabbit, Quail, Squirrel, Hunting Grounds Jackpots—5 in All—48 Winners—\$15 Capital Award.  
600-HOLE, 24 SECTION, 5c BOARD  
Board Takes In, 600 Holes at 5c. . . . \$30.00  
Pays Out (Average) . . . . . 14.40  
PROFIT (Average) . . . . . \$15.60  
Thick Board With Easels and Celluloid Protector Over Jackpots.

**SUPERIOR PRODUCTS, Inc.** 14 N. Peoria St., Dept. B., CHICAGO

**Barrel of Fun**

Trade Mark Reg. U. S. Pat. Off.  
Fastest Play! Fastest Profit!  
2052 Coupons—Order No. 171  
Takes In . . . \$205.20  
Pays Out . . . . 164.00  
Profit . . . \$ 41.20  
Write for New 1937 Barrel of Fun.  
Catalogue Describing 19 Profit-Making Deals.  
**GAM SALES CO.**  
Manufacturers Only  
1321 S. Adams St., Peoria, Ill.



**REEL DICE**

Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c Through Same Slot. Unconditionally Guaranteed.

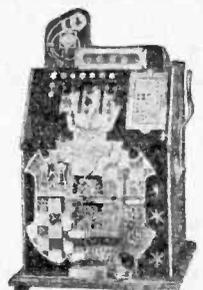


The Greatest Dice ACTION Counter Game Ever Built.

Order your Sample today. A few days on location will make you order more.

**\$18.75**

**ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES**  
Write for Complete Catalog



**MILLS BLUE FRONT MYSTERY**  
Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

**BALL GUM** 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

**RACES \$17.50**

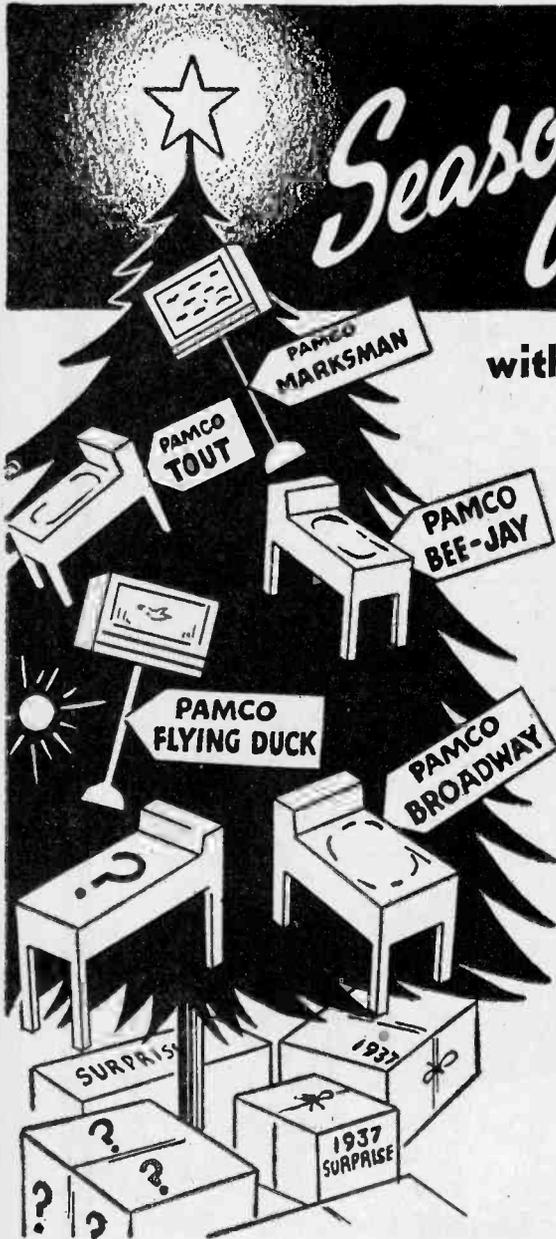
**SICKING MFG. CO., Inc.,** 1922 Freeman Ave., Cincinnati, Ohio

**MONARCH - - THAT'S THE NAME**

REMEMBER IT FOR EVERY GAME. FOR A MERRIER XMAS—A HAPPIER NEW YEAR.

PAYOUT GAMES	SPECIALS!	PIN GAMES
CARIOCA . . . . . \$13.50	SPORTSMAN, Visible, Late Model . . . \$10.00	GOLDEN GATE . . . . . \$3.50
ROCKET . . . . . 7.00	EXHIBIT 10 Ball P. O. . . . .	ACTION, JR. . . . . 4.00
BALLY BONUS . . . . . 45.00	RODEO . . . . . 15.00	FLYING TRAPEZE . . . . . 4.50
BALLY DERBY . . . . . 50.00	WHIRLPOOL . . . . .	SCOREALITE . . . . . 5.00
MYSTERY 3 . . . . . 17.50	FOOTBALL . . . . .	BEAMLITE . . . . . 5.50
PEERLESS . . . . . 47.50	REEL 21 . . . . . 12.50	ANGLELITE . . . . . 8.00
Wahoo . . . . . 10.00	SUNSHINE DERBY . . . . . 35.50	ROCKLITE . . . . . 6.00
DOUBLE SCORE . . . . . 32.50	JUMBO . . . . . 30.00	TRILITE . . . . . 7.00
FLICKER . . . . . 75.00		CHICAGO EXPRESS . . . . . 7.00
TROJAN . . . . . 32.50		BIG GAME . . . . . 7.00
HOLLYWOOD . . . . . 32.50		TIT-FOR-TAT . . . . . 7.00

TERMS: 1/3 Deposit With Order, Balance C. O. D.  
MONARCH COIN MACHINE COMPANY, 2308 Armitage Avenue, Chicago, Ill.



Seasons Greetings and Best Wishes for a Prosperous 1937

with **PAMCO MARKSMAN**

only "gun-lite" unit presenting a flock of retreating ducks. Only unit that calls for a drastic change of aim each shot. Only Pamco MARKSMAN EARNs TOP MONEY wherever you place it!

**PAMCO FLYING DUCK**

has that erratic wing movement. So unique and DIFFERENT with its 3 speeds that "crack-shots" can handicap others. Pamco FLYING DUCK holds the crowds forever!

**PAMCO TOUT**

offers the most vivid presentation of horses leaving the post while scurrying lites show them jockeying for position. Horses actually run on the commutator. From 2 to 3 "money-horses" give player odds of 10 to 150 or a crack at the "Daily Double"!

**PAMCO BEE-JAY**

gives players a chance to beat the dealer with the most ingenious arrangement ever laid on a playfield. Pamco BEE-JAY—beyond doubt—is one of the BEST Ideas in YEARS!

**PAMCO BROADWAY**

Our latest release—Pamco BROADWAY is a 5-Ball Novelty Game that will reach into every part of America! Balls ADVANCE from one pocket to another of higher value. Called by experts the Greatest Novelty Game ever!

All indications point to a decided turn for the better next year. We, at Pacific, hold high hopes out to our operator friends for bigger and better things to be done in the customary Pacific friendly manner. We have tried to give you the best in tested and proved location equipment. We've done it time and again. Look to Pacific for even greater endeavor during 1937. And, accept our heartiest wishes for a continuation of your present prosperity.

FRED C. McCLELLAN, President.



Get in Line With The "PAMCO LINE" for Bigger and Better Business

**PACIFIC AMUSEMENT MANUFACTURING CO.**

4223 WEST LAKE STREET • CHICAGO

1320 SOUTH HOPE STREET • LOS ANGELES

**LADY LUCK**

1200 Hole Form 4190

Takes In . . . . \$40.00

Pays Out . . . . . 19.00

SPECIAL BOARDS, CARDS AND HEADINGS FOR VALENTINE, EASTER AND MOTHER'S DAY

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**

Largest Board & Card House in the World  
6320-32 Harvard Ave., Chicago, U. S. A.



TERMS: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

**BARGAINS IN RECONDITIONED MACHINES**

<b>PAYOUTS</b>	Ten Grand . . \$39.00	<b>PIN GAMES.</b>
Turf Champs (Tkt. & Payout) . . . \$73.00	Bonus . . . . 37.00	Play Ball (Ticket) . . \$19.00
Daily Races (Mystery) . . 65.00	Western Races . 37.00	Top Hat . . . 17.00
Challenger . . . 55.00	Alzmo . . . . 32.50	Ball Fan . . . 9.00
Fence Buster . . 55.00	Jumbo . . . . 31.00	Cheer Leader . . 8.00
McCoy with Electropak . 55.00	Sunshine Derby . . 29.00	Five and Ten . . 8.00
Pamco Palooka, Sr. . 55.00	Golden Harvest . . 26.00	Auto Flash . . . 8.00
Velvet (Ticket & Payout) . 52.50	Prospector . . . 24.00	Big Game . . . 7.00
Multiple . . . . 50.00	Aces . . . . . 20.00	Zoom . . . . . 7.00
Pamco Bells . . . 45.00	Baffle Ball . . . 18.00	Genco Base-ball . . . . 7.00
Credit . . . . . 43.00	Big Five, Jr. (Free Play) . 16.00	Screamo . . . . 6.00
Round Up . . . . 42.50	Stampede . . . . 16.00	<b>COUNTER GAMES.</b>
Skill Roll . . . . 42.50	Big Shot . . . . 14.00	Half Mile . . \$14.00
Peerless . . . . 42.50	Gold Rush . . . 12.00	Reel "21" . . . 12.00
Sunshine Base Ball . . . . 42.50	Carloca . . . . 11.00	Daval Races . . 12.00
	Plus & Minus . 11.00	Clearing House . 7.00
	Put 'N' Take . 11.00	Punchette . . . 5.00
		Tickette . . . . 4.00
		Select 'Em . . . 4.00

**NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.**  
First With the Latest New Games—Get Your Name on Our Mailing List.

**\*SALESBOARD OPERATORS—New, Outstanding Low Priced FURS**

**FUR COATS** All Sizes, Styles, Designs. Smart, Finely Made. Beautiful Most Popular Furs Clean Up! \$10 to \$27.50  
**MUFFS** Black Seal Skin (Dyed Coney); Taron Zipper. Retails Everywhere \$7.00 and up. Order Now! \$3.00  
**SCARFS** White Fox, Silvered Fox, Cross Fox. Smart, Beautiful. Tremendous Value and Flash. \$6.00

WRITE FOR ILLUSTRATED CATALOG, "EVERYTHING IN FURS."

**CHARLES BRAND, 208 W. 26th Street, New York, N. Y.**

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**

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Pacific Am. Mfg. A. B. T. Co. Western Equip. Co.  
Groetchen Mfg. Co. Exhibit Supply Co.

**KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.**

**SPECIAL CLOSE-OUT PRICES**

ON GOOD LATE USED PIN GAMES AND BOWLING GAMES.

<b>BIG BANK NITE</b> . . . \$25.00	<b>GUSHER</b> . . . . \$12.50
<b>SHORT SOX</b> . . . . 25.00	<b>SCOTTY</b> . . . . 20.00
<b>NEIGHBORS</b> . . . . 7.50	<b>TOTALITE</b> . . . . 7.50
<b>DOUBLE HEADER</b> . . 45.00	<b>GINGER</b> . . . . 10.00
<b>FIFTY GRAND</b> . . . . 20.00	<b>STARLITE</b> . . . . 5.00
<b>SQUADRON</b> . . . . 20.00	<b>BALANCE</b> . . . . 5.00
<b>CHAMPS</b> . . . . . 10.00	<b>SURE SHOT</b> . . . 7.50
<b>FAIR PLAY</b> . . . . 7.50	<b>HORSES COUNTER</b> . 7.50
<b>BIG SHOT</b> . . . . . 15.00	

ONLY A FEW MORE BOWLING GAMES LEFT AT THESE LOW PRICES.  
GENCO'S BANK ROLL . . . . . \$125.00

Prompt shipment made upon receipt of one-third deposit.

**H. G. PAYNE COMPANY, 312-314 Broadway, Nashville, Tennessee**

**VENDING MACHINE CANDY**

Rainbow Peanuts, Clove Drops and Twenty Other Candy Items

Visit Us in Booth 75 at the 1937 COIN MACHINE EXHIBITION

**PAN CONFECTION FACTORY**  
(National Candy Co., Inc.)

345 W. Erie St.

Chicago

**"THE GREATEST SUCCESS"**

Is assured only with the best machines. We endorse no others.

Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter Machines of every description.

**BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA.**  
NATIONALLY KNOWN FOR HONEST DEALINGS IN EVERY RESPECT.

**OPERATORS AND DISTRIBUTORS  
AGREE GOTTLIEB PAYOUTS  
LEAD THEM ALL!**

# HERE'S PROOF!

"Gottlieb Payouts top them all in sales," says Live-Wire Distributor Sam London. "Time and again I've placed big orders only to be caught short, when requests for Gottlieb Payouts continued to pour in from Operators. It seems that I'll never catch up with the demand, even though I keep the wire hot between my office and the Gottlieb plant in Chicago!"



Sam London, President Milwaukee Coin Machine Co., and a leading jobber in the Middlewest is a staunch Gottlieb supporter and distributor.

You're not guessing—it's a sure thing! No wonder operators and distributors prefer Gottlieb payouts. They have more "come on." They get more play—more nickels in the cash box. They are the acme of mechanical perfection.

To make all five games even better, a handsome mantel style Hammond electric clock has been added as standard equipment. Clock **only** is accessible to locations, if necessary. And another improved feature—just like on Daily Races—at least two horses,

two trains, two of whatever the game may be show on the colorful light-up rack every time.

Buy Gottlieb games for maximum earnings like Mr. London and thousands of other operators and distributors. You lose profits every day you wait—so order today!

## ALL 5 GAMES HAVE THESE SUPER FEATURES

- ★ HAMMOND ELECTRIC CLOCK—Sensation of the Industry.
- ★ MYSTERY SINGLE COIN SLOT—Another Gottlieb Origination.
- ★ IN-A-DRAWER MECHANISM—All Parts Easily Accessible.
- ★ AWARDS ADJUSTABLE — Invisible Mechanical Control.
- ★ ESCALATOR—Gottlieb Illuminated Belt Type.
- ★ MOTOR DRIVEN PAYOUT UNIT — Accurate, Jam-Proof.



**DERBY DAY**

The original game paying for **FOURTH** place.

Cabinet—54"x26"



## 1937 DAILY RACES

**WITH ALL LATEST FEATURES**

More Popular  
More Profitable  
than ever before!

A. B. T. Illuminated Escalator. New Smooth Action Plunger and Ball Lift. Beautifully Redesigned Cabinet.

**ORDER NOW!**

Same Low Price  
**\$125.00**

Check Separator, No Charge. 2-Ball Play, \$2.50 Extra. Ticket Game, \$10.00 Extra. Electropak Equipped (Batteries Optional). D. C. Adaptapak, \$5.00 Extra.

Any of These Five Games

# \$149.50

Mystery Single or Multiple Coin Slot Optional. Equipped with New A.B.T. No. 400 Slot. Ticket Game, \$10 Extra. Check Separator, No Charge. D. C. Adaptapak, \$5 Extra. Electropak Equipped.

### GOTTLIEB'S FAMED PAYOUTS

*Clock Equipped Plus Super-Features*

**SPEED KING** Throw the throttle wide open—clear the tracks for the seven streamline trains' record run to prosperity. 28 winning opportunities. Pays up to 40-1.

**DERBY DAY** Original horse race game paying for **FOURTH** place, in addition to Win, Place and Show. Odds up to 40-1. The leading payout of the industry.

**COLLEGE FOOTBALL** Football atmosphere in all its pep and spirit. Pays out for Place Kick, Safety, Field Goal and Touchdown. Odds from 2-1 to 40-1.

**HIGH CARD** A payout for all card fans. 28 chances to win on Diamonds, Clubs, Hearts and Spades. Odds up to 40-1. Elaborately designed playing field

**HIT PARADE** Seven baseball stars ready to go to bat. Pays for Single, Double, Triple and Home Run. Odds up to 40-1. Plenty of irresistible "come-on."

IMMEDIATE DELIVERY ON ALL GAMES

## D. GOTTLIEB & CO.

2736-42 N. Paulina St., Chicago, Ill.



EVERY DAY IS Merry Xmas  
WHEN YOU OPERATE THESE BALLY WINNERS

## PREAKNESS

Bally's biggest  
ODDS CHANGING  
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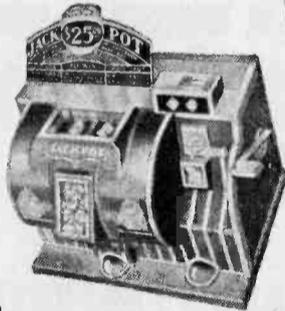
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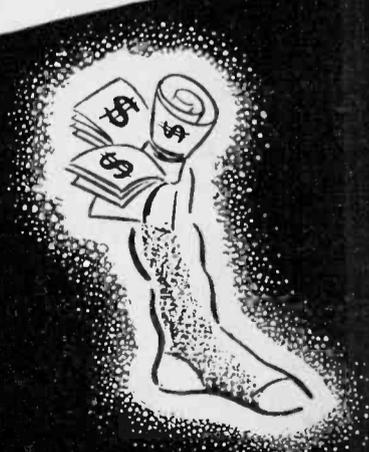
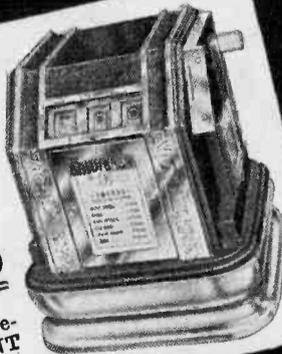
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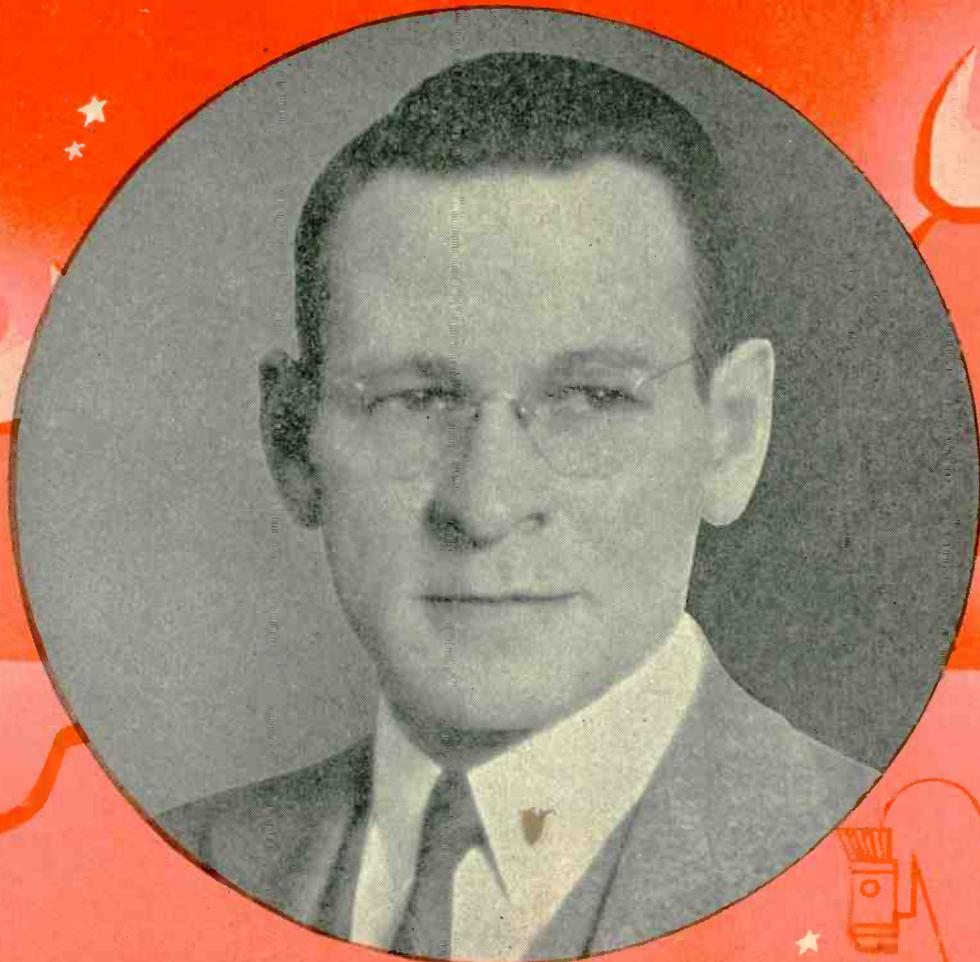


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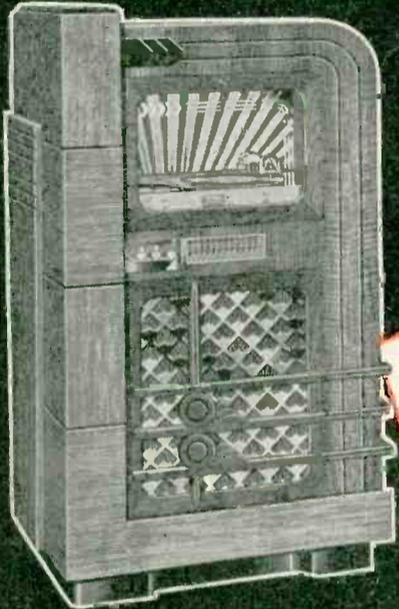
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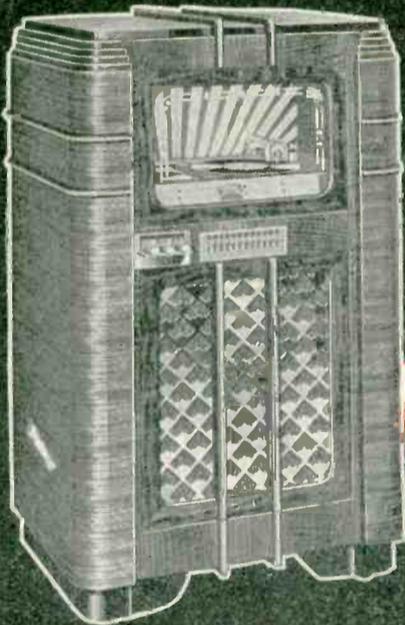


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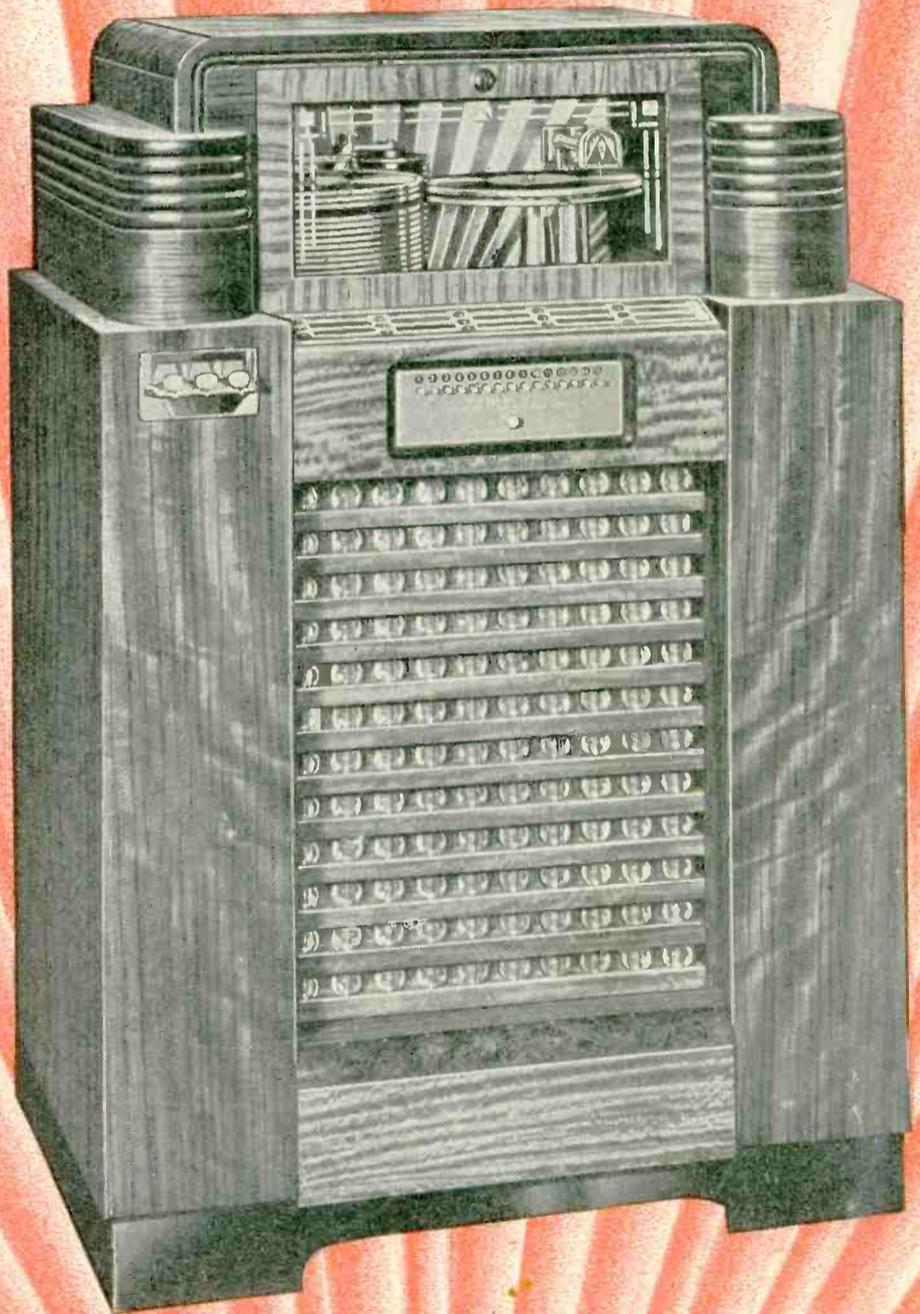
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