

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

★ 15 Cents

JANUARY 9, 1937

The Billboard

The World's Foremost Amusement Weekly



OLIVE WHITE
Versatile Princess of Rhythm

A Complete, Compact Compilation and a Valuable Reference Work

FOR Sixteen consecutive years The Billboard INDEX of the New York Legitimate Stage has been published by The Billboard.

Each season finds the INDEX a more useful book. Each year hundreds of new readers are added to the many who eagerly await their copy of the latest INDEX. Each issue of the INDEX finds the list of regular "standing orders" from public libraries, casting agencies, etc., growing.

Do You Know? . . .

- What was the outstanding feature of the 1935-36 season in New York?
- Where you can find the New York Appearances of Leading Players during the last 14 years.
- How many consecutive performances are required for a show to be a "hit"?
- Which film stars returned to the New York Stage last season?
- How many of the new dramatic plays can you name? Musical Shows?
- Do you know which Radio Artists and Film Stars previously played on Broadway?
- The names and addresses of New York Artists' Agents, Representatives (Approved by Equity)?
- Where you can find a complete cast listing of last season's plays, length of runs and a short synopsis of each conveniently arranged for easy reference?
- What per cent of last season's plays were hits?
- What per cent were failures?
- Where you can find a record of past fourteen years stage performances of such leading players as Katharine Cornell, Walter Huston, Eddie Cantor, Jane Cowl, Edward G. Robinson, etc.?
- Which Dramatic Play and Musical Play enjoyed the longest runs?
- Where you can quickly locate the name, address or telephone number of any New York Legitimate Theater, Producing Manager, Dramatic Editor, Ticket or Play Broker?
- Which spelling is correct—Eva LeGallinnie, Eva LeGallienne or Eva LaGallienne?
- What were the principal events of the last theatrical year?
- What was the average length of runs of all productions? Dramatic? Musical?
- Which play enjoyed the longest run? How many performances?
- Was the percentage of hits greater among dramatic or musical plays?
- Where you can find a list of Authors with plays produced, Scenic Designers, Scenic Executors, Lyric Writers, Composers, Librettists, Dance Directors, Sketch Writers?
- Where to find a list of all dramatic or musical plays and stage directors of last season?
- What are the names of managers and what plays did they produce?
- How many shows closed within five weeks?
- At which theater were most plays presented?
- The complete cast of any play, the name of theater and when show opened, closed and number of performances.
- During what week were most productions current on Broadway? How does this compare with last year?
- Who were the most prolific Playwright, Producer, Librettist, Composer, Lyric Writer, Sketch Writer, Stage Director?
- During what month were most shows produced?
- How many commercial premieres? Dramatic? Musical?
- How many hits last season?
- How many players were involved?
- Where you can quickly find the names and addresses of New York Scenic Designers, Executors, Contractors and Costume Firms?
- How many theaters were used this season as compared with last season?
- What was the total seating capacity?

Producers, Casting Directors, Dramatic Critics, Motion Picture Executives; in fact, everyone interested in the theater will find the INDEX an almost inexhaustible source of data and information concerning the record of plays and players.



Contains Important Address Lists

In addition to valuable statistical data the INDEX contains lists of names and addresses of Managers, Artists' Agents, Music Publishers, Play Brokers, Supply Firms, etc.

The pertinent facts of the 1935-'36 season are analyzed and tabulated in the INDEX. How many theaters were used? Number of people involved? What percentage of shows were hits? Failures? Who played in most productions? Who was busiest producer? Stage director? Dance director? Scenic designer? What theater played most shows? Who was the most prolific playwright? Librettist? Composer? Lyric Writer? Sketch Writer?

If YOU worked in any Dramatic or Musical Production in New York during the season 1935-'36 look for your listing in the INDEX. Each player's name is arranged alphabetically under the subhead of dramatic or musical. The identifying number opposite the artist's name indicates the productions played in by the respective names.

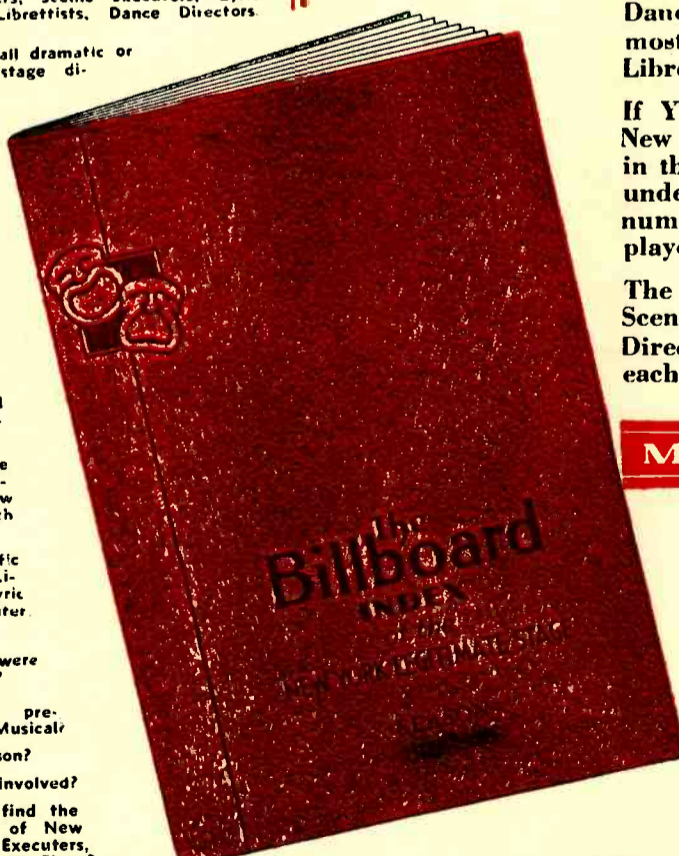
The INDEX also lists Stage Directors, Scenic Designers, Scenic Executors, Lyric Writers, Composers, Librettists, Dance Directors, Sketch Writers, together with the plays in which each was concerned.



You Will Find

- WHO** participated, either as player, author, producer, manager, scenic designer or executor, lyric writer, composer, librettist, dance director, sketch writer, etc.
- WHEN** plays opened, closed, or when players played in productions during last twelve years.
- WHERE** plays were shown and the names and addresses of producing managers, critics, brokers, agents, music publishers, supply firms, etc.
- WHY** the season was what it was. A short synopsis of every new play, also comparative figures and statistics and events of the theatrical year.
- WHAT** everyone interested in the theater not only wants to know, but also what any reader MIGHT want to know will be found

In the INDEX



SIZE: 8 1/4 by 11 1/4, containing complete casts of plays. More than two thousand names of players and New York Appearances of Leading Players During Past 14 Years. Bound in Imitation Morocco Cover with gold stamping.

MAIL THIS COUPON NOW

The Billboard Publishing Co. 1-2
25 Opera Place, Cincinnati, O.

Please mail _____ copies The Billboard INDEX, for which I inclose one dollar each. If after one week's examination I am not satisfied with my purchase I may return the book and you agree to refund purchase price. I take no risk.

Name

Address

City State

Additional copies may be mailed to different addresses if desired.

The Billboard

Vol. XLIX
No. 2

The World's Foremost Amusement Weekly

January 9,
1937

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

ONE-MAN AGENCIES OUT

4,860 in Bring-Back-Flesh Campaign Picketing So Far

NEW YORK, Jan. 2.—The union campaign to bring back stage attractions, which began September 10, has been actively participated in by over 4,000 musicians and 860 performers operating out of five strike headquarters—two in Manhattan and one each in Harlem, Bronx, Brooklyn and Jamaica. Whereas musicians doing picket duty were paid by musicians' Local 802 50 cents for a two-hour stint, the actors, members of the American Federation of Actors, performed their work voluntarily. Theaters picketed number eight in Manhattan, five in Brooklyn, two in Harlem and five in the Bronx.

Campaign thus far has been conducted in orderly fashion, despite a mass arrest of 19 in Brooklyn and 17 in the Bronx, in addition to 10 single arrests in the former boro and others in the latter. Nine or 10 Manhattan pickets, including Ralph Whitehead, executive secretary of the AFA, landed in the hoosegow also, and the cops were tough enough to queer the act of A Flat, the little pooch who crashed the dailies by picketing the Criterion while it was running a picture in which the dog performed.

Of those who tangled with the law very few received convictions; suspended sentences were the rule and nobody served a day in jail or paid a fine. Complaints by theater operators were usually based on alleged disorderly conduct and were but one method of combating the alleged lower grosses and public antipathy engendered by the pickets.

Most of the Broadway houses installed loudspeakers under marquees in order to drown out the spels of the actor pickets, but very often theater barkers and pickets timed their utterances and seemingly gave due deference to each other.

Drive as yet has unloosed no sensational stunts, the most important single gesture being the parade of name bands to city hall. One new wrinkle, however, was picketing in evening clothes and costumes.

As to results, with the exception of stirring up public sentiment thruout (See BRING-BACK-FLESH on page 9)

EMA and AFA Bury Hatchet; Two Orgs May Work Together

NEW YORK, Jan. 2.—The breach between the private entertainment managers' group and the American Federation of Actors, which occurred when the AFA's club booking department solicited jobs for AFA members this summer, has been patched up. Proof of this was evident when Cariton Hub, president, and Fredric Watson, secretary, of the Entertainment Managers' Association respectively, addressed AFA members at the AFA's holiday party at Palm Garden Wednesday and told them that they had endorsed the AFA's activities.

Watson said "The EMA is with the AFA" and "we are desirous of working

Trend Now to Corporate Names With Individuals Snowed Under

Talent agencies move to impressive titles and offices, built so as to withstand personnel changes—change in vaude field, plus club and radio work, reason for it

NEW YORK, Jan. 2.—Theatrical agencies are being steadily depersonalized, with the one-man agency disappearing thru the collapse of concentrated circuit vaude booking. With the flesh field no longer centralized in a handful of offices in this city, the agency business has had to adapt itself to new conditions. This is the day of high-sounding corporate names and carefully-chosen addresses. Individual agents are no longer very important. Instead, it's the agency corporate name that is given the buildup. Talent offices are no longer built around a single individual; the individual agents are subordinated to the impersonality of awesome corporation titles.

A good example of the trend is Music Corporation of America, biggest band and theatrical agency in the country, which has always emphasized its corporate name rather than that of its any of their names on stationery and talent salesmen. MCA does not include any of their names on stationery, and does not even put their names on the doors of their offices. The local MCA offices, for example, use alphabetical symbols instead of names on the doors of staff men. In this way MCA has been able to build up a corporate name that can survive any sort of personnel changes.

The same procedure is being followed by practically all new talent agency ventures. New offices have found this impersonal corporate idea a swell way to avoid fights over billing among the personnel, and have also discovered that a corporate front not only impresses the actors and bands with whom they must deal but also the talent buyers.

The reason for this distinct change in agency operation stems from the terrific development of the night club field, the

800 WPAers Face Switch; To Prune Federal Theater

Is move in campaign to weed out non-pros from theater projects, but is also seen as half-way mark on way out altogether—Gillmore confers with Somerwell of WPA

NEW YORK, Jan. 2.—Rumors of further curtailment of the local Federal Theater personnel were verified this week when authentic WPA sources admitted that perhaps 800 would be transferred gradually to other State projects. Most of the transfers will be made on recommendation of an investigating committee within the Federal Theater itself, not the Emergency Relief Bureau, and will be in answer to the old complaint that a sizable percentage of those on the various theater units never had any previous professional experience. The fact that transfers rather than outright dismissals are to be made is no great consolation to the workers, many of whom see in this a maneuver whereby the WPA budget will be pruned without placing the odium on the harassed Federal Theater. In other words, just another stopping off place before the final canning. Entire scheme ties up very nicely (See 800 WPAers on page 9)

Private Carrier Trucks Escape Wis. Regulations

MADISON, Wis., Jan. 2.—Circuit Judge A. C. Hoppmann has vacated a temporary restraining order preventing the State Public Service Commission from enforcing its new regulations on hours and rest periods for drivers of public carriers operated for hire, but made permanent the injunction preventing enforcement of the regulations against private carriers.

The court said the decision was based on the ground that the commission has no jurisdiction over private carrier trucks not operated for hire.

Believe It or Not Odditorium Doing Unprecedented Business

MIAMI, Jan. 4.—Frank Zambrino, manager of Ripley Odditorium, is very much surprised and highly gratified at the exceptionally good business being done by this attraction in Miami.

"We are opening better here than we did at a Century of Progress, Dallas or even when we had the road show out," said Mr. Zambrino. "While we are

scheduled to open our doors at 1 p.m. daily, we have found it necessary to open much earlier to accommodate the waiting crowds. As soon as proper arrangements can be made with our personnel we will probably open at 10 a.m. I gave quite a lot of consideration to this Miami deal before closing it, as I was not quite sure whether it would be profitable or not, but I now am glad that I decided in favor of it. It is a foregone conclusion that our stay here will be a financial success.

"As our location is not the very best we are making up for that deficiency by using each of the two radio stations here four times daily. We are also using newspaper space in considerable quantity as well as car cards and other methods which have brought quick results." When asked about his plans for the coming summer season, Mr. Zambrino said: "We are negotiating with three places, Dallas, Cleveland and for a fall date in Toronto. At this time we have arrived at no definite conclusion."

Savannah Imposes Gross Tax of 10%

SAVANNAH, Ga., Jan. 2.—City Council has passed a 10 per cent gross tax on all forms of amusements for the purpose of providing funds to care for the city's unemployables. It became effective yes- (See SAVANNAH IMPOSES on page 15)

In This Issue

	Pages		Pages
Air Briefs	10	Motion Pictures	22
Broadway Beat, The	23	Music	15
Burlesque-Tabloid	24-25	New Acts-Bands Reviews	19
Carnivals	46-52	Night Spots-Gardens	11-15
Chicago Air Notes	10	Notes From the Crossroads	63
Chicago Chat	23	Orchestra Notes	14
Circus and Corral	36-39	Out in the Open	63
Classified Advertisements	54-55	Parks-Pools	40-41
Coin Machines	64-82	Pipes	59-61
Endurance Shows	25	Possibilities	27
Fairs-Expositions	42-44	Radio	6-10
Feature News	3-5	Repertoire-Stock	26
Final Curtain	32	Rinks-Skaters	45
Forum, The	28	Routes	33-35 and 70
General Outdoor	61 and 63	Show Family Album	55
Hartmann's Broadcast	63	Sponsored Events	53
Legitimate	20-21	Thru Sugar's Domino	23
Letter List	29-31 and 62	Vaudeville	16-18
Magic	27	Wholesale Merchandise	56-58
Minstrelsy	27		

BIG STEM NEW YEAR Hub New Year Hits a Peak

Celebration Is Best Since '29

Estimated that 400,000 mob Times Square—everything cashes in except legit

NEW YORK, Jan. 2.—Unofficial estimates of the throngs participating in the maddest, gayest and most liberal New Year's Eve celebration on Times Square since 1929 set the figure in the neighborhood of 400,000, a massing of humanity beaten only by the hordes gathered on the night of the recent election returns. Daily newspapers, notably *The Times*, *Mirror* and *News*, stated the money spent hit the \$10,000,000 mark, with a possible high of \$12,000,000. Most of the coin landed in the coffers of night

(See **BIG STEM** on page 15)

N. Y. Court of Appeals Finds Bank Night Legal

ALBANY, N. Y., Jan. 2.—Court of Appeals today upheld a county court ruling reversing a city court conviction in the case of Samuel Shafer, manager and operator of a theater in Rochester, N. Y. Theater proprietor was first convicted of conducting a theater Bank Night. County court reversed the conviction on the grounds that the winner of the Bank Night proceeds of \$175 did not pay anything.

Shafer contended that a register was kept in the lobby of the theater which could be signed by patrons of the theater and other persons. Signing of the register would make those persons eligible for the prize, he contended, but they were not paying anything, so that it was actually "not taking a chance."

Utah Chain Adds 4 Houses

SALT LAKE CITY, Jan. 2.—Harry David, general manager of Intermountain Theaters, Inc., announces the acquisition of the Orpheum and Studio theaters here and the Crest and Strand theaters in Provo. Houses were purchased from the Fox Utah Theaters Company. Intermountain Theaters now operates, besides the four just purchased, the Capitol, Paramount and Victory in Salt Lake City and 22 other houses in Utah, Idaho and Montana. Numerous promotions for executives and junior executives were announced.

Southern Cirks Play Santa

NEW ORLEANS, Jan. 2.—Southern theaters are looking up. Proof: Not less than a dozen Dixie circuits paid thousands of dollars in bonuses at Christmas to employees. In most instances employees received from one week to a full month's extra pay. At New Orleans Mort Singer paid two weeks' bonus to all employees of the Liberty and Orpheum theaters; at Little Rock Malco Theaters paid one to three weeks, while at Galveston A. Martini, manager of Galveston Theaters, Inc., reports two to three weeks' extra pay to employees of a year or more.

Chicago Legit Biz Greatest in Years

CHICAGO, Jan. 2.—With practically every theater in the Loop housing an attraction and patronage running close to capacity, Chicago is enjoying its greatest legit business in a long while.

(See **CHICAGO LEGIT** on page 10)

Watch Your Name

NEW YORK, Jan. 2.—Council of Actors' Equity, at its meeting Tuesday, passed a resolution making it mandatory that actors' names have something distinctive in their lettering. Point was made that much confusion resulted thru similarity of monikers.

Browne Approves Allied-306 Tie

NEW YORK, Jan. 2.—George E. Browne, president of International Association of Theatrical Stage Employees, recently oked the arrangement whereby Local 306 absorbs Allied Operators' union. Under the agreement Independent Theater Owners' Association will employ only members of Local 306. Nothing further remains to be done except the final John Hancocking by union officials.

Texas To Test Legality Of Bank Night Guarantees

AUSTIN, Tex., Jan. 2.—Texas attorney-general's department has filed a test suit to determine whether theater bank night guarantees are legal. A temporary injunction has been issued restraining the Knickerbocker Club, El Paso, from selling such guarantees pending trial of the case set for February 1.

Petition alleged sales of the guarantees either is insurance or a lottery. If insurance, the business will be allowed only by a regularly constituted insurance company, the department heads say. If lottery, firm will be prosecuted in violation of State law.

Effective Christmas Day, State put into effect a 20 per cent levy on Bank Night awards. State Court of Appeals recently oked giveaways.

Roth-Berdun School Expands

DETROIT, Jan. 2.—Roth and Berdun School of Stage and Radio Arts opens its new school at Toledo, O., Monday. Benny Roth, brother of Charles Roth, founder of the school, has returned from New York, where he was in vaudeville, to assume charge of the new school.

Staid Philadelphia Haywire During New Year Celebration

PHILADELPHIA, Jan. 2.—For a Saturday night town, Philadelphia had a madness of its own when it blew, shouted, screamed, yodeled, tooted and even calloped the new year in. Reaching a shattering crescendo that didn't sound like a second fiddle in any metropolitan orchestra, it was the merriest, maddest, most melodious Midas-touched New Year's Eve since William Penn smoked the peace pipe with the Injuns. Every hotel, night club and cabaret was booked solid, but there was always room for one,

Maybe Recount In 802 Election

NEW YORK, Jan. 2.—Despite denial by Jacob Rosenberg, newly elected president of musicians' local 802, that the recent overwhelming victory of the present administration would be contested, it is understood that the two opposition parties have already obtained permission from Thomas F. Gamble, vice-president of American Federation of Musicians, to ask the courts to order a recount.

Rosenberg, attacking rumors which he declared had no basis in fact, said, "There never was a cleaner and better run election than the one held in this local on December 17. It is significant that out of a total of 198 candidates only four were found who would sign a declaration of contest."

Produces Sponsored Units

DETROIT, Jan. 2.—Metro-Polly-Ton Entertainment Bureau, operated by Robert Bretland and Evangeline Farnum, has opened new offices in the Henry Building. Bureau is producing a series of units to be booked for clubs, independent halls and specially sponsored programs. The units now being booked once a month into the New York Central Square Clubs.

Miss., Tenn. Nix Giveaways

NEW ORLEANS, Jan. 2.—Following ruling a week ago in Louisiana Supreme Court banning Bank Night in theaters throught the State, Mississippi and Tennessee have canceled awards "pending further developments." In Memphis city's legal department sent out desist warning and entire Delta followed the Memphis move.

Prize Night Squabble Continues in Chicago

CHICAGO, Jan. 2.—Altho Balaban & Katz, Warner Brothers and other circuits and most of the larger independent theaters have halted prize drawings in their theaters, some of the smaller

(See **PRIZE NIGHT** on page 10)

100-Musician Jazz Band for Biggest Private Party Yet

PHILADELPHIA, Jan. 2.—Meyer Davis made musical history on December 29 by waving his wand over a combo of his own that ushered the century figure. Davis fronted 100 musikers at the coming-out party for Joan Peabody, deb daughter of Peter A. B. Widener 2ds, a society item that reached international proportions.

Stage of the Bellevue-Stratford Hotel

two, three or 10 more. Dance floor space would hardly cover a postage stamp. While it is impossible to check on the number of horns, whistles, clappers and feather ticklers sold, entrepreneurs of entertainment are all sporting sore thumbs from counting bills. Prices ranged from a royal \$10 per throw at Benny the Bum's to the nickel mugs at the corner tapperie where no cover, no minimum pay for what you eat and drink only prevailed. Arcadia International

(See **STAI D PHILADELPHIA** on page 9)

ballroom had to be enlarged to get all the boys together. Should any enterprising society maestro have occasion to get up an 100-piece jazz band, a census of the bandstand disclosed 12 saxmen, 50 violins, eight violas, seven string basses, five pianos, seven trumpets, four trombones, one drum, one electrical guitar, one xylophone and three accordions. Only instruments slighted were the French horn and the cello. Davis put them in the paces at 11 p.m., the full ensemble cutting it for an hour. From midnight till dawn at least 65 played constantly, to make it a marathon tune-fest.

What jitterbugs would have thought of it doesn't matter. Any goop doing the One-Eye Connolly, as did this *Billboard* correspondent, found that society doesn't

(See **100-MUSICIAN JAZZ** on page 13)

Celebration biggest and gayest since the war — plenty dough gathered

BOSTON, Jan. 2.—Noisier and gayest New Year's celebration since the Armistice was signed drew thousands upon thousands of celebrants to spend dough seeing shows and making whoopee. Every flicker house had a midnight show. Night clubs were filled to SRO. All amusement spots were bulging at the door. Those who couldn't get in made merry on the streets. Liquor flowed freely.

Approximately 1,250,000 people of metropolitan Boston went for big time sprints to night clubs, hotels, theaters, private

(See **HUB NEW YEAR** on page 10)

Widow Is Granted \$12,000

JAMAICA, L. I., Jan. 2.—Mrs. Florence Lillian Daroy, of Brooklyn, was permitted by Surrogate John Hetherington of Queens County to accept a settlement for the death of her husband, Carl, for \$12,000 from the Sixth Avenue and 44th Street Corporation, owner of the New York Hippodrome.

Carl Daroy, 45, on August 27, 1935, while employed as electrician at the Hippodrome, fell 25 feet from a balcony to the stage. He died an hour later.

Arkansas Show Biz Better

LITTLE ROCK, Ark., Jan. 2.—Substantial increases in collections of the State sales tax on various forms of amusement admissions is revealed in collections for the fiscal year ending September 30, 1936. Theaters paid \$16,255.33 in levies against \$12,702.08 in year ending September 30, 1935; dance halls and night clubs, \$305.10 against \$270.79, and general amusements, \$3,569.97 against \$3,307.69 in 1935. Rate is 2 per cent on all retail sales and amusement grosses.

Paul Morrison to New York

CHICAGO, Jan. 2.—Paul Morrison, technical director for the Federal Theaters in Chicago, left this week for New York to join the Group Theater. He begins work immediately on Clifford Odets' latest play, *The Silent Partner*. Morrison worked on several productions while on the Federal Theater staff here, his last being the technical direction and scenic supervision of *Oh, Say, Can You Sing?* at the Great Northern Theater.

OLIVE WHITE

(This Week's Cover Subject)

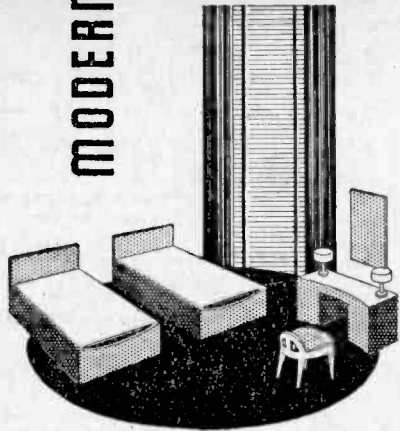
IF ANYONE is entitled to be designated as a real trouper that person is Olive White. She received her first idea of show business at the tender age of three as a member of her father's production, a flash act that flourished successfully in a by-gone vaudeville period. As the years progressed and her talents grew she became a featured performer with her name conspicuous in the billing just a few days after her sixth birthday. It was over the Pantages Circuit that the critics acclaimed her as more than a mere prodigy in "Little Cafe," another of her dad's many offerings.

When she was 15 she found additional endorsement while appearing in a unit headed by Milton Berle. Next she joined Frank Donia in a singing, talking, comedy skit. Her next alliance was with Bobby Pinkus in his company. Since then she has been on her own, playing class night clubs and hotels. As mistress of ceremonies she has been held over at the best of theaters, where she combines her specialty as an outstanding blue singer, violinist, guitarist and expert on the clarinet, achievements that have earned for her the title of "Princess of Rhythm."

She comes from a theatrical family. Her mother was well known in musical comedy as Carle Hawley, traveling with such stars as Raymond Hitchcock and Weber and Fields. Her father is a capable musician and orchestra leader. Miss White has inherited his ability in that direction and on occasion has acted in a similar capacity.

TICKETS 100,000-\$20.00
ROLL OR MACHINE FOLDED
SPECIAL PRINTED CASH WITH ORDER
ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C.
127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.

MODERN AS TOMORROW



THESE NEW ROOMS
HOTEL SHERMAN
 1700 ROOMS 1700 BATHS
 HOME OF THE COLLEGE INN
 DRIVE YOUR CAR RIGHT IN



CHICAGO

TOMMY HYDE

Of the Original "Honey-Boys,"
 ("DADDY OF ALL TAP DANCERS")
 Is Now Creating and Teaching
 PROFESSIONAL ROUTINES Exclusively at

NED WAYBURN'S

DANCING, SINGING, RADIO
 AND DRAMATIC SCHOOL
 625 MADISON AVE., NEW YORK
 (Bet. 58th & 59th Sts.) Wickersham 2-4300.
 Open "the Year 'Round"—9:00 A.M. to 10:00
 P.M. Daily Except Sundays—CLOSE SATUR-
 DAYS AT 6 O'CLOCK.

P. S.—See the Routines Set by Tommy Hyde
 for STAN KAVANAUGH'S DAUGHTERS.
 They are working with HARRIET HOOTER.
 Tommy recently won two \$100 CASH PRIZES
 on Fred Allen's FIRST Radio Program for
 PROFESSIONALS.

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
 648 NO. DEARBORN ST., CHICAGO.
 Single Rooms, \$5.00—Double, \$7.00 per Week.
 Unit Headquarters. 5 minute walk to Loop.
 Theatrical Booking Agencies located in hotel.

WANTED

Colored STAGE MANAGER. Bubber Mack an-
 swer. FLASH DRUMMER. People in all lines
 write, don't wire.
BACKER & WINSTEAD
 P. O. Box 126, LILESVILLE, N. C.

SHOW PRINTING

It will pay you to investigate our Prices and Work on
 Heralds, One Sheet Dates, Panels, Stationery, Win-
 dow Cards, Strip Dates, Etc. Our Art Department
 is Always at Your Service. 18 Express Trains Daily
 Out of Winona.
W & C SHOW PRINT, WINONA, MINN.
 LEE CITBEE, Ex-Trouper.

**WANTED
 MAGICIAN**

Over 35, to entertain in Curio Hall with small
 Magic. Apply in person.
FOLLY THEATRE, 526 S. State St., Chicago, Ill.

**Club Artists
 Strike in N. Y.**

*Disputes between Ameri-
 can Music Hall owners and
 actors lead to breach*

NEW YORK, Jan. 4.—First important
 strike of night club performers here
 broke last night when 13 members of
 the American Federation of Actors were
 refused admittance when they reported
 for work at the American Music Hall,
 141 East 55th street.

Ralph Whitehead, AFA executive secre-
 tary, says the action climaxed a series
 of disputes between the Beachcomber,
 Inc., which operates the combination
 music hall and night club, and the per-
 formers, who were employed under an
 AFA closed-shop contract. Performers
 claim they were compelled to take salary
 cuts this summer when the management
 claimed business was bad. The last cuts
 brought the AFA into the picture, White-
 head negotiating an agreement with
 Jerrold and John Krimsky, heads of
 the corporation, whereby the cast made
 concessions in order to keep the show
 going. Now performers claim the Krim-
 skys refuse to pay them salaries for the
 week which ended Friday and also for
 week ending this Friday. Performers
 played Saturday, first day of their new
 week, but found the place closed last
 night.

A new show, slated to open January
 16, is rehearsing at the Music Hall,
 which is now being picketed by AFA
 members. The Krimskys could not be
 reached this morning for a statement.

Wilmington Local Elects

WILMINGTON, Del., Jan. 2.—Officers
 of the Projectionists' Local 473, IATSE,
 were elected at a meeting here recently.
 The following were elected: President,
 Philip Jones; vice-president, Leon H.
 McCairns; financial secretary-treasurer,
 Edward T. Veasey; recording secretary,
 Albert B. Williams; business manager,
 John R. Waller; sergeant at arms, John
 Maisel; executive board, Philip Jones,
 Leon H. McCairn, John R. Waller, Al-
 bert Hughes and Frank Page.

Exhibs' Tax Service

DOVER, Del., Jan. 2.—National Ex-
 hibitors' Service, Inc., has been formed
 here to deal in tax records and systems
 for theaters and other places of amuse-
 ment, listing capital stock of 2,000
 shares, no par value. The incorporators
 are Wilbur B. Davis, William T. Stewart
 and Robert D. Gordon, of New York.

**Chi Billposters' Union
 Elects New Officers**

CHICAGO, Jan. 2.—At a meeting held
 last week the Chicago Billposters and
 Billers' Union, Local No. 1, elected the
 following officers for the coming year:
 William Nichol, president; Louis Ober-

**No End to Philly's Pickets;
 Now City Exhibs Carry Signs**

PHILADELPHIA, Jan. 2. — Now that
 the local musicians' union has ceased its
 picketing activities in the campaign for
 live entertainment in motion picture
 theaters, local motion picture exhibitors
 have started a bit of picketing on their
 own. Board of managers of the local
 United Motion Picture Theater Owners
 appropriated an initial \$5,000 defense
 fund in a date strike declaring against
 Metro-Goldwyn-Mayer. Impasse is based
 on the refusal of MGM to modify its
 present sales policy so that its terms
 shall not be in excess of those of the
 sales policy of 1935-'36.

Indie exhibitors started picketing the
 Metro exchange today (2). Sandwich
 signs read: "We Don't Want Relief. We
 Want Fair Film Rentals," and "We're
 Opposed to Millions for Metro Heads and
 Pennies for Their Customers."

Date strike is expected to spread as a
 national protest against Metro's 40-35-30
 per cent terms with preferred playing
 time. Harry Brandt, prez of the New
 York ITOA, has already pledged support

**FABIAN
 THEATRES**
 INCORPORATED

Suite 2101 1501 Broadway
 NEW YORK

For SPEED and ACCURACY

Lower Intrastate Rate in All But a Few States
 TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS, ERRAND
 SERVICE ★ MONEY ORDERS

USE

Postal Telegraph

Phone your telegrams. They will be charged on your bill.

STOCK TICKETS.
 Rolls of 2,000.

1 Roll\$.50
5 Rolls 2.00
10 Rolls 3.50
50 Rolls 12.50

Double Coupons Dou-
 ble Price.
 No C. O. D. Orders.

1937

HAPPY NEW YEAR
 To Be the Biggest and Most Profitable
 AMUSEMENT YEAR IN HISTORY YOU
 WILL NEED

TICKETS

Quickly, and We Hurry 'Em Up.
 Tickets of Every Description.

THE TOLEDO TICKET CO., TOLEDO, O.

WANTED

Every Actor, Musician, Dramatic People, Musical
 Comedy People, Chorus Girls, Novelty Acts, Teams
 preferred, contact immediately, **THE ORIGINAL
 FLOATING THEATRE**, now doing Circle Stock in
 Florida Waters. Pay own wires. Headquarters,
 Cocoa, Fla.

hardt, vice-president; Otto Krueger, fi-
 nancial secretary, and Dave Davis, re-
 cording secretary. Thomas Cahill, John
 Cella and Paul Rose were elected to the
 board of trustees; while Charles Lin-
 blade, George Nelson and Charles Davis
 comprise the new membership board.
 William Sloan was re-elected as ser-
 geant at arms.

STEIN'S MAKE-UP IF YOU USE
**THEATRICAL
 AND CINEMA
 MAKE-UP**
THIS WILL INTEREST YOU


JUST OFF THE PRESS : : :

A new 28-page booklet on Modern
 Make-Up—based on Stein's Half-
 Century of Progress in the Theater
 and Cinema—contains the only
 Make-Up Chart of its kind—for any
 type of Straight and Character role
 —beautifully illustrated—histori-
 cal sketches—written concisely and
 clearly—indispensable to the ama-
 teur—equally valuable to the pro-
 fessional. May be obtained from
 your dealer or direct from us.

: : : amazingly priced at 25c

The M. Stein Cosmetic Co.
 430 Broome St., New York

**SOOTHING
 To The TONSILS**



"TREATINE" is a Doctor's prescription and
 a nationally known throat preparation. Intend-
 ed to relieve irritations of the throat, so com-
 mon in conditions known as sore throat and
 tonsillitis. "TREATINE" is soothing to the
 tonsils and assists nature in over-coming such conditions.
 Send no money—Just name and address, we will send full size
 treatment. Pay postman \$1.00 plus a few cents postage when
 received. Guaranteed. Don't fail to try "TREATINE."
TREATINE LABORATORIES, INC., Columbus, O., U.S.A.

End your correspondence to advertisers by men-
 tioning The Billboard.

RECOMMEND HIGH POWER

FCC Engineers Submit Report Removing 50 KW Limitation

Report after study of re-allocation hearing to be given commission this week — engineers also suggest six classifications of stations

WASHINGTON, Jan. 4.—Preliminary report from the engineering division of the Federal Communications Commission will probably be submitted to the commission this week, after its study of the re-allocation hearings before the government group last October. Inside talk is that the engineers will definitely recommend that the 50-kilowatt limitation on clear-channel stations be removed. This is on the basis of technical angles involved. To the FCC will be left the determining factors involved of social and economic import. Engineers are also expected to suggest that the number of clear channels be lessened to about 28 or 29. Report published last week that the engineers favor cutting down to 25 clear channels, according to NAB sources, is infod as erroneous.

It's also said that the engineering divisions will recommend to the commission that stations be classified as being in one of six groups. In bringing to the FCC this theory the engineers will also submit that the changes involved will come around naturally and that no steps be taken to enforce them. Also stations now on the air will be protected by provisions to be made for this purpose. Retention of the existing 10-kilocycle separation provision is to be emphatically favored.

Six station classifications are as follows:

CLASS A—Clear-channel stations with a minimum of 50-kw. power and protection to their .5-microvolt night and 1-microvolt daytime signals.

CLASS B—Stations with 50-kw. power, with two or more operating on one frequency with protection to their one-microvolt and .5-microvolt day signals.

CLASS C—Covers stations now known as high-power regionals. Minimum of 10 kw. and maximum of 50 kw. and protection to their two-microvolt night and one-microvolt day signals.

CLASS D—Stations with power of from one to five kw., with protection to their three-microvolt night and two-microvolt day signals.

CLASS E—Providing for stations from 250 to 1,000 watts, with protection to their four-microvolt night and two-microvolt day signals.

CLASS F—Covers stations now called local stations, with 100 to 250 watts, with protection to their four-microvolt night and two-microvolt day signals.

Engineers' report, it is said, is based solely on the technical questions involved. The social or economic factors have not been taken into consideration, as not evolving on engineers for decision. In view of the controversies the re-allocation problem has posed and produced, this is of utmost importance in submission of this report. Latter, it is also said, points out that the problems involved, socially and economically, in some cases are much more important than the technical factors to be considered.

Purity Bakeries New Discs

CHICAGO, Jan. 2.—Blackett-Sample-Hummert, Inc., have placed *Hope Alden's Romance*, a new transcribed series, on 13 Midwestern and Western stations, beginning next Monday for the Purity Bakeries Service Corporation. The serial, written by Margaret Sangster, has a cast consisting of Luise Blocki, Lester Tremayne, Gene Morgan, Ruth Bailey and Edith Davis.

Inter-City's Change

NEW YORK, Jan. 2.—A switch made in the Intercity Broadcasting System this week has WATR, Waterbury, Conn., replacing WIXBS, same city. Lineup of Northern stations is WMEX, Boston; WPRO, Providence; WLNH, Laconia, and WATR, Waterbury. WPRO remains with the web. Station had been expected to leave Intercity to go Columbia Broadcasting January 1. CBS did, however, make an exception in this case. Station is owned by Cherry & Webb department store.

Drug Co. Plugs Self and Frisco

SAN FRANCISCO, Jan. 2.—A new quarter-hour Sunday night show titled *Treasure Island*, which will plug, besides the sponsor's products, the 1939 Golden Gate International Exposition, is set for airing over five NBC-Pacific Red network stations under sponsorship of Oil Drug Company, chain stores, starting February 7.

Nature of the program and talent to be used is being kept a secret, but it will probably be musical and for 13 weeks. D'Evelyn & Wadsworth, Inc., was recently appointed to direct advertising for the drug company, which has 126 Pacific Coast stores.

MBS Wants Listeners As Ace Handicappers

NEW YORK, Jan. 2.—Mutual Broadcasting System is starting a contest soon to make turf experts of its listeners. Contest is in connection with Mutual's exclusive on the winter races at Hialeah Park, Miami, with race descriptions to start over Mutual stations from the park January 16. Program is being fed by WIOD, an NBC affiliate, with Bryan Field, *New York Times* track reporter, doing talk from the sunburn sector.

Mutual's contest, to plug interest in the show and nags generally, will have listeners pick future winners. Reported all the bookies on 47th street here have already started buying their radios—on the installment plan.

Show will be an hour affair Saturdays. Sustaining so far. MBS had the horses running on New York State tracks this past summer.

"Time" Squawks

NEW YORK, Jan. 2.—Dramatization of the news of year, scheduled by Columbia Broadcasting System for last Wednesday, was suddenly postponed to Friday night. No reason given, but talk was that *Time* raised a squawk.

Four Newspaper-Owned Stations In New Okla. Regional Network

OKLAHOMA CITY, Jan. 2.—A State charter has been granted to the Oklahoma Network, Inc., just organized. Seven stations are on the network, plans for which were completed at meeting here last week. Broadcasting on the new regional is to start this month.

Ross Porter, Shawnee, is president of the new group. He is now in New York City contacting advertisers and agencies. Tams Bixby, Muskogee, is vice-president; Joe Lee, of Ada, Okla., is secretary, and Ivan R. Head, of this city, is treasurer. Representatives of each station make up the board of directors, with Glenn Condon, newspaper man and radio commentator, in as managing director. Offices are in Tulsa and this city.

KADA, Ada, is the only station on this list without full-time facilities, altho a request for such is now pending in

Letdown

NEW YORK, Jan. 2.—When Hal Kemp's Orchestra joined the salute heralding Mutual's expansion to the Coast, the leader came on and paid royal tribute to "Fred Weber." Trade immediately thought he meant the general manager of Mutual, with MBS employees wondering who tipped Kemp off on that angle.

At the end of the broadcast, the spieler said "This is Fred Weber of WFIL" (Philadelphia).

Holly Hangs Holly on Tree

NEW YORK, Jan. 2.—C. Hollister Noble, dean of the press department of the Columbia Broadcasting System, claims there is no Santa Claus, despite the annual editorial appearing in *The New York Sun*. However, Noble believes—but definitely—in Christmas trees. And on the other hand, along with purple cows, Noble never wants to see a tree—decorated or otherwise—again.

To get this out of the mystery stage, someone or some several ones, inserted a classified ad this week in *The New York American*. Substance of the copy was: "I buy old Christmas trees. Phone after 6 p.m. C. H. Noble." Then the someones went back to their desks and gasped for air.

But not Noble. The 67 calls that came in the first night dismayed him more than somewhat. The 89 calls on the second day made him figger there was something haywire on account of all these calls. Then the Erie Railroad telephoned and wanted a quote on two trainloads it had left over that Santa hadn't got around to. Unverified report is that Noble offered the railroad man two balcony tickets to *Uncle Willie's Cat Calling Contest*, which is broadcast from a submarine off New Guinea.

But the telephone came out when *The Brooklyn Times Union* contacted Noble and said they knew he'd get wonderful results from a similar insertion in that daily.

Alexander Quits Post With WMCA

NEW YORK, Jan. 2.—A. L. Alexander, conductor of the defunct *Good Will* Court, terminated his contract with WMCA as chief announcer this week. Alexander, thru his attorneys, said that he exercised these rights after the station had failed to live up to various provisions in the contract. Specifically mentioned is the proviso covering the type of work Alexander, as chief mike-man, was to be assigned. With the station 11 years, greater part of this time had Alexander as head of the announcing staff. He leaves for the South next week for a vacation.

Thursday (31) Alexander was guest star on Radio Guide's NBC series.

CBS' WOAI Plans Bumped

FCC examiner negates move for sale of station to network—enough service

WASHINGTON, Jan. 2.—Representing important blow at CBS expansion in the Southwest, Examiner P. W. Seward this week recommended that FCC deny application of G. A. C. Half, controlling WOAI, 50,000-watter in San Antonio, Tex., for authority to sell stock of dummy corp to Columbia. Station is present NBC outlet for area.

Declaring that Federal license does not constitute saleable "good will," Seward stated: "To permit a licensee to place a value on the license or frequency under the guise of 'good will' or any other term would be to permit it to assert a vested interest therein, contrary to the plain and emphatic language of the statute and would amount to the capitalization of a government gratuity." Half, sole owner of stock of Southland Industries, Inc., had submitted plan for transfer whereby CBS would sell \$1,387,585.48 for all shares and assets of that company, technical licensee, with Half to buy back all properties of concern not connected with WOAI, leaving net value of air appurtenances of \$825,000.

"Good Will"

Appearing before FCC at recent hearing Half testified that, tho actual property had been appraised at \$141,053.34, he felt that sale was also being made of "something" of a value approximating \$684,000, did not consider this "something" good will, but prepared brief admitting it to be license or frequency of station. Commish engineer puts service value at about \$115,000. Examiner spiked the argument the license would not change hands, calling Southland Industries a mere puppet.

Report discussed present Texas chain setup, which has CBS now airing from San Antonio thru K TSA, which arrangement would be terminated if this deal went thru, leaving NBC out in cold in that city. Lone Star lineup would then be: CBS—WOAI, San Antonio; KRLD, Dallas; KTRH, Houston; WACO, Waco; KNOW, Austin, and KGKO, Wichita Falls. NBC—WBAP-WFAA, Fort Worth, Dallas and KPRC, Houston.

To suggestion of Columbia bigwig that NBC might tie up with K TSA when it was cut loose by CBS, Examiner Seward declared: "The issues in this case cannot and will not be determined upon assumptions. There is no evidence in this record that the San Antonio area will be served by any stations located in that area carrying the National Broadcasting Company programs if this application be approved. Concerning the service available in Texas from other radio stations broadcasting Columbia programs the evidence shows that stations KSL, Salt Lake City, Utah; KMOX, St. Louis, Mo., and WWL, New Orleans, La., will render acceptable nighttime service at any point in Texas 100 or 150 miles from San Antonio and would be approximately equal to that received from WOAI. The present day coverage of K TSA (now CBS) is considerable greater than the day coverage of Station WOAI."

WBBM's "Nutty Club" Returns to the Air

CHICAGO, Jan. 2.—Having cleared all obstacles of the law for its return to the air, the original WBBM *Nutty Club*, probably radio's oldest celebrity night, will be revived at midnight tonight. Organized some 11 or 12 years ago the program brought such "names" as Paul Whiteman, Guy Lombardo, Ted Weems, Harry Richman, Fred Waring and others before WBBM mikes from midnight until dawn. Intricacies of Illinois corporation laws prevented its return until now. Tonight's program will feature Charlie Agnew's Orchestra, Charlie Garland, Bobby Brown, Harold Isbell, emcee, and other guest stars.

Free Time For Agencies

Cleveland station starts a series to discover new talent—ten agencies on deal

CLEVELAND, Jan. 2.—Free radio programs with services given by the station and presentations planned by advertising agencies is something new in Cleveland broadcasting, and WGAR is the first to do it. The idea originated when John Patt and his advisory board decided that agencies ought to have an opportunity to present programs they believe should be aired.

Station is giving a half-hour weekly spot and the use of its staff artists. Several agencies will take part. They may import such artists as they see fit and have carte blanche to hop to it and go to town. The Fuller & Smith and Ross Agency start off the parade January 9. Succeeding shows will be produced by McCann-Erickson; Lang, Fisher & Kirk; Frank Hubbell Agency, Stanley Kay Agency, Griswold-Eishelman Company, Campbell Sanford Company, Gordon Vichok Agency; Meldrum & Fewsmith, Inc.; Carr Liggett, Inc., and others.

The station hopes to uncover something new in the way of undeveloped talent and presentation of programs, some of which may, of course, go on the air as commercial propositions if they get across.

Local Phone Co. Series

BRIDGEPORT, Conn., Jan. 2.—WELL, New Haven, Conn., starts a new program, *Sunday Call*, tomorrow. Will be a half hour from 12:30 to 1 p.m., sponsored by Southern New England Telephone Company as an experiment for the utility outfit.

Programs will consist of musical e. ts. and telephone business dramas. Booklets and prizes will be offered to whet interest in the show. Batten, Barton, Durstine & Osborn, Inc., handle account.

WBBM Shifts Scripters

CHICAGO, Jan. 2.—Merrill Meyers, of the WBBM-CBS continuity department, succeeded Hal Hudson as chief continuity editor last week so that Hudson could devote his entire time to the William Wrigley Jr. account. Reed Johnston, former WLW writer and newspaper man, joined the department at the same time.

Petrillo Decides On Drastic Rule

CHICAGO, Jan. 2.—A decision that may eventually result in recorded music being ruled off Chicago radio stations has been made by James C. Petrillo, head of the Chicago Federation of Musicians, in his crusade against "canned music."

Petrillo threw a bombshell into the laps of record makers last week when he announced that, beginning February 1, no musician members under the Chicago jurisdiction would be permitted to make musical recordings of any kind. It was thought at first that permission would be given certain cases under specified restrictions, but the recording companies are in for a jolt when they learn just what those restrictions will be.

Petrillo, in a statement to *The Billboard* today, said that the ruling regarding this angle had been decided upon and that permission would be given any recording company to make records with Chicago musicians after February 1 at the regular recording scale, but when that record was used by a Chicago radio station they would be required to have a stand-by band, at \$17 per man, to equal the number of men used on the recording. This will practically eliminate all Chicago transcribed commercial programs on local stations.

It is said that the recording companies have protested vigorously to National President Joseph N. Weber, asking that Petrillo be curtailed in his efforts, but that they have been notified that the Chicago local has the right to do as it pleases in this matter.

Left Hand, Meet the Right

LINCOLN, Jan. 4.—Radio station employees here were happy on Christmas by being given a full month's salary, if having been with the organization more than a year, and somewhat less in proportion for shorter time worked. This handout was made by all Central States Broadcasting System stations, KOIL, Omaha; KFAB, Lincoln and Omaha, and KFOR, Lincoln. Journalistic crowd here was slightly yah-yah when no divvy came down to them. Two newspapers here own 50 per cent of the radio stations.

Third Web Threat As Mutual Hellos

NEW YORK, Jan. 2.—Smart showmanship ushered in the new national network this week when the Mutual and Don Lee chains hooked up. Competitive threat for NBC and CBS could be definitely heard all thru the two evenings' broadcasts staged for the occasion. First evening (Tuesday) had the show coming from the East, mainly thru WOR, which put on *Music for Today, Jazz Nocturne*, Ed Fitzgerald, Bide Dudley, Benay Venuta, George M. Cohan and various other acts. Shows were also piped in from WLW and WAAB.

Following evening Don Lee Coast chain put on a humdinger of a show, with Conrad Nagel, former film name, as the m. c. Program was fast paced, with a flock of film names. A pickup from Lee's Honolulu station was a deft piece of showmanship during this broadcast. Names showing included Dixie Dunbar, Hugh Herbert, Edward Arnold, Warren and Dubin, Mae Clarke, Mary Brian and others.

Other good shots came from the Iowa Broadcasting System stations and Central States (Nebraska) stations, also parts of the Mutual chain. J. F.

Etting, Fitzgerald on Intercity-MBS Audition

NEW YORK, Jan. 2.—A name show for a half-product advertiser is being built for use over both the Mutual and Intercity networks. Origination point has not been established, with the date on the production given as within the fortnight.

Talent involved has Ruth Etting, Ed Fitzgerald, Sid Gary and Little Jack Little and his orchestra.

Ted Weems and orchestra, previously on Mutual only from Chicago for Varady cosmetics, starts tomorrow on Intercity from Mutual. Varady also keeps four daily five-minute spots on WMCA, key station of the Intercity group.

Ida Allen Renewed

NEW YORK, Jan. 2.—Ida Bailey Allen's spot on WHN has been renewed for 13 weeks. Program is a five-a-weeker morning show, with the Wednesday broadcast from the Ziegfeld Theater, the house full of housewives. Participating sponsors are Seeman's products and Chef Biardi, spaghetti account, both renewed. Frank Presbrey Company, agency.

"Showboat" Finally Out Of the Mud; Many Changes

NEW YORK, Jan. 2.—Maxwell House *Showboat*, formerly a leading hour show on the networks, and still an important production, is being given new garb in place of some of the radio antiquity that has held on the past year or so, during which time the program has fallen off. About the only thing holding on the former "traveling" production will be the title, a valuable asset. Characters and the love story are being dropped, as will the business of "visiting" different cities each week. Change in *Showboat* is important not of itself, but because it ends a radio saga of more or less importance and because it may also mean that a lot of other production has-beens will follow suit.

It was much on the strength of *Showboat* that Benton & Bowles, the agency producing the show, entered the big time classification. Later the formula for this show became practically the stand-by for other shows produced by the same agency. A series for Log Cabin Syrup was typical.

New Group Plans Second Foreign Language Chain

20 stations given as okeing plans for another alien tongue web—second within two months—WBNX in Bronx key station—agency survey

NEW YORK, Jan. 2.—Plans for a foreign language network—the second of its kind to go into the works—are being drawn by Roesler & Howard, station representatives. So far 20 stations are claimed as being set. About two months ago another rep outfit, Viola & Furman, said they were working on a similar deal and had one account using a six-station lineup. Viola & Furman are currently making a survey of agency and advertiser reactions to a permanent foreign language station web. R. & H. plan to have WBNX, Bronx, N. Y., as the stemming point for their chain. Bob Howard was formerly a time buyer at Campbell-Ewald in Detroit, and George Roesler represented Middle West stations.

Many Coast Shows In Network Swaps

LOS ANGELES, Jan. 2.—Coincidental with the shift of CBS, Don Lee and Mutual hookups on the West Coast, several exclusive Don Lee commercials deserted the California web last week and swung over to the KNX-CBS Coast system and the NBC Coast setup. Acquired by the new Columbia outlet are Raymond Morgan agency's *Strange as It Seems* for Gilmore Oil and Tom Breneman's *Good Afternoon, Neighbor* for Durkee Foods.

Mobil Magazine of the Air, a two-year top commercial of the Lee web, has gone off temporarily, with no decision as to its return or as to which transmitter would carry the show. Lost to the National Broadcasting Blue network is *California's Hour*, a Don Lee Monday night stand-out, sponsored by the chain stores of the State.

At the same time, Don Lee nabbed the KNX feature, *Newspaper of the Air*, sponsored by Alka-Seltzer for a nightly news broadcast. Another Raymond Morgan agency program, *Drums*, starring William Farnum, has been switched from a weekly half-hour thru Don Lee to a 15-minute nightly spot. Folger's Coffee bank-rolls the show twice a week with others being sought for participation.

New accounts on KNX are Rush Hughes in a sports feature for Kelloggs and the Philco dealers' broadcast, *Music You Remember*, starting January 6.

Sealtest Still Unset

NEW YORK, Jan. 2.—J. Walter Thompson Company still looking around for talent for its *Sealtest Saturday Night Party*. Talk had been that Noel Coward, playwright-actor, would be on, but nothing set yet. Coward has a flock of one-act plays currently in town in which he is appearing.

Berle West

NEW YORK, Jan. 2.—Milton Berle leaves for the Coast and pictures end of this month. His Sunday CBS broadcasts will emanate from Hollywood. Ruthrauff & Ryan are the ad agency for the sponsor, Gillette Safety Razor Company.

Stations on the R. & F. line include, besides the New York indie, WVAE and WHIP, Hammond, Ind.; WIND, Gary, Ind.; WJBK, Detroit; WJW, Akron; WBNY, Buffalo; WSAY, Rochester, N. Y.; WJTN, Jamestown, N. Y.; WSPR, Springfield, Mass.; WIBX, Utica; WORL, Boston; WPEN and WRAX, Philadelphia; WWSW, Pittsburgh; WEMP, Milwaukee; WSPD, Toledo; WLEU, Erie, Pa.; WTMV, East St. Louis, Ill., and WHBF, Rock Island, Ill. All stations are said to have given their approval.

WCOP, Boston, mentioned by Viola & Furman as in on their network deal, later squawked, advising *The Billboard* they knew nothing about chain plans other than that they were taking the one Italian show from the firm.

R. & F. will do shows in Yiddish, Italian, German, Polish and Spanish.

WPEN, WBNX and WSPR appear on both the V. & F. and R. & H. station lists.

Deny Mass. Gov. Has Radio Itch

BOSTON, Jan. 2.—Persistent rumors that Gov. James M. Curley of Massachusetts is actively interested or financially backing both radio stations WMEX, owned and operated by the Northern Corporation, and WORL, owned and operated by the Broadcasting Service Organization, Inc., both in Boston, were vehemently denied by officials in exclusive statements to *The Billboard*.

William S. Pote, production manager of WMEX, declared that the rumors had no foundation. Pote said that Governor Curley is merely a personal friend of the Pote family; that Paul G. Curley, eldest son of the governor, was given a WMEX mike man's job because the lad wanted to learn the radio business from the ground up and that no bargaining was entered into. Observers speculated that Curley was to have backed WMEX for young Curley's job and also stated that WMEX's move from the Hotel Manger studios last April to 70 Brookline avenue, with lavish studios and equipment, was the cue on Curley money. Further speculation as to interest and ownership of WMEX has had the station, some two years old, owned by L. Grossman, lumber dealer and a sponsor on WMEX; Former Mayor Quigley of Somerville, and a host of others.

Pote also denied the gimmick that WMEX received a 5,000-watt grant on 1470 kilocycles thru political pressure in Washington. This was granted last July 22 by the FCC. Protest was entered into by the Yankee network, WCOP and WORL. A hearing was postponed this past December to February 2 at the request of WMEX.

That Governor Curley was eying WORL for an interest in that baby station, James K. Phelan, vice-president and director of the operating company, assured *The Billboard* was untrue.

More Ams Bite Dust

NEW YORK, Jan. 2.—New Feenamint show, starting tomorrow, Sunday, over WOR-Mutual, 6-6:30 p.m., drops amateurs and goes strictly professional. Ray Knight's Cuckoos and the Johnson Orchestra will entertain, with two guest vocalists on each week.


Chamberlain's New Job

CHICAGO, Jan. 2.—Howard Chamberlain has resigned from the WLS announcing staff to become program director of KMA, Shenandoah, Ia., change taking effect yesterday. Howard joined WLS in August, 1934, coming from WELL, Battle Creek, Mich.

Stations and People

Address All Communications to the New York Office

E D D I E **P A U L**



Musical Director
ROXY THEATRE, N. Y.

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

Address
Care of
Billboard,
N. Y.

GOBEY

TITO GUIZAR

★ STAR of ★
Radio, Screen, Stage and
Concert.

JAYSNOFF SISTERS

The Leading International Duo Pianists
Radio • Concert • Stage

Direction: SAM WEISBORD,
WILLIAM MORRIS AGENCY, N. Y.

OSWALD ★★ ★★
OH YEAH!!!

Featured COMEDIAN With
KEN MURRAY.
Making Personal Appearances.

ARTHUR KAY

Radio Mimic - Characterizations

Character Voice of Terrytoon Cartoons and Varied
Max Fleischer Cartoons.

JOSEF CHERNIAVSKY

"the Musical Cameraman"

presented by
1847
ROGER BROS.

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

MORT LEWIS

★ 44th Week Writing for ★

PICK and PAT

(Radio's 9th Most Popular Half Hour
Show According to Leading Surveys)

also **Revue Bebe Daniels - Ben Lyons**
FOX Educational Shorts **Skits** **Personal Appearance**

DOWN SOUTH. . . . *Star Gazer*, conducted by LEWIS COOPER, is new Hollywood tattle program over WSMB. . . . *Just Home Folks* begins fifth year on WWL as commercial, being one of oldest sponsored programs on any Southern station. . . . AL GOODWIN, former announcer for WWL, has left to join the Washington staff of CBS, where his brother is special announcer for Congressional doings. . . . LOUIS COHEN, former advertising executive, has joined the ad staff of KARK, Little Rock. . . . Armour & Company started six-a-week spots this week over WWL and several other stations. . . . EARL FERRIS, New York ad expert, spent a short time in New Orleans en route to Mobile on visit to his father. Accompanied by Mrs. Ferris.

THE FRANK WATANABE and Archie Chislerberry wax daily 15-minute serial was being withdrawn from CHSJ, St. John, after four months, but such a deluge of protests inundated the station, by mail and telephone, that the cancellation was rescinded and the serial is continuing each evening at 6:15, with the classified department of the local Times-Globe as sponsor. The New Brunswick Publishing Company, publishing that daily and a morning edition, operates CHSJ. . . . The call letters of high fidelity station WIXBS, Waterbury, Conn., has been changed to WBRY. . . . ED McCULLOUGH is now radio editor of The Greenwich (Conn.) News-Graphic, succeeding TED YADAIN, now managing editor of The Stamford (Conn.) Advocate. . . . JOE BOLEY, former announcer for KQV, Pittsburgh, moved to WMCA, New York. . . . LILLIAN MALONE is back on WCAE, Pittsburgh, following a rest cure in Montefiore Hospital in that city. . . . JACK HOLLISTER, of KDKA, Pittsburgh, will tie up with 1939 New York World's Fair publicity department.

MILTON GEIGER, Cleveland writer, has contributed two sketches to the RUDY VALLEE hour. HENRY HULL appeared in the first and WALTER HAMPDEN in the second. . . . JOHN PATT, of WGAR, sent members of the Rotary Christmas telegrams, each bearing the photograph of the recipient. . . . THE GAYLORD TRIO started a series of commercials over WGAR on Tuesdays. . . . NED LEFEVRE, who since March has been the leading man with the Federal Theater stock company in Indianapolis, has joined the announcing staff of WFBM, Indianapolis, replacing BILL BROWN, who goes to WLW, Cincinnati. . . . BILLY MORRELL, formerly of the team of Sloan and Morrell, has joined staff of WJBK, Detroit, handling publicity, continuity, production and appearing in his own acts as well. Reported he may sleep now and then.

WEST COAST ITEMS: DON WILSON will gab the Oldsmobile show regularly from now on. . . . PAUL GERARD SMITH is doing the scripts for the new National Biscuit show over NBC. . . . DICK SMART, singer at KHJ, is up for a role in a Grand National Picture. . . . LES MAWHINNEY has resigned as news editor of KNX to take over the management of the local Transradio Press bureau. JOHN CLARKE, his aid, succeeds him. . . . KMTR and KFVB are both doing stunt broadcasts on the Santa Anita races. . . . JOE THOMPSON, NBC producer in San Francisco, has joined the Los Angeles staff, while MARVIN YOUNG started his new duties as production manager at the plant. . . . JACK MULLEN, Benton & Bowles West Coast

representative, moved up to San Francisco from Los Angeles. . . . JAMES E. SAUTER, of Air Features, Inc., is vice-chairman of the entertainment committee for PRESIDENT ROOSEVELT'S birthday ball. . . . WBT, Charlotte, N. C., broadcast 6,300 hours last year. . . . OLIVE SHERMAN, program director of WJR, Detroit, has just returned from a month's vacation in Europe. . . . DUDLEY BROTHERS, Negro quartet, formerly at WHAM, Rochester, and WSYR, Syracuse, opened last week on WWJ, Detroit. . . . THE SMOOTHIES, of WWJ, Detroit, have a new member. MARY MEYER, formerly with "The Three of Us," Toledo, joined the trio, replacing BABS HALL, who was married just before Christmas.

BLAYNE BUTCHER, former speller over WCAU, Philadelphia, in Hollywood directing air shows for Lennen & Mitchell. . . . In co-operation with Mayor Wilson of Philadelphia, DONALD WITHYCOMB, WFIL general manager, organized a "flying squadron of station talent" to visit Philadelphia hospitals and other institutions during the holiday season. . . . HORN & HORDART'S kiddies' hour, originating from WCAU, Philadelphia, going into its eighth year. . . . MANN AND IRWIN, former CBS piano twosome, back at the keyboards over KYW, Philadelphia. . . . JOE GOTTLIEB, of the continuity staff at WCAU, Philadelphia, scripting the safety dramas canned for distribution to every Pennsylvania radio station. . . . ALAN SCOTT, newscaster on same station, doing the commentating for the safety pictures.

Detroit Act Does Nine Shows Daily

DETROIT, Jan. 2.—Milt and Bertie Herron have just come off the air after a four-week contract for Federal Department Stores that set a new kind of a record. They were on every Friday nine times during the four weeks—three times daily on WJBK, twice each on CKLW (Windsor, Ont.) and on WXYZ and WMBC in Detroit. The Herrons were doing a series of domestic sketches, each appearance being a different routine. Most were five-minute commercial sketches.

Following the last appearance they made a 10th show for the day by doing a special at the Turner Summer Home at Grosse Pointe, Mich., for a private party. Expect to return to the air for Federal Department Stores and Miller's Jewelry Store early this month.

Ad Agency Changes

NEW YORK, Jan. 2.—R. O. Eastman resigned as director of marketing of Marschalk & Pratt, Inc., ad agency, to open his own office. S. H. Gjellerup, secretary, was elected vice-president, and A. R. Anderson, account representative, was upped to secretary, succeeding Gjellerup.

Ad Agency Meetings

NEW YORK, Jan. 2.—Continental Agency Network, association of regional ad agencies, will meet during three successive weeks this month in divisional conventions. Eastern division will begin locking heads in New York January 16, round robin including John Falkner Arndt & Company, Inc., of Philadelphia; Walker Downing, of Pittsburgh; LaPorte & Austin, of New York; Larcher Horton, of Providence, R. I., and Hughes, Wolf, of Rochester, N. Y.

Ayer Agency Elects

PHILADELPHIA, Jan. 2.—N. W. Ayer & Son, Inc., re-elected Adam Kessler Jr. to the board of directors to take an active part in the affairs of the ad agency. E. Craig Greiner was appointed New England manager for Ayer, taking charge of the Boston office, succeeding Lorimer B. Slocum, resigned.

CBS Takes New House

NEW YORK, Jan. 2.—Columbia Broadcasting System has taken on the Golden Theater, former legit house, as a studio and has dropped the Hudson. First air show to be broadcast from Golden is the dedication program of KNX, Los Angeles, tonight.

West Coast Notes; New Powell Series

LOS ANGELES, Jan. 2.—Trans-American, headquartered at the Warner Brothers' studio in Burbank, is reported polishing up a new network show with Dick Powell dominating the cast. Powell, according to insiders, is due to bow off *Hollywood Hotel* within the next month, due to a hitch involving his contracts with the F. Wallis Armstrong agency and the film studio. Latter is said to have precedence.

Talent is being auditioned here by Pete De Lima for Columbia's forthcoming nightly show bank-rolled by Wrigley's. Series is based on the Clarence Buddington Kelland's *Scattergood Baines* series. Due to peculiar character necessary to lead player's voice, CBS Artists' Bureau is running into plenty headaches in attempting to find the perfect Scattergood and ready the show for mid-January release.

Testimonial dinner to be given for Adolph Zukor at the Paramount Studio January 7, slated to be broadcast over NBC's Blue web, has an interesting story behind it. Idea of broadcasting the doings were hatched at a luncheon attended by two CBS executives and Boris Morros, Paramount's music chief. Columbia had to pass up the broadcast, however, due to the return of Alexander Woolcott to the air lanes. So CBS graciously threw the program to its rival, NBC.

Ernest Hix, executive of the Raymond R. Morgan ad agency here, is en route to New York on a several weeks' trip in the interest of two of the agency's top shows. Programs are *Drums* and *Strange as It Seems*, interest in both of which has been shown in the East. The former is on KHJ, Don Lee-Mutual outlet here, and the latter goes thru KNX.

O. B. Hanson, chief engineer for NBC, and William Clarke, New York architect, are in town, blue-printing a new addition to the National Broadcasting studio here. . . . Don Shaw, head of the radio department of the McCann-Erickson agency, planned into town this week. . . . Don Clark has been set for another 13 weeks as scripter of *California's Hour*, State chain store broadcast now goes over NBC facilities. . . . Mabel Constanduros, English radio writer-actress, in Hollywood for air and picture work.

SAN FRANCISCO, Jan. 2.—With Tom Breneman going over to CBS, Mel Venter, KFRC's ace announcer, has taken over the emceeing of the afternoon Don Lee network *Feminine Fancies* program. Breneman was manager of KFRC as well as emcee of that show and other network programs. He now has the CBS *Western Home Hour* and *Good Afternoon, Neighbors*, which originate from KSFO here. . . . Earl Towner, formerly with KFRC, but for the past 18 months in charge of chorus arrangements and other details for the Horace Heldt aggregation, has been appointed musical director at KSFO for CBS and has a 12-piece orchestra. . . . Milton Adair, back in town after several months at KORE, Eugene, Ore., may again hang his hat in the announcers' room at KSFO.

Rumor has it that *Hawthorne House*, dramatic serial sponsored by Wesson Oil and Snowdrift Sales Company, over six NBC-Pacific Red stations from KPO on Monday nights, is set to go transcontinental shortly. Ted Maxwell writes the serial.

Columbia Outfitting Company will sponsor KYA's 60-minute *Musical Clock* six mornings weekly, and Bob Roberts, station sales manager, who closed the deal, will emcee the show. Bert Buzzini, announcer, who has been conducting the programs, will assist Roberts when the sponsor takes over the feature.

Material Protection Bureau

Attention is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Program Reviews

EST Unless Otherwise Indicated

Richard Brooks

Reviewed Tuesday, 7:45-8 p.m. Style—News comment. Sustaining on WNEW, New York.

Brooks now has an evening spot, moving up from the day, and gets himself a sponsor next month. RCA affiliate Fairbanks-Morse Refrigeration Company will be payer.

In show reviewed Brooks discussed the proposed wholesale killing of Chinese drug fiends and a local peddler who died wealthy. Then followed a brief dramatization showing the guy's habits and character. Rest of show consisted of Brooks' comments.

Lad possesses a pleasant speaking personality and keeps to subjects of general interest. Occasional references to stuff by name writers is good psychology. Program would be helped by more competent dramatizations up to standard set by Brooks' chat. HALL.

"Conversations With Stars"

Reviewed Sunday, 9:45-10 p.m. PST. Style—Interviews. Sustaining on KHJ, Los Angeles.

Every Sunday night for a year or more Edwin Schallert, movie editor of *The Los Angeles Times*, has been bringing screen personalities to the microphone for these gabfests. Fundamentally an interview series, programs strike a consistently informal note and make pleasant fare. Broadcast caught had the columnist trading words with Madge Evans, MGM player, while the previous week featured John Barrymore and Elaine Barrie.

Series is done without script, with preparation confined to several minutes of pre-broadcast "warming up." Conversation is allowed to follow its own trend, rambling at will and touching on numerous unrelated subjects. In attempting to draw his guest out on matters of personal interest, Schallert follows no pattern but steers clear of fan magazine blah. The result is an intelligent bit of spontaneous entertainment, with the filmsters usually acquitting themselves well.

Schallert displays a distinct personality. Series has built up strong local following. S. P.

"Front-Page Heroes"

Reviewed Thursday, 7:30-7:45 p.m. Style—Interviews. Sponsor—Post Publishing Company. Station WICC (Yankee Network).

This program is conducted by Rockwell (Rocky) Clark, radio columnist for *The Bridgeport Post*, who is one of the pioneer radio writers in the country. Clark scans the front page of his paper for the week and then picks for interviews those he thinks the most interesting.

The program included Ralph Graham, a 14-year-old boy, who sounded the alarm when a burglar set fire to a store beneath his home at 3 o'clock in the morning, as well as the boy's pet collie dog, who roused the family. (The dog barked his greetings into the mike.)

Among the others interviewed was Jules Matus, a rookie policeman, who also figured in the week's news, and his immediate superior, Lieutenant Tom Connery. Clark is interesting with his questioning and has a good clear voice. Program is clicking very definitely. Clark promises that in the event of anything of national importance breaking in Connecticut he will put on special emergency programs. S. A. L.

"George and Juanita"

Reviewed Tuesday, 8:15-8:30 a.m. Style—Western song team. Sustaining on WNAC, Boston (Yankee Network).

George Mahoney and Juanita Dooley do a nice daily show. Program caught had a rollicking tinge to it, and the gal put over the spirit of the West and charm of the South. She possesses a typical drawl and uses it to advantage. Chit chat during the program is okeh. Duet offered *Bootleg Joe, In Indiana* and a Santa Claus item. Juanita's *Frog Went a-Courtin'* was a pleasant kid number. George soloed *When the Work's All Done This Fall*. Both play guitar, and George harmonicas a bit. Good a.m. show. S. J. P.

"Small-Town Reporter"

Reviewed Wednesday, 7-7:15 p.m. Style—Vital statistics and personal notes. Sustaining on WIP, Philadelphia.

Len Smith, night editor of *The Evening Ledger*, finds there are many important events in the lives of unimportant people. And so comes to the mike thrice weekly as a back-fence Winchell. He tells that Johnny loves Mary and so and so is having a baby, marriage, birthday, spat, trip, etc. Everything, in fact, except the contents of the kitchen sink. Spiel is small-town stuff. While the effort is sincere, flavoring is rustic and appeal limited to those who get a

kick out of hearing their names coming over the ether. ORO.

"Pieplant Pete and Bashful Harmonica Joe"

Reviewed Tuesday, 10:15-10:30 a.m. Style—Singing and talk. Sustaining on WBZ and WBZA (Boston and Springfield, Mass.).

Claude Moye, known to dial twisters as Pieplant Pete, and Joseph Troyan, alias Bashful Harmonica Joe, have reunited after a six-year lapse to do on WBZ and WBZA a Monday thru Saturday quarter-hour stint of specializing in warbling native American ballads. Two lads are well adapted to each other and harmoniously romp thru the period with a spread of sunshine chatter and music. Both pluck the guitar and mouth the harmonica for accompaniments. Natural homespun humor and geniality pervades the session.

Nothing hillbilly about this entertainment. It's fresh, moves swiftly and popular. S. J. P.

STAD PHILADELPHIA

(Continued from page 4)

House, ushering the New Year in with Shep Fields, started at a \$3 figure, which meant a stool next to the cloak room. At the Hotel Adelphia, \$4 and \$5 was asked, with four bands playing in as many rooms, and as many shows for the floor entertainers.

At the hotels, Bellevue-Stratford had two rooms running at full blast on a \$3 cover charge plan; Ritz-Carlton asked same, and the Warwick made the blue-bloods shell out \$5 for the table cloth. Ben Franklin took \$5.50 with a supper thrown in, and Walton asked 50 cents more. Nabe niteries started at the \$4 figure at Palumbo's and worked down to the nickel beers.

Nabobs figured that checks averaged more than \$10 for each, with the grand total exceeding the million grossed last year. Blood pressure didn't get back to normal until 24 hours later. Morning saw the Mummies Parade, with the niteries gathering added shekels for lunch and dinner.

There was an absence of mushroom

niteries, biz going to the established estaminets. Ace of Clubs, in the nabes, was only spot premiering, and promises to carry on. Opening had Blanche Calloway and her orchestra with a white show on tap. Henry Lyons bonifacing.

BRING-BACK-FLESH

(Continued from page 3)

the nation and perhaps abroad—a story of the drive having even appeared in a Belgian paper—the most tangible concessions have been obtained in Philadelphia. Eight Warner theaters there have agreed to book flesh shows. Other gains have been of a sporadic nature, as in Pittsburgh, and have been accomplished not thru militant drives but thru threats of public campaigns. In outlying districts, as well as in New York, theaters have been hard hit, altho an accurate checkup is impossible. In Manhattan the Palace and Criterion, the Academy of Music and the Jefferson are understood to have suffered definitely, the latter having recently lowered its price scale.

800 WPAers

(Continued from page 3)

with the seemingly incongruous statement made in December that the announced quota of 4,030 for the Federal Theater still held despite a no-dismissal policy.

A report that project officials were considering dropping the circus unit until the tenting season next spring could not be verified at the time of going to press. Unit comprises some 300 members who, should the anticipated step become an eventuality, will probably be transferred to the variety unit.

Meanwhile Equity President Frank Gillmore has made an appointment to powwow Colonel Somerwell, WPA State administrator, on Monday. Gillmore will try to convince Somerwell of the advisability of turning over the investigation of theater workers to a committee composed of such theatrical interests as Equity, the Actors' Fund and similar organizations.

Allied Theatrical Crafts, a committee whose council is scheduled to confer with Somerwell January 7, has distributed 5,000 postcards asking the public to urge Congress to vote an appropriation of \$825,000,000 for the five-month period ending June 30 in order to transfer people from home relief to useful WPA employment.

LOS ANGELES, Jan. 2.—Three Federal Theater shows are slated for local houses early in January. *Revue of Reviews*, musical by Gene Stone and Jack Robinson, opens on the 9th, following *Purple Is as Purple Does* at the Hollywood Playhouse. Musical uses a cast of 70. January 7 brings *Green Grows the Lilacs* to the Mayan, and on the 10th *Help Yourself* goes into the Musart. *What Ann Brought Home*, comedy-drama by Larry E. Johnson, opened at the Mason December 29. Gilbert and Sullivan's *H.M.S. Pinafore* was presented at the Figueroa Playhouse Christmas night.

BOSTON, Jan. 2.—Brought to Boston from New York last year to stabilize Federal Theater activity, Leonard L. Gallagher this week faced removal from his position. It is alleged that political pressure has spoken for a Massachusetts man to occupy the WPA Federal Theater Project chair. Indications are that Gallagher will not leave his post.

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 25, to Thursday, December 31, both dates inclusive.

It's De-Lovely (27)	34	Did You Mean It	17
Chapel in the Moonlight (22)	29	Organ Grinder's Swing	17
There's Something in the Air (23)	27	Someone to Care for Me (16)	17
You Do the Darndest Things Baby (17)	26	With Plenty of Money and You (19)	16
Pennies From Heaven (21)	26	Frost on the Moon	16
Easy To Love	24	Serenade in the Night	16
Gone	22	Good Night, My Love	16
I Got You Under My Skin	21	One, Two, Button Your Shoe	15
I'm in a Dancing Mood (22)	20	All's Fair in Love and War	14
Please Keep Me in Your Dreams	20	When the Lazy River Goes By	14
I'll Slay You a Thousand Love Songs (16)	19	Timber	14
If My Heart Could Only Talk	17	The Way You Look Tonight (13)	12
		The Goose Hangs High	11

SHEET MUSIC BEST SELLERS will be found on page 15.

THE FORD AND LINCOLN DEALERS OF AMERICA

present

AL PEARCE

in

"WATCH THE FUN GO BY"

9 P. M. EST. TUESDAYS—COLUMBIA NETWORK

Personal Direction — JOHN A. SCHULTZ-FANCHON and MARCO AGENCY

Air Briefs

By JERRY FRANKEN

THIS reporter was abed all week, one of the millions aching all over with la grippe. Accordingly he was neither near a radio nor a news source. That means this column will have little in it.

A TRIBUTE should go to the Don Lee network gang for an excellent entertainment staged during the week when the shift to Mutual was finally made. It was a smart, well-paced production, with the only drawback being the incessant audience applause. But what caused considerable wonder was the failure of any of the speakers to give Fred Weber the bow he rates for putting the chain together during the past two years. Weber himself would probably never say it, but Mutual is close to being a one-man-built network.

AN APPEAL from the decision denying Frank Crumit an injunction against WHN from using his phonograph records will probably be filed shortly. Both artists and stations agree that it is unwise to accept the case as setting a precedent for New York State for several reasons, most important of which is Crumit's dual position as a performer and composer. Decca Records, an involuntary party in the action, will prob-

ably interject itself into the new hearings.

LEO REISMAN has landed his third commercial, a local show for Schaefer's Beer on WOR, starting soon. His other two are for Philip Morris, one on NBC, the other beginning on CBS in a month or so. Reisman incidentally is rated as one of the wealthiest baton busters. . . . As predicted, Steve Rintoul's new firm will do sales promotion work for out-of-the-city stations, specializing in market data and other info wanted by advertising agencies. . . . Al Simon is the new WHN drum beater, replacing Perry Charles. Simon formerly with Metro in Brooklyn. . . . *Daily Worker*, Communist sheet, still has radio plans but they're not set yet. Maybe a dozen hours a week on Hearst stations ??? . . . Cappy Barra and his harmonica group start an NBC sustaining series this week, agented by Phil Bloom. . . . Block and Sully will do two guest shots on the Camel series, January 26 and February 9. The act was recently in a to-do at Columbia over a "blue" gag. . . . The Al Jolson show has improved considerably, but those closing operatic sketches are pretty bad.

Chi Air Notes

By F. LANGDON MORGAN

JOSEF CHERNIAVSKY and his *Musical Cameraman* program has been renewed by the 1847 Rogers Bros. people, according to reports from New York, and will continue to be heard each Sunday over the NBC-Red network for some time. This is interesting news to his hosts of friends and listeners here, where his unusual musical presentations as conductor of the Chicago Theater orchestra marked him as a musician of extraordinary ideas which have since brought him fame on the radio. . . . Arch Oboler's second play, *Man Test*, written for the Bowman Fireside Theater, had Marjorie Lamie, of the J. Walter Thompson agency, as leading lady of the Allen York Players, who presented the play over WBBM on January 6. . . . Lou Adrian, musical conductor of the Bowman program, is an ardent table tennis enthusiast and spends most of his spare time pelting the little celluloid balls. . . . Al Pearce's former comedian, Morey Amsterdam, is in town in connection with a new NBC series. . . . Charlie Agnew, long a popular band leader around here, has joined the Columbia studios and his orchestra will supplement WBBM's present staff orchestras. . . . The Lou Breese and Jimmy Garrett bands are being heard over an NBC wire from the new Casino Parisien. . . . At the Terrace Room the spot was aired by WGN. . . . Theodore Romhild is conducting the Edison Symphony Orchestra while Morgan Eastman is vacationing. . . . Eastman is expected back in about two months.

MINNIE MOUSE, the crooning rodent whose warbling caused no little comment when put on the air last week, has been signed by the NBC artists' service bureau thru her discoverer, Herbert Gensch, of Woodstock, Ill. . . . *Dan Harding's Wife* will be sponsored by the National Biscuit Company beginning February 1. . . . Broadcasts will be local at start but network prospects are in the offing. . . . Russ Perkins, WAAF's popular baritone, is vacationing. . . . Employees of WLS received 4 per cent of a year's salary as a Christmas bonus from their president, Burridge D. Butler, who is wintering in Phoenix, Ariz. . . . Elinor Harriott will go to the West Coast January 15 to play the part of Ruby Taylor in the Amos 'n' Andy programs from Palm Springs. . . . Ruth Lyon manages a real estate business in Southern Illinois in addition to her radio work. . . . Julie Dale, 20-year-old violin discovery of the NBC Jamboree program, has joined the Chicago musicians' union and is playing night spots around Chicago.

BOB LA BOUR, former WJJD announcer who left his position several months ago to try the movies, is back on the announcing staff, having decided

that Hollywood isn't all that it's cracked up to be. . . . Willard Hemsworth, formerly with WLW, is a new mike man at WJJD. . . . The Randall Sisters, singing trio, have joined the local NBC studios. . . . Ray McDermott, pianist and arranger for the King's Jesters, is critically ill of pneumonia in the St. Francis Hospital, Evanston, Ill. . . . Jim Britt, sports announcer of WIND, has been signed up by WBBM, Buffalo, as sportscaster. . . . Basil Loughrane, director of the *Mary Martin* serial, celebrated a birthday on New Year's Day. . . . A. N. Hult, of the MBS Chicago sales staff, is passing out the cigars. . . . It's a new son. . . . Russ Hodges, WIND's ace sports announcer, will broadcast all of the White Sox and Cubs home baseball games next summer for General Foods. . . . Henry (Mar-O-Oil) Busse conducts his orchestra with a lead pencil. . . . More than \$30,000 was contributed by WLS listeners to buy radios for orphanages and other child-caring institutions during the holiday season.

EMA and AFA

(Continued from page 3)

his support. Frank Riley, now with the U. S. Department of Commerce, also promised his help.

Dr. Irving Rothstein; Robert Sterne, of the executive board of the musicians' local here; Ormsby McHarg, former assistant Attorney-General of the U. S.; Dr. Morris K. Silberman, and Al Sanders, of the Theatrical Democratic Club, were guest speakers.

PRIZE NIGHT

(Continued from page 4)

houses continue to operate them in defiance of Police Commissioner Allman's order banning the games. In all instances managers of the theaters are being given summonses to appear in court next week. Present indications are that a test case will result from the proceedings.

Alderman Walter J. Orlikoski's proposal to introduce in the city council an ordinance to repeal that portion of Section 1901 of the city code under which is prohibited the giving away of articles of value in places of amusements was given a setback when the State Constitution popped up as an important factor in the giveaway squabble. The State laws definitely prohibit lotteries or gift enterprises and as the city council cannot pass ordinances contrary to the Constitution it appeared that the question was settled right there.

One of the later developments in the situation was the suit filed in the Circuit Court here this week by Elizabeth Mannasmith against Balaban & Katz, the Warner Brothers, the Allied Theaters of Illinois and 87 individual theaters, asking that a receiver be appointed to

Correction!

In the 42d Anniversary Number of The Billboard, dated December 26, 1936, a typographical error resulted in the advertisement placed by Mort Lewis, writer, reading "42d week writing for Pick and Pat, radio's most popular half-hour program." This should have read "Radio's ninth most popular program."

conserve for the State or charity an estimated \$100,000 in undistributed theater attendance prizes.

Thursday afternoon a temporary injunction was granted by Superior Judge Stanton restraining Mayor Kelly and Police Commissioner Allman from molesting bank nights at the Iris Theater. Petition covered the Iris Theater only, so the injunction was not general.

HUB NEW YEAR

(Continued from page 4)

parties, etc. This mass of population spent an estimated \$6,500,000 for about eight hours of fun.

Spots could have soaked the citizenry but didn't. Tariffs per person averaged \$5, \$6.50 and \$7.50.

The Club Mayfair, the Penthouse, the Statler Hotel, the Cocomanut Grove, the Copley Plaza charged \$7.50 per patron, the Hotel Westminster's Blue Room \$6.50 and its Roserom \$5. The Hotel Essex French Casino and Yen Ho took \$5, and the Circus Club, Chop Stick, Fox and Hounds Club \$4.50.

The RKO Keith Theater, for its Broadway Rhythm Revue, with Ken Murray and *Kelly the Second*, took in \$1.85 for reserved orchestra and \$1.10 for balcony. All seats at the Keith Memorial Theater, with *That Girl From Paris*, were 75 cents. The Metropolitan Theater, with *One in a Million* on the screen and a special flesh bill, took in \$1.65 for all seats in the house, first come, first served. Loew's State and Loew's Orpheum included *Born to Dance* in their flicker programs. The Paramount and the Fenway had a pre-release showing of *Champagne Waltz*. These four houses tolled 75 cents per ticket.

Legit coffers filled, as Franz Lehar's *Frederika* at the Shubert had prices scaling from \$1.10 to \$4.40; *Blossom Time* at the Boston Opera House charging \$1.10 top; *Boy Meets Girl* at the Plymouth for a \$3.30 top; *Jane Eyre* with Katharine Hepburn at the Colonial with a \$2.75 top, and the Federal Theater presented all-star vaudeville, the Black and White Musical Revue, at the Repertory Theater for 25, 35 and 55 cents.

CHICAGO LEGIT

(Continued from page 4)

In recent years there have never been more than three or four theaters open at same time, but the only ones vacant at present are the Majestic and Civic.

Charlotte Greenwood, in *Leaning on Letty*, in reality *Post Road*, is the surprise hit of the season at the Selwyn Theater and it looks like it is in for a long time. Business has been so good that the management has found it necessary to play extra matinees.

Leslie Howard's production of *Hamlet* leaves the Grand Opera House tonight after an almost capacity run of 11 performances to make way for the *Ziegfeld Follies*, which opens January 4. Howard is taking his company to Detroit next week and, according to present plans, will continue touring until next spring.

Jane Cowl, in *First Lady*, at the Harris Theater, has also found it necessary to add extra matinees and will stay for at least another six weeks, when Tallulah Bankhead, in *Reflected Glory*, is scheduled to follow.

Nazimova completes her first week at the Erlanger Theater tonight, where she has been playing *Hedda Gabler*. Will present a revival of *Ghosts* for her second and final week. House will be dark until January 11, when Katharine Hepburn will arrive in the Theater Guild production of *Jane Eyre*.

James Kirkwood heads the *Mulatto* Company at the Studebaker Theater, and both Federal Theater productions, *It Can't Happen Here*, at the Blackstone, and the musical revue *Oh, Say, Can You Sing?*, at the Great Northern, are holding their own. The Ballet Russe, at the Auditorium Theater, is also grossing some nice totals at the box office.

DOVER, Del., Jan. 2.—By voluntary petition of all the stockholders Paramount Productions Music Corporation has been dissolved. Secretary of State Walter D. Smith issued a certificate of dissolution.

La. Dancers Elect At N. O. Convention

NEW ORLEANS, Jan. 2.—Anais Mitchell, of New Orleans, was elected president of the Louisiana Association of Dancing Masters at the sixth annual three-day convention of the group held in the Jung Hotel here December 28 thru 30. She succeeds Hazel Vergez, of New Orleans, and was formerly secretary.

Other officers elected, all of whom are from New Orleans, were Lea Brandin, first vice-president; Marietta Sawanson, second vice-president; Hazel Nuss, secretary, and Maybell Klimm, treasurer.

Dancing teachers from various parts of Louisiana, Mississippi and a few from other Southern States were taught tap dances by J. Allen MacKenzie, of Chicago, and ballet technique by Aron Tomaroff, of Dallas, at a normal school conducted Tuesday and Wednesday. Among the new dances featured at the session were the *Susi-Q*, adaptable for a tap-dancing specialty and ballroom exhibition dance, and the *Riff*, a Harlem origination. A tango with modern movements was taught by Tomaroff. A supper was held Monday night in the French Quarter and a banquet on the Jung Roof Wednesday night when new officers were installed.

El Paso Houses Nix Bank Ruling

EL PASO, Tex., Jan. 2.—Officials of Texas Consolidated Theaters, operators of six El Paso houses, announced they will continue Bank Night awards in the face of a Texas Supreme Court ruling that the scheme is illegal. City and county officials adopted a "hands-off" attitude, altho Mayor R. E. Sherman, long-time foe of gambling, indicated he may take some action if county officials do not.

John D. Paxton, Texas Consolidated district manager, said El Paso's Bank Night plan is legal and differs from the plan ruled on by the Supreme Court. Last legal fight against Bank Nights here was settled nearly a year ago, when a district judge agreed to dismissal of the city's application for injunction against the theaters. At that time Bank Night rules were liberalized to provide five minutes for claiming the award, abolishing necessity for purchase of a ticket and moving registration books outside the theater.

Field Museum, Chicago, Sets All-Time Record

CHICAGO, Dec. 31.—During the year just ended the Field Museum here had an attendance of over 1,800,000 persons and, according to Stephen C. Simms, director, this was the 10th successive year that the attendance exceeded one million.

In addition, over 700,000 school children received the benefits of the natural history exhibits, which were circulated by the Public School Extension Department and thru classroom speakers and movies which were sent directly to the various schools.

Children, students and teachers are admitted free to the museum any day and, according to Simms, only 67,000 persons, or less than 6 per cent of the total attendance, paid the 25-cent admission fee.

Strong L. A. Legit Line

LOS ANGELES, Jan. 2.—Early 1937 schedule for the Biltmore Theater here is as follows: *Boy Meets Girl*, starting January 10 for three weeks; Leslie Howard in *Hamlet*, February 8 for one week; Jane Cowl in *First Lady*, starting February 17 for 10 days; Nazimova in *Ghosts* and *Hedda Gabler* early in March; *Ziegfeld Follies* in April and Alfred Lunt and Lynn Fontanne in *Idiot's Delight* late in April.

Slate is considered strongest lineup for the house in recent years.

Fresno Musician Elections

FRESNO, Calif., Jan. 2.—Leonard Bowen was elected president of Fresno Local No. 210, musicians' union, succeeding George D. Hennessy. Louis Mathey was elected vice-president, with Henry Boettcher secretary and Jack Hammel sergeant at arms. Board of directors consists of Joseph Drino, Glenn Reasor, Paul Paul, Earl Dillon and Jack Waterman. Clarence Barton, G. Long and Reasor were elected trustees.

Boston Agents Seek Support

Their association points to State law calling for licensing of agents

BOSTON, Jan. 2.—Several hundred letters have been sent to New England nitery, cafe, theater and other entertainment spots by the Massachusetts Theatrical Agents' Protective Association, Inc., with information about fake booking practices by unlicensed and unboned bookers.

The letter calls attention to the fact that "under Chapter 140, Tercentenary Edition of the General Laws of the Commonwealth of Massachusetts, it is necessary for all persons engaged in the business of booking entertainment of any description to be licensed and bonded."

The association urges when engaging entertainment or music we respectfully ask that you deal only with the members of our association.

The letter was drawn by Leslie M. Kreidberg, corporation counsel.

Twenty-eight agencies or persons attest the letter. They are Harry Drake, Stanley H. Willis, Artists' Amusement; Kasper-Fordon, Inc.; Jack Werby, Jack Stacy, "Duke" Davis Orchestras, Golden Amusement, Lynelle Amusement, Al Martin, Lew Frey Productions, Lou Walters, Tom Maren, Charles Barrett, Joe Rubin, Everett L. Rich, Yankee Network Artists' Bureau, Bertha Wells, Ross Frisco, Bert Brennan; George A. Hamid, Inc.; Paul N. Denish, Buddy Shepard, Sam Cohen, Boston Entertainment, Jerry Mann, Billy V. Waldron and James Kennedy.

Headquarters of MTAPA are at 811 Metropolitan Theater Building. Officers are Lew Frey, president; Bernice I. Bruce, vice-president; Mrs. Buddy Shepard, secretary, and Everett L. Rich, treasurer.

New Night Spots In New Orleans

NEW ORLEANS, Jan. 2.—So successful has been opening of second night spot in the Roosevelt Hotel that management plans to make the Fountain Terrace a permanent club. Augie Schellang and ork moves in January 15 to replace house ensemble.

Opening of Jung Roof Christmas night was successful, and spot will remain open at least thru the Mardi Gras season, which closes February 9. In spite of the shorter carnival season night club ops expect to exceed 1935's returns.

Smoky LaFon and Virginia Love, from the Coast, went into the Club Plantation this week.

Marvel and Fried joined the show at Forest Castle, Opelousas.

Gene Austin, with his all-girl show, closed at the Three Mile Inn and has moved on to Mobile. Took two locals along with him, Helen Forest and Christine Van Holten.

New floor show at Chez Paree, city's big suburban spot, is headed by Billy Nash, Audrey Merritt, Dolly Francis, Henry Rando and Marco and Rozika.

Frisco Bartenders Getting More Dough

SAN FRANCISCO, Jan. 2.—Night spot bartenders will receive \$8 per eight-hour shift and \$5 for one to four-hour shifts, starting January 11, according to a new wage scale announced by Bartenders' Union No. 41 here. Tom Nickola, secretary, says: "The scale provides a 40-hour week within five days and will be enforced."

New scale also set \$7 per day for "all men working one to five days per week, with a rate of \$4 for one to four hours, with the provision that all men working one to four hours shall be permitted to work seven days per week."

Service barmen will also receive \$8 per shift, with the same rate for combination service barmen and general barmen and \$5 for one to four hours or a half shift.

SMALL ORKS WANTED

Law Nixes Gals in Bars

La. Supreme Court okehs law banning barmaids — night club owners worried

NEW ORLEANS, La., Jan. 2.—Night club operators are up in the air about ruling by State Supreme Court which bans barmaids from retail liquor stores and barrooms.

In handing down decision Chief Justice Charles O'Neill ruled that the action in dispute was within the province of State Legislature to ban against the latter two-thirds of the immortal trilogy, "wine, woman and song."

"To forbid the playing of music or employment of women in barrooms is, obviously, a reasonable regulation of these pleasure resorts," said the opinion. "The purpose is to discourage the waste of time and money there, and to avoid the hilarity and disturbance which the combination—wine, women and song—is apt to cause."

Now night club ops are perplexed as to how the ruling will affect them.

Nugold Paying; License Pends

NEW YORK, Jan. 2.—Eddie and Sam Gold, of Nugold Productions, made the first of four payments on their settlement plan with the American Federation of Actors Wednesday. The agency is paying off a claim of the St. Clair Trio, AFA act, which Nugold had booked into the Boulevard Tavern, Elmhurst, L. I., last November and which did not get paid.

Ralph Whitehead, secretary of the AFA, says he will not recommend to Commissioner Paul Moss the granting of a license to the Nugold office until it pays the AFA claim in full. The AFA had protested granting the license last month and Moss ordered the agency to settle its difficulties with the AFA before his department would okeh a license.

Betty Bryden Producing For Detroit Night Clubs

DETROIT, Jan. 2.—Betty Bryden, agent, is establishing a new dance studio and will also start a general production business in the Fox Theater Building. Miss Bryden will put on the market several lines of girls and small units for night spots.

George A. Mack, who was formerly with Miss Bryden, has left the office. Doyle (Slim) White is new contact man for the organization. Lucille Randerson, formerly with the Shuberts, is now in charge of chorus production.

Opens Prince Edward Ballroom

DETROIT, Jan. 2.—Whitfield F. Jackson, veteran ballroom operator, is opening the new Prince Edward Ballroom January 1 after complete remodeling. It's the former Garden Center Ballroom. Henry Olesen is manager. Roseland School of Dancing will be operated in connection with the new spot.

Gus Sun Adds Two

DETROIT, Jan. 2.—Pete Peruzzi's Graystone Cafe at Mansfield, O., and James Hammond's Mayfair Club at Lima, O., have just been added to the books by the Gus Sun Office here. Both spots using five acts, including three teams, on each bill.

Musician in Auto Crash

WASHINGTON, Jan. 2.—Jack Tarr, who doubles in song out of the Maxim Lowe Ork at Shoreham Hotel here, was hurt in an auto crash this week. Banjoist Eddie Peabody, currently emceeing, added Tarr's band chore to his own work.

Just Well-Wishers

BOSTON, Jan. 2.—New Year's greeting cards were received at the office of Captain Sheehan, local police department's night club tamer-downer, requesting that he wipe out undesirable night clubs.

One "well wisher" mailed in a card that bore a long list of spots accompanied by names of their proprietors. It read: "I hope you will see that the proprietors of the following places do not have a happy new year."

Frisco Has Wet New Year

Hotels and 1,251 niteries enjoy big business—reservations are \$5 to \$10

SAN FRANCISCO, Jan. 2.—Regardless of the maritime strike, this town ushered in the new year with traditional zip and merriment—the largest and gayest celebration since 1929—with higher luxury tariff but more entertainment included.

It was unofficially estimated that more than 30,000 quarts of wine, including champagne, worth approximately \$60,000 at retail, was consumed by celebrants. San Francisco, according to the Wine Institute, is the nation's wine-thirstiest city.

Hotels and the 1,251 night spots in town reported business as far in excess of any year since the crash. Prices ranged from \$5 to \$10 a head, with State luxury tax and covert charge included. Fairmont Hotel, with Ernie Hecksher's Ork, and Mark Hopkins Hotel, featuring Griff Williams' Band, charged \$5.29 a person and had a total of 1,800 celebrants. Customers at the St. Francis and Palace hotels came thru with \$6.67 and \$8.25 each, respectively. St. Francis has Eddie Fitzpatrick's Ork, and the Palace has the Bernie Cummins Band. Four ballrooms at the Palace were utilized to accommodate 2,000 celebrants. Al Lyons has the Sir Francis Drake Hotel band, and customers were charged \$10 each for celebrating in the new Persian Room. Price included dinner, dancing, entertainment, pint of champagne per couple and breakfast for the survivors.

Tacit police permission for all-night revelry applied everywhere.

New L. A. Club; Other Coast News

LOS ANGELES, Jan. 2.—Newest night spot locally is Pompeian Gardens in North Hollywood, which opened Christmas night. Two bands are featured, Henry Santrey and the Hollywood Co-Ed Revue, with Betty Healy and the Original Memphis Six, colored combo.

John Steinberg, former manager of the Trocadero, becomes general manager of the Victor Hugo Cafe.

Joe Berliner, formerly of Henry's Hollywood, is now operating the swank Joal's Cafe in Palm Springs.

Don Francisco and his rumba and tango orchestra, now playing the Bal Tabarin, San Francisco, goes into the Hollywood Plaza Cinnabar January 6.

New Film Song Company

NEW YORK, Jan. 2.—Hollywood Songs, Inc., new music publishing firm which will devote itself to songs from musical films, has been formed simultaneously with publication of tunes from 20th Century-Fox's *One in a Million*. Sam Fox heads the firm, with Phil Kornheller general manager. Offices are at Rockefeller Center.

Low Pay From 1-Night Spots

New Year's Eve brings demand for cheap bands, especially from 1-nighters

NEW YORK, Jan. 2.—Despite this New Year's stimulating demands in the band-booking field a disconcerting note, in fact a headache to the bookers, has been the general demand for small bands, in name as well as size, and the comparatively low salaries offered.

This is explainable to a degree in view of the fact that so many of the places in search of musical entertainment for New Year's Eve were making a one-night stab at it, never intending to use talent at any other time. It seems every little hotel, dining spot, bar and grill was inclined to add the drawing power of music and dancing for the one night, but was willing to do so only if it got a bargain price.

Even the bigger spots were unwilling to loosen the purse strings for the bigger and more expensive outfits. They probably figured that their places would be jammed no matter what, and that the "name" or size of the bands would hardly be discernible that night to the plastered patrons.

Texas Teachers Elect

GALVESTON, Jan. 2.—Leona Mellen has been re-elected to office of president of the South Texas Association of Dancing Teachers for third time at annual meeting of group last Sunday here. Ann Geizendanner was elected first vice-president; Florence Coleman, second vice-president; Dorothy Weikerth, secretary-treasurer; Isabel McKenna, correspondent secretary, and Mary Duffy Smith, historian. Elected to board of directors were Roy Mellen, Miriam Widman and Mrs. Montie Beach, national president. Next convention will be held in Beaumont. Judith Sproule was chosen as 1937 DMA delegate of association.

Warner Squawk Tabled

NEW YORK, Jan. 2.—Request of Warner music subsidiaries for reclassification and possible back payment will not be taken up by ASCAP's board of directors at its meeting Tuesday, according to Buddy Morris, Warner music chief. Reason given is that an insufficient number of directors will be present. Beef will not be shelved, however.

Haverhill Club Burned

HAVERHILL, Mass., Jan. 2.—Damage estimated at \$1,000, caused by a fire of an alleged suspicious origin, partially destroyed the Brown Derby Tavern here last Tuesday morning.

Fall River Cuts Licenses

FALL RIVER, Mass., Jan. 2.—A \$1,000 club liquor license assessment fee for 1937 was reduced to the 1936 maximum fee of \$750 as a result of a vote taken by the Fall River licensing commission following squawks made by representatives of 12 of the 15 clubs directly hit by the license. The board of police is the licensing authority.

Ben Marden May Open Coast Spot

LOS ANGELES, Jan. 2.—Reported here that Ben Marden, operator of the Riviera, Fort Lee, N. J., is to erect a \$250,000 hotel and casino at Palm Springs next summer.

Place will have 75 acres and is figured to be the smart spot of the desert resort. Would get under way for next winter season.

—SHAVO— SHERMAN

Character Delineator

ON TOUR

Representatives:

AL GROSSMAN, EDDIE ELKORT,
160 W. 46th St., Music Corp. of
New York. America.
Chicago, Ill.

—DON HUGHIE MARVIN— RAYE, PRINCE & CLARK

CLUB ESQUIRE, Toronto, Canada.
Songs and Dances Well Seasoned.
Mgt. CHAS. V. YATES, 1560 BROADWAY

Amusing Songs and Dialogue By

JANE FARRAR

1523 LOCUST CLUB,
Philadelphia, Pa.

★ MIACO ★

Prince of Magic
Per Dir. KEN LATER.



**TANIA
and
KIRSOFF**

European Dance Artists In Their
NEW, UNIQUE AND SENSATIONAL
**DANCE of the
FORBIDDEN NECKLACE**
("The Snake Dance")
Now Appearing
SHERRY NETHERLAND HOTEL
New York.

Grace Morgan
MUSICAL SATIRES

Address Communications Care
of Billboard, New York.

**YVETTE
AND HER ORIGINAL MUFF DANCE**

Under Direction
SLIGH & TYRRELL
140 N. Dearborn Street, Chicago.

The Original Magical M.C.
BILL DORNFIELD

Now Playing
PICK'S CLUB MADRID,
Milwaukee.

ZEB CARVER

and his Country Cousins
Comedy, Music, Singing, Dancing
Rep.: TOM KENNEDY, 1270 6th Ave, N. Y. C.

Night Club Reviews

French Casino, New York

This is the fifth French Casino show here and has (according to the producers) cost \$150,000 to put on. This terrific cost will, of course, probably be spread out over a period of a couple of years and include runs in Chicago, Miami Beach and London.

Not as saucy and spicy as its predecessors, this one, called the *French Casino Folies*, is the most lavish, resplendent and stunning of all. Apparently making up his mind to shun spice and comedy and play down novelty for the sake of pure breath-taking spectacle, Clifford C. Fischer has given us a magnificent and sumptuous show. The costumes, scenery, lighting, music and stage effects are utilized to the fullest extent to present the lovely girls in all their glory—for, after all, French Casino shows are essentially girl shows. There are novelty acts, of course, but the girls, in various stages of undress, always dominate.

Still holding its reputation as producer of the most lavish cabaret show in the country, the French Casino can settle down and expect a profitable run with this one.

The show being a succession of lavish displays, the few specialty acts had a chance to stand out like red lights. As a result, the Three Swifts, always a sock act, are an actual riot here. It's the only comedy turn with talk and the customers literally hung on every word. Other applause-winners were the Rekkofs, superb comedy acrobats; the Seven Maravillas, swell girl gymnasts; Rolf Holbein, a very amusing trick cartoonist, and the Rhoenrad Troupe, which rides double hoops. Other brief specialty artists who made an impression were Betty Bruce, attractive brunet, who did a pleasing tap to Spanish music; Mlle. Adalet, another striking brunet, who offered a rather sinuous dance to Turkish music; Feral Benga, colored dancer and pantomimist, who did effective work in the undersea scene; Florence Chumbeos, doing a pretty toe dance, and Florence Spencer, Betty Britte, Hilda Elfonte and Iris Wayne, who performed brief acro dance specialties.

Xavier Lemercher did the brief bits of emceeing pleasantly, while Johnny Company turned out to be an amusing monkey act satirizing the Rhoenrads.

Despite the valiant effort of the specialty artists to stand out, the huge scenes were so colorful that they literally snowed under most of the shorter specialties. Among the outstanding big numbers are the opening "nations answer France" scene, the bird scene, the spectacular bottom-of-the-sea number, the thousand-and-one-nights scene, the fur parade, the can-can and the rousing memory scene finale. The closing number is a stunt showing marching soldiers accompanied by the spirited playing of national anthems and winding up with a live curtain showing the American eagle. The customers rose—they had to—for the band was playing the *Star Spangled Banner*.

Vincent Travers' Orchestra, 13 men, played the show with verve and accuracy, while the Russ Morgan Band, augmented by four men since last caught at the Hotel Biltmore, provided pleasing and thoroly danceable dance music. George Komarkoff did the musical arrangements, with Mme. Natalie Komarkova contributing the clever choreography and ensemble arrangements and Louis LeMarchand doing the staging. Scenery is by Raymond Deshayes, Paris; costumes designed by Freddy Wittop, Paris, and executed by Irene Karinski, Paris. Scenery built by Ilo Equipment Company. George Hanlon built the clever perfume bottle effect and Doane Powell did the masks. I. J. Fox, furriers, provided the eye-filling fur costumes—with bodies by Fischer. Larry Sittenberg contributed some of the feather costumes.

The Russell Patterson dolls are still in the cocktail lounge, where Chauncey Cronwell's seven-piece outfit dishes out ingratiating music and vocalizing.

The French Casino, Inc., is still operating, with Fischer in on a percentage. Monte Prosser is still doing the exploitation.

Dinner minimum is \$2.50, with an extra 50 cents location charge up front.

Business, since the opening December 29, has been capacity. Paul Denis.

Casino Parisien, Chicago

Taking its place as Chicago's most glamorous and brilliant theater-restaurant, this swanky spot opened last Tuesday night (29) amidst a spirit of New Year's Eve revelry, and those who anticipated great things were satisfied to the nth degree. The French Casino people have transformed the old Terrace Room in the Morrison Hotel into an auditorium of beauty and splendor, expending some \$125,000 to remodel and enlarge the space to a capacity of 1,100.

The new Casino, which is modernistic without being antagonistic, is finished in oyster white, raspberry and gray with indirect illumination in three color combinations. The wide terraces are set off by aluminum and crystal railings and the production is presented on an elevated stage, with the two orchestras flanked on each side of a smaller stage in back of the larger stage, which is also used for dancing. Lou Breese and orchestra and Jimmy Garrett's Orchestra, both CRA organizations, furnish the show and dance tunes, and the crowded dance floor was evidence of their toe-tickling abilities. Cuisine is gastronomically perfect.

Clifford C. Fischer's *Revue Internationale*, staged by Jean LeSeyeux, is perhaps the largest revue ever to be presented in Chicago in a theater-restaurant and is a delightful combination of theatrical arts. The ballet of 12, routined by Maria Gambarelli, was perfectly trained and had some excellent numbers. Costuming of production and ballet numbers was exceptional and each of the four production numbers was staged with its own special stage settings. Lighting was all that could be desired and the talent was a succession of entertainment at its best. Eight show-girls added to the decorative effect of the scenes besides a delightful lass who startled the customers every now and then by parading and displaying generously of her callipigian charms.

The four production numbers were the *Parisians in the Rain* number, with the girls attired in rubberized costumes; the Venetian scene; a Spanish number that featured Carmen Romero, an expert castanet dancer, and the finale based on *Broadway Rhythm*. Sara Ann McCabe, local girl, was prima donna in all the numbers.

A. Robins, the well-known clown, with his banana trick and lots of new laugh-getting gadgets, was a hit, but due to laryngitis could not do his musical imitations. Rudi Grasl, earlier on the bill, imitated several instruments to good results, and Anderson and Allen proved an unusual duo of skillful athletes with a marvelous display of hand balancing and feats of strength. Eileen O'Connor, 17-year-old ballerina, did some beautiful toe work, and George Campo, pantomimist of great ability, drew plenty of laughs with his eccentric dancing and burlesque apache dance. Mary Raye and Naldi, European dance team, did a charming and graceful waltz, which was contrasted by Grace and Nico, who did a very funny comedy ballroom routine. Ballet numbers were interspersed between acts, with Jack Whitney and Jerome Andrews appearing in solo ballet and rumba numbers.

In the Monte Carlo Bar, adjoining the Casino, a four-piece instrumental combination headed by Vic Abbs, with Mary Ellen Daniels as vocal soloist, did the entertaining. All music was booked by the local office of the Consolidated Radio Artists, Inc. F. Langdon Morgan.

Mayfair Casino, Cleveland

Rejuvenated under the direction of Durries (Duke) Crane, this big theater-cabaret reopened Christmas. Since it closed it had gone thru bankruptcy, had been purchased and then had been turned over to Crane in hopes that he could make it a paying proposition.

The spot is improved. There is service of the proper sort—a hotel-like snap-piness, due to Crane and Charles Muelbauer, who has charge of the floor.

Opening show found Charles Hoff's radio orchestra furnishing the music. Helen Honan, an excellent mimic, does a turn that held them all, and Edward Hanley, who trouped in vaude, serves as master of ceremonies and does a neat job.

Brandt and Fowler sing ditties of the Dwight Fiske sort, only more so. Angelo and Porter do ballroom dancing, and Helen O'Shea, in a very flimsy outfit, shows a form that many a first-nighter declared divine. There is also Jules Miko's Hungarian gypsy orchestra in the cocktail lobby and Mel Emerson with a Continental trio wandering hither and yon. Finally there is an excellent dancing chorus of 12 nifties.

Many of the old employees remain. Benjamin Silverman is maitre d'hotel, Isaak Gold still captains the waiters and George Fox, veteran theatrical man, is at the front door.

Noble Sissle and his band followed Hoff the second night. Isham Jones went in Tuesday and Wednesday and then "Red" Nichols moved in for a short stay.

Under new management, the Mayfair should do much to live down the reputation it established for high prices and none-too-friendly tactics with its customers. Harlowe R. Hoyt.

The Pelican, Houston

The Pelican, considered a leading night spot in this vicinity, is located almost in downtown Houston and offers free parking facilities.

Red Ford has long been master of ceremonies and his routine seemed to take with the customers when caught. Eloise Mahan and her piano-accordion stopped the show. She is a blues singer of no mean ability, and the fact that her act withstood the competition of three featured dancers is indicative that straight acts can vie with "bubble" and other novelty dancing turns.

Show included Ginger Rudell, Kirk and Keller, Beth Basara, Patsy McCoy, and Rudy Rivero, with his 10-piece ork. B. C. McDonald.

Club Coronado, Houston

Club Coronado here has been the mecca of hundreds of amusement seekers, especially during the holiday period. Spot is located at 2600 Telephone road, in easy driving distance of Houston and the surrounding territory.

Featured on a well-balanced program for the current week was Alberta Haynes, held over. Others on the bill included Zerby and Layton, Ryan Brothers, Helen Smiling and Bob Gold's Ork. B. C. McDonald.

The Dragon, San Antonio

The Dragon, downtown night spot here, continues to feature its 15-people *Harlem Brown Skin Review* in a 45-minute program.

Outstanding in the floor show are Thompson Sisters, Sam King, Merle Turner and Claytie Polk, with "Kid Lips" Hackette and his West Coast Swing Band supplying the music. Virgil Ire, emcee, is on the job also, handling the broadcast over KMAC.

Max E. Stowers is manager.

B. C. McDonald.

The Gleam, San Antonio

The Gleam, billed as "San Antonio's Most Beautiful Night Club," is living up to the press agent's description. Particularly during the holiday season this spot has been "all dressed up" for the festivities and no expense has been spared by Owner-Manager J. Crasilneck either on decorations or furnishings or on the entertainment.

Featured in the floor show is Julia Dimas, novelty contortionist, late of Seal Bros.' Circus. Others include Patsy Haley, the Gastons, Kitty Kelly and the Gleam Gloom Chasers Ork of six pieces. Spot has an excellent and roomy dance floor and offers three shows nightly.

Management owns practically the entire block housing the club.

B. C. McDonald.

Harlem Uproar House, N. Y.

Another attempt to bring Harlem to Broadway was rather auspiciously started at this spot at Broadway and 51st street. Jay Faggon's latest, last Wednesday night. The opening show, a spectacular 50-people revue titled *Dynamite in Spades*, has words and music by Fred Fisher and is staged by Leonard Harper (See NIGHT CLUB on page 15)

Additional Night Club Reviews
Appear on Page 19

Club Chatter

New York City:

TANIA AND KIRSOFF opened at the Sherry-Netherland Hotel Saturday. Booked by Herman Citron. . . . TONY AND RENEE DE MARCO, currently at the Plaza, have been engaged for the Grosvenor House, London, for a period which will include Coronation week. . . . BELLE RIGAS, singer with the Phil Traversi Ork, worked New Year's Eve at the Paramount Hotel. . . . THE ALBERTINA RASCH BALLET, which just closed at the St. Regis, has been signed by Sir Henry Sherek for Coronation engagements in London. . . . EDDIE BALDWIN, besides managing Joe's Cabaret in Astoria, is also spotting other Long Island clubs for talent for himself and Harry Brown. His latest finds include Vera Raymond and Lois Weston. . . . JOE AND FRED MATHESIUS, former owners of the Gayety Inn, hotel and hangout for performers, are now operating the Southern Club near St. Albans, L. I. . . . SHIRLEY HERMAN, of the Jack Benny hour; Thelma Wynne, Guido and Eva, the Marinoffs, Joy Williams and Mildred Jordan are some of the recent acts booked by Louis Loomis into the Weismantel Show Boat, Brooklyn.

BOSTON NORMANDIE group plans to open a night spot on the site of the Lyric Theater on 42d street, now a picture house. It will be an eatery by day and a combo dining spot and ballroom at night, with a special mezzanine bar for ladies.

The can-can, now banned by Turkey, has been transplanted as a canned staple to American night spots. Proving that constructive entertainment can neither be altered or destroyed.

Chicago:

DOLLY KAY is in her 28th week at the Royale Frolics. . . . BILL ANSON, Jim and Nora Bell, Peggy Moore, Byrnes and Swanson and Vivian Newell opened at the Royal Frolics January 1.

JERRY AND TURK, who recently played the College Inn and the State-Lake Theater, Chicago, are now playing a return engagement at the Yacht Club. . . . LAVERNE BOWS, who recently closed with the Three Lampinos Brothers at Columbus, O., is in Chicago. . . . HOWARD NICHOLS, playing a return engagement at the College Inn, has introduced several new numbers. . . . CLAIRE POWELL opened at the Minuet Club December 25. . . . JUNE GLORY opened at the Hi-Hat on the same date. . . . PRINCESS AHI has been booked into Colosimo's. . . . DUKE LUCAS, Olga Atonick, the Boylands and Will E. Ride opened at the Longwood Cafe December 24. . . . RUBY ABBOTT, Lillian Bernard, Mary Williams, Church Williams and Hi-Pocket Wellington have opened at the Peony Club.

VIRGINIA O'BRIEN, Stefano and Stefano and Serena and Dick Gale have been added to the show at the Longwood Cafe. . . . BERNIE DUNN, the Boylands and Catherine Okoda opened at the Powwow Gardens December 29. . . . CHLOE AND JOYCE and Louise Seymours opened at the Carioca Club December 29. . . . CECILIA, Noma Bear, Martyn and Marge, Jimmy Ames and Bobbie Carter are at the Silver Cloud Cafe. . . . NOVELLO AND FLORA, Helen

Dove, Ruth Barnes, Sid Shaps, Chlya and Alice Sahn opened at the Von Thenen Cafe December 29.

MORTON DOWNEY, Jerry Lester, Harris and Shore, Emily Von Losen and Billy and Beverly Bemis opened at the Chez Paree December 25. . . . RAY AND TRENT, June Taylor and Dick Bennett are current at the Palmer House. . . . BERNICE BUCANS, Mercedes Aragon, the Robinson Twins, Three Sophisticates and Lee Brandon opened at Colosimo's December 30, and Tracy, Gale and Leonard, Muriel Love and Eileen George have been held over.

Not many of them do it, but some night clubs will go to all sorts of trouble to put their floorshow over. One New York spot, of Spanish atmo, had a hollow floor laid over the old one to act as a sounding board for the heel work featured in their all-Flamenco revue.

Here and There:

CHIC WILLIAMS is now working the Club Nightingale, Parkersburg, W. Va. . . . CARL WHYTE, novelty pianist, is now in his 15th week at the Hotel Roosevelt, Cedar Rapids, Ia. . . . MARLYNN AND MICHAEL are headlining the show at the Hollywood Club, Hartford, Conn. . . . DOROTHY YOUNG and Gilbert Klamie signed to open at the Ira Supper Club, Miami, January 15. Miss Young is the niece of Owen D. Young.

THAIS, dancer, who recently finished at the Hollywood, New York, is now at the Teatro Municipal in Colombia, South America, where she is booked for eight weeks with options. Shortly after her opening she did a command performance before the Colombian president. . . . GIVENS AND KAROL have opened for four weeks at the Top Hat, Union City, N. J. . . . LESAR AND FEDORA, dancers, are in their third week at the Penthouse, Baltimore. . . . BILLIE BRANNON opened at the Verillos Cafe, Philadelphia, New Year's Eve, for an indefinite run. . . . Current show at the Gold Nugget Club, Canon City, Colo., has Charlie Gray and band, Baldwin and Bristols and Betty Daniels.

VERA FERN opened last week at the Arcadia Club, Philadelphia. . . . ELTON AND GILRONE booked into the Club Belvidere, Des Moines, for two weeks, opening December 28. . . . RULSON, TAMARA AND DEE, booked to sail to Orient in March, are taking Zena Rulowa and Iris Ercsson, dancers, with them. . . . BOBBY EVANS opened at the Brass Rail, Union City, N. J., with Florence Norry and Connie Dale. . . . FRANCES AND CARROLL opened at Benny the Bum's, Philly, Christmas night. . . . JOSE DEL RIO and Norman Lewin are featured at the La Paree, Hartford, Conn. . . . PAUL LA PAGE is in his 16th week at the K-9 Club, Baltimore. . . . GUS VAN just completed six weeks at the Yacht Club, Chicago. Featured with him were Roberta Sherwood, Lane and Carroll, Tod Liebling and Andrew Sisters.

HALLIDAY AND CLARK, dance team, left Pittsburgh for Philadelphia to fill three weeks of theater dates. . . . BONNIE BOYLE, "Miss Pittsburgh of 1937," who has had very few layoffs since acquiring the title, has been ordered by her doctor to take a two-month rest.

VAL DEZ AND PEGGY, dance team, are set at Lotus Restaurant, Washington, for an indefinite stay. . . . CHARLES M. PINCUS, business manager for Billy and Beverly Bemis, currently at the Chez Paree, Chicago, has resigned to become associated with Paramount Theaters and has been assigned to an executive position in the Salt Lake City territory.

JACK DAVIS, singing pianist, opened an indefinite engagement at the Cork and Bottle Cocktail Lounge, Pittsburgh. . . . LOIS CLARK, vocalist with the Paul Pendarvis Orchestra, left the band for Hollywood. . . . MARIANNE ROHRKASTE, Pittsburgh dancer, will be in *New Faces of 1937*. . . . BERT VAN DEUSEN closed a 16-week engagement at the Gillis night club, Kansas City, Mo., to replace Joe Wong as emcee on the *Rhapsody in Blue Revue* at the Orpheum Theater, Wichita, Kan., December 31. . . . ARTHUR BORAN, mimic-comedian, closed at the Hotel Adelpia, Philadelphia, last week and opened January 1 at the Paramount Theater, New Haven, Conn. Boran is assisted by Ernest Parker.

BERT LYNN
Comedy Singer, Dancer and M. C. Now playing in Chicago. Now featuring his new invention, the only Electric Vibrolynn in the world.
Direction: SIMON AGENCY, RKO Bldg, N. Y. C.
GUY PERKINS, Chicago Rep.

3 RACKET-CHEERS
STEVE PETE LOU
If it ever comes to a poll on successors to the Clayton, Jackson and Schnozz diadem the Three Racket-Cheers are a match for a grab on a top-row ticket.
—ORO, BILLBOARD.
Currently CAFE VENEZIA, New York.

CRA Ups List To 90 Bands

Adds Paul Ash, Phil Romano, Wingy Mannone, Ralph Watkins, Tattlers

NEW YORK, Jan. 2.—Consolidated Radio Artists has during the past week brought the total number of bands under its exclusive contract to 90, in addition to adding several new spot bookings.

New CRA orchestras include Paul Ash, Phil Romano, Wingy Mannone, Ralph Watkins and the Town Tattlers.

Jerry Johnson and his ork currently at the Radisson Hotel, Minneapolis, had their contract extended another four weeks. Ben Pollack has moved from Sebastian's Cotton Club, Culver City, Calif., to the Beverly Blue Room, Los Angeles. Les Brown and the Duke Blue Devils are currently at the Trianon Ballroom, Cleveland.

CRA has the following bands in Miami: Paul Sabin, Town Casino; Phil Romano, Palm Island; Jolly Coburn, Dave Miller and the Senators at the French Casino; Stan Myers at the Surf Club and Russ Morgan going into the Royal Palms when he closes at the French Casino, New York.

In Chicago CRA has the King's Jesters at the Hotel Bismarck, Lou Breese and Jimmy Garrett at the Hotel Morrison and the Aristocrats of Rhythm at the Palmer House.

Samuels Opens L. A. Offices

NEW YORK, Jan. 2.—David S. Samuels, head of the Samuels Attractions, has just returned to his New York office from Hollywood, where he opened an office for screen talent. Plans to return to the West Coast in March.

100-MUSICIAN JAZZ

(Continued from page 4)

swing. The shmaltzy stuff makes for their metatarsal gliding. Waltzers, fox-trots, rumbas and everything from the *Boleto* to the *Rhapsody in Blue*. To make certain that everybody was playing the same tune at the same time, an assistant, kneeling directly below Davis, wrote figures corresponding to the number of the selection to be played on a small blackboard. Fancy salaries that go to Goodman, Dorsey, et al. for swinging are only pennies from heaven compared to the pretty pennies paid Davis for this mammoth pick-up crew, doing the job without a rehearsal. However, it's only a drop paying \$10,000 for the music. Bar-keep for the 1,500 invited guests, 60 cases of 1928 Pomeroy champagne, as many cases of Scotch and soda, plus the cans of milk (yes, milk was served at the bar) easily matched Davis' fee. The most lavish party since two chickens were promised for every pot, shindig nipped the Widener coffers to the tune of a hundred grand.

Among those present represents a Cholly Knickerbocker nightmare. If this party indicates a turn in deb premieres that made happy men out of musikers in the good old days, tooters can start taking their horns out of hock and polish the brass. After doing such a swell job, it seems almost a shame to let this 100-piece band break up. Once the campaign for live entertainment in the theaters is over, the musicians' union should start picketing for bigger and better deb shindigs and blackball from the society pages all families that think they can get away with a small orchestra.

"Ji Mae"
The Mystifier.
FASTEST PAIR OF HANDS ON THE AMERICAN STAGE
Mgt. MUSIO CORPORATION OF AMERICA.

OLIVE and AMDUR
New York Schools of Music have chosen Olive and AMDUR as "the foremost exponents of satirical terpsichore."
—Billboard 11/21/36.
Personal Manager, FRED LeQUORNE
1858 B'way, N. Y. C.

garion bennett
and
INTERPRETERS OF MODERN BALLROOM DANCING.

ENRICA and NOVELLO
"DISTINCTIVE DANCERS."

Olive White's PRINCESS OF RHYTHM
Address Communications care The Billboard, 1564 Broadway, New York, N. Y.

DAWN and DARROW
DANCERS OF DISTINCTION,
Appearing
TOWN CASINO, MIAMI, FLA.
Dir.: MARK LEDDY, 1270 6th Ave., New York.
Bookings: MCA.

don LOPER and beth HAYES
"inimitable dance stylists"
Currently
PALL MALL ROOM,
Hoted Raleigh, Washington, D. C.

Elsnore Wood
FEATURE DANCER,
Night Clubs, Theaters, Hotels.
ADDRESS ALL COMMUNICATIONS TO 1564 BROADWAY, NEW YORK, N. Y.

COLLETTE and BARRY
musical comedy dancers
Now at
Palm Room
HOTEL COMMODORE, NEW YORK
Just returned from six-month tour of the finest hotels in the Midwest.

Orchestra Notes

"Dean of Sophisticated Swing"

BEN POLLACK AND HIS ORCHESTRA

Now Playing Beverly Blue Room, Hollywood, Calif.

Exclusive Management
CONSOLIDATED RADIO ARTISTS, INC.

Featuring the Mound City Blue Blowers.

RED MCKENZIE AND HIS ORCHESTRA

Now Red McKenzie Club, W. 52d St., N. Y.

Exc. Mgt.—Consolidated Radio Artists, Inc.

Broadcasting via NBO, Coast to Coast.

HARRY RESER AND HIS ORCHESTRA

Now Playing Providence Biltmore Hotel, Providence, R. I.

Exclusive Management
CONSOLIDATED RADIO ARTISTS, INC.

RADIO-STAGE

IRVING **AARONSON AND HIS COMMANDERS**

Musical Director WHN

Exc. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

37th Week GLORIA PALAST, N. Y.

DICK DIXON

The Romantic Tenor, And His Ambassadors.

Per. Rep. HARRY MOSS.

Exc. Mgt. Consolidated Radio Artists, Inc.

RAMON RAMOS AND HIS CONTINENTAL ORCHESTRA

Now Playing THE TRIANON ROOM AMBASSADOR HOTEL, N. Y.

Available for Southern Territory,

Kao Wagner and her Six Dancing Darlings

Kay Lorraine and her Six Kayettes

JIMMY DALEY ATTRACTIONS

11 No. Pearl Street, ALBANY, N. Y.

ON TOUR THE ORIGINAL BATTY

BRITTON BAND

"NUTS TO YOU"

Under Exclusive Direction
MILLS ARTISTS, Inc., 799 7th Ave., N. Y. C.

THE ONE AND ONLY

JIMMIE LUNCEFORD AND HIS ORCHESTRA

the new King of Syncopation

WEEK JANUARY 8—CHICAGO, DAYTON, PITTSBURGH, COLUMBUS, CLEVELAND, BUFFALO.

Direction:
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DON MARIO and his ORCHESTRA

NOW ON TOUR

Per. Mgt. PAUL WIMBISH,
1619 B'way., Suite 701, New York

DON REDMAN AND HIS ORCHESTRA

ON TOUR.

CENTURY ORCHESTRA CORPORATION,
1619 Broadway, New York.

It Helps You, the Paper and Advertisers to Mention The Billboard.

FRANK NICOLA and 12-piece band, featuring Connie Dale and Bob Breen, vocalists, has just closed at the Utica Riverside Club, Utica, N. Y., and is scheduled to open at the Bismarck Hotel, Chicago, March 2. Band is now managed by Harry Kaye, of the Nu-Art Music Bureau.

MIKE RILEY, of *Music Goes Round* fame, has left the Callente Club, New York, for a short tour of New England. Returns to night club activities in February.

HENRY HALSTEAD and ork, with an all-girl revue, featuring Ruth Laird's Rockets, Peggy Mann and Bonnie Lee, are headlining the Rice Terrace, Houston.

MERCADA TIPICA Orchestra is appearing thru the Texas Gulf Coast section.

REX PARKS and orchestra are in their third year at End O Main, Houston. DUTCH MAHAN is current at Alamo Club, near Houston.

MARIO BRAGGIOTTI, current at the Pierre Hotel, New York, goes into the Paramount Theater, New York, January 6. Booked by Milton Roemer, of Consolidated. This marks the first theatrical booking for CRA and the first theater date for Braggiotti.

TOMMY THOMAS and his Kentuckians played thru Southeast Kentucky and Virginia during the holidays. TOMMY ROSON and ork are in their fourth year at the Wisteria Gardens, Atlanta.

JERRY JOHNSON is at present filling a six-week engagement at the Raddison Hotel, Minneapolis. Now under the management of CRA.

The New York Paramount Theater's band popularity contest, which ended last week, tabulated Guy Lombardo first with 59,116; Glen Gray second, with 58,749; Fred Waring third, with 56,881. The scores were so close that in broadcasting the results they merely announced that the contest had ended in a triple tie. All three bands have been booked into the Paramount for return dates.

ROBERT SOUDERS, formerly associated with the old Columbia Phonograph Company on the West Coast for 26 years and father of Jack Souders, ork leader and emcee at John Hambrick's Music Hall Theater, Seattle, was a visitor at the Cincinnati office of *The Billboard* Tuesday of last week en route back to the Coast after a month's pleasure trip to the East. The elder Souders is now engaged in the wholesale radio business in Los Angeles.

WANDA EDWARDS, gorgeous warbler, formerly featured with the Mark Fisher and Billy Shaw orchestras, was guest artist on the Green Bottle Tavern program over Station WSAI, Cincinnati, Monday night of last week.

BEN BERNIE and all the lads open January 5 at the Ambassador Hotel, Los Angeles, following Jan Garber.

IVY ANDERSON, blues singer with Duke Ellington's Orchestra, has been engaged by MGM for *A Day at the Races*.

PHIL OHMAN, ork leader at the Trocadero, Hollywood, has written a new song, *One More Dance*. George Jessel wrote the lyrics.

BEN POLLACK and orchestra filling a temporary engagement at the Blue Room Supper Club, Los Angeles, beginning December 30.

RUDY PICCIANO, Emerson Gill's drummer, is organizing his own band in Cleveland. Ends his engagement with Gill at the William Penn Hotel, Pittsburgh, this month.

JIMMY BRAY and orchestra have been engaged by Hap Slater to play at his Pub night club, Motor Square Garden, Pittsburgh.

MARKO ORCHESTRA opened at Klein's Road Tavern, Pittsburgh.

AL HILLS and his outfit have landed an indefinite stay at Jess Willard's St. Moritz Cafe, Pittsburgh.

STEVE MATTHEWS, whose orchestra has been playing for four consecutive years at the Longview Farms, Pittsburgh, became half owner of the spot last week.

CASINELLI BROTHERS' Orchestra moved to Tito's Club Casino, Pittsburgh.

BONES LOGAN and his outfit have opened at Angelo's, Pittsburgh.

ARISTOCRATS OF RHYTHM, colored all-string dance unit, are in their 23d month at the Elmhurst Lodge, near Zanesville, O.

DICK MILLS and ork, who have been holding forth on the Heidelberg Roof, Baton Rouge, La., since December 21, followed the Marshall Van Pool combo

into the Castle Forest Club, Opelousas, La., January 3. Lou La Pierre is vocalist with Mills.

JOLLY COBURN and Dave Miller will lead the dance band and show band, respectively, at the French Casino, Miami, opening January 15. Handled by CRA.

THREE T'S Orchestra at the Hickory House, New York, is offering a novelty, *The March of Swing Time*, rendering the significant tunes in the annals of swing music.

An indication that an earnest effort is being made to educate the musical inclinations of the American masses is the minimum charge of 10 cents for 6,000 seats of the "pop" concerts given by the Philadelphia Orchestra this winter.

DUKE ELLINGTON has written two new numbers, *Lost Ecstasy* and *Black Butterfly*.

MILT BRITTON and his batty band now have a CBS wire from the Olmos Club, San Antonio.

HENRY BLAGINI and band opened at the Raymor Ballroom, Boston, Christmas Day. Booked by Mills Artists.

BOB GRAYSON and ork opened at the Lake Worth Casino, Fort Worth, December 24.

SLEEPY HALL and ork were booked by Mills for Hanley's Restaurant, Baltimore, opening Christmas Day.

LUCKY MILLINDER and Mills Blue Rhythm Band will have an NBC chain wire twice a week when they open at the Vendome Cafe, Buffalo, January 11.

LOREN TOWNE and band opened January 1 at the 400 Club, Wichita, Kan.

JACK TRACY and music are now at Cherokee Terrace of Hotel Frances, Monroe, La.

JOE MERCER and ork, of Alexandria, La., featuring Aubrey Bolen, is playing one-nighters in the Louisiana territory.

TONY AMERICO'S Ork is now playing at New Cotton Club, New Orleans.

HENRY RANDO and band at Chez Paree, New Orleans, with floor show featuring Dolly Francis, Audry Merritt, Billy Nash and Company and Marco and Rozika.

AUSTEN WYLIE and orchestra opened at Webster Hall, Pittsburgh, succeeding Buzzy Kountz's outfit, which left on a one-night-stand tour.

WILL OSBORNE and ork move into the Blue Room, the Roosevelt, New Orleans, next week, replacing Bob Crosby's crew.

JIMMY JOY and aggregation opened at the Washington-Youree Fountain Room, Shreveport, New Year's Eve.

STAN STANLEY and crew were an immediate hit with a crowded floor when they opened Christmas Day at the renovated Jung Roof, New Orleans.

To give an idea of the tremendous business expected by New York hostilities, one of them, the McAlpin, had eight orchestras and one killed baggage band for its many rooms.

KAY KYSER Orchestra has been booked for the mid-term dances at University of Mississippi, February 10 and 11. Kyser will play at least a dozen Dixie rah-rah events in January alone.

SID DICKLER and orchestra, Pittsburgh outfit, opened at the Pines, Somerset, Pa.

AL SANTORA'S Syncopators have moved into the Anchorage, Pittsburgh cafe.

SHORTY BANKS and his Dusky Stevedores landed an engagement at Ada Frew's Evergreen Gardens, near Pittsburgh.

GUS STECK opens at Jack Dempsey's in Miami this week. He just closed in Newark, N. J.

BILLY LUSTIG and boys went into the new Cafe Riviera, Washington, on opening last week.

BOB WINFREE'S Band now at Log Cabin Inn, Kensington, Md.

SHEP FIELDS was the Christmas attraction at Sunnybrook, Pottstown, and opened New Year's Eve at the Arcadia International House, Philadelphia. Clyde McCoy did the New Year's Eve honors at the Sunnybrook.

REOPENING of the Lincoln Theater, Philadelphia, brings in a parade of septa band names, Willie Bryant doing the initial honors.

AL SALINGER joins the WFIL-Mutual

dance remote list from Benny the Bum's, Philadelphia.

AFTER a week at the Nixon-Grand Theater, Philadelphia, Blanche Calloway premiered the Ace of Clubs, town's newest niterie.

JOE GERKENS has opened an engagement at the Brevoort Hotel, Chicago.

JOHNNY LONG'S Orchestra is now playing the Merry Gardens, Chicago.

Midwest Wants N. Y. Strollers

NEW YORK, Jan. 2.—Local band agencies have been puzzled by an increasing demand for New York strolling combinations from the Midwest section of the country, reputedly the favorite stamping grounds for such units.

It is the bookers' general belief that insofar as the Midwest favors that type of entertainment it must have fresh faces to replace well-established sectional combos that have been repeated too often.

Another angle may be that distant operators regard New York as a more likely source for talented musicians, and that local outfits bring with them to the less cosmopolitan towns the glamour and appeal of a big-town background.

Morris Office Bookings For Florida, N. Y. and Chi

NEW YORK, Jan. 2.—Latest bookings of William Morris office has Milton Douglas at the Hollywood Beach Hotel, Hollywood, Fla., where he opened New Year's Eve and runs until January 25, and opening next day at the Colony Club, Palm Beach.

Wini Shaw goes into the Versailles here January 14. On the same show will be Larry Adler and Manya and Drigo. Elsa Maxwell goes into the Versailles April 1. Sylvia Froos opens at the Chez Paree, Chicago, January 7.

F. & M. Club Bookings

NEW YORK, Jan. 2.—Fanchon & Marco bookings include Dickson and Lane, opening at the Penthouse, Baltimore, January 6; Kenneth and Leroy, at the Yacht Club here, and Ken and Roy Page, at the Merry-Go-Round, Brooklyn.

Brennan at Detroit Ballroom

DETROIT, Jan. 2.—Morrey Brennan and band are completing their second month at the Graystone Ballroom. New manager to replace Charles Stanton, killed several weeks ago in an automobile accident, has not yet been appointed and the ballroom is now under the personal direction of the owners, Job Mitton, Frank M. Steltenkamp and Fred Haines.

Wasserman Joins MCA

CHICAGO, Jan. 2.—Lou Wasserman has joined Music Corporation of America here in a publicity capacity, succeeding Nate Krevitz. He was recently at the Mayfair Casino, Cleveland.

Remos, Lime Trio to Miami

NEW YORK, Jan. 2.—Paul Remos and Wonder Midgets and Lime Trio will go into the Royal Palm Club, Miami, January 12 with Harry Richman. Phil Bloom agented both acts thru George Wood.

Revue Choruses Double in Clubs

NEW YORK, Jan. 2.—Hopeful young chorus boys and girls and minor specialty acts with an ambitious eye on careers as ingenues, headlining stars or self sufficient masters of ceremonies had their day of reflected glory on New Year's Eve.

Scores of such embryos from the four musicals in town, *On Your Toes*; *Red, Hot and Blue*, *The Show Is On* and *White Horse Inn*, hired themselves out after their respective shows to bookers who had the shows' permission, according to the youngsters, to sell them and bill them as "direct" from the New York smash hits.

With this added pseudo-glamour attached to them, they were snapped up like hot cakes.

Music News in New York City

Irving Berlin is on his way to California to put the finishing touches on his new film, *On the Avenue*, for which he has contributed book, lyrics and score. His job, however, will not rest there, as he has contracted to furnish another talkie based on his first smash song hit, *Alexander's Rag-Time Band*, and bearing the same title.

Word has been received by Herbert Marks, of E. B. Marks, that the Peter Maurice Company, of England, has accepted one of the firm's latest issues, *It's Still Being Done*. Another song sponsored by Marks which is winning unusual plaudits abroad is *Afterglow*, taken over by the Lawrence Wright establishment. Francis, Day and Hunter report that *Ponctana*, a bolero fox trot, is already popular in London.

Frank Marvin, formerly head of the professional department of the Crawford Music Corporation, has joined the staff of Irving Berlin as contact man.

There's a Silver Moon on the Golden Gate will be the theme song for the Golden Gate Fiesta, San Francisco, in May. It is a pop waltz by Charles Tobias, Bob Rothberg and Joseph Meyer.

Archie Fletcher Sr. and Joe Morris, of the Joe Morris forces, have returned from a three weeks' journey to Miami. Vacation and business.

Maurie Staub is the new professional manager of Jack Mills. Formerly represented the firm's branch office in Chicago.

Blanche Merrill, veteran songsmith and radio and stage writer, is recovering from a major operation at a local hospital. She expects to return to take a trip to California within a fortnight.

That a song must have more than passing merit nowadays to find acceptance is illustrated in the case of a certain writer who recently crashed into the smash-hit column with his first effort. Since his unexpected success he has submitted numbers to various publishers, all of which have been turned down.

As a general rule songs on the road to popularity receive their start with local air "plugs," sometimes on Coast-to-Coast hookups. Concerning *Rusty Hinge*, the latest tune from the Roy Music Company's catalog, it was originally heard at the Grand Hotel, St. Louis, where it was introduced by a dance team. From then on it found its way east, until today it ranks among the top-notchers in the swing class. B. B.

NIGHT CLUB

(Continued from page 12)

and Charles Mosconi. Sketches, gags and special material by Bert Gordon, Ken Englund, Alan Lipshutz, Fred Fisher and Julie Styne.

It was announced by the management that the show had been set in less than six days, and it was feared that it would not, could not, be up to expectations or requirements. They were right for the most part. The show was too long, routines were uncertain and features quite haphazardly sequenced. But the talent is there, the girls are there (with everything), and the pep, noise and effusive enthusiasm is certainly there. So with a little pruning a sizzingly hot, fast and vastly entertaining show can be realized.

Included in the array of talent are Fred and Ginger, mixed tap team, who merit their title of the "Astaire and Rogers of Harlem"; Burnham, Castle and Scott, three boys, who can drive you crazy with their zany lyrics and antics but who also provided, in serious moments, show-stopping hoofing; Willie Jackson and Mae Brown, a comedy song-talking team, who wowed with their *One-Hour Mama, One-Minute Papa* rendition, adding swell expressive gestures to bawdy lyrics; Lillian Fitzgerald, a pretty miss, who charms with song, dance and obvious pulchritude, and Tiny Bunch, a 450-pound Lindy hopper, an instant hit. Add to these strippers and teasers galore, Lindy hoppers, Ikky Myers' tramp band and a peppy line of 12. Dance music and show accompani-

Sheet-Music Leaders

(Week Ending January 2)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. 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. In the Chapel in the Moonlight (1)
2. Pennies From Heaven (2)
3. It's De-Lovely (3)
4. When My Dream Boat Comes Home (8)
5. I've Got You Under My Skin (4)
6. I'll Sing You a Thousand Love Songs (5)
7. South Sea Island Magic (6)
8. Organ Grinder's Swing (9)
9. One, Two, Button My Shoe (10)
10. I'm in a Dancing Mood (11)
11. The Way You Look Tonight (7)
12. The Night Is Young (15)
13. When Did You Leave Heaven? (12)
14. With Plenty of Money and You
15. There's Something in the Air

PHONOGRAPH RECORD best sellers will be found on page 69.

ment is supplied by Kaiser Marshall and his 12-piece orchestra.

Spot intends to operate on a policy of continuous entertainment from 7 to closing time. A moderate price scale and total elimination of the outmoded cover and minimum charges will prevail. George Colson.

BIG STEM

(Continued from page 4)

club and hotel room impresarios, some 1,700 of whom obtained permits to remain open all night.

When the new year broke 6,000 giggly patrons were in the Astor Hotel; the French Casino Restaurant had 1,500, the Waldorf-Astoria accommodated 4,000; the McAlpin 2,500, the Commodore 5,500, Radio City Rainbow Room and Grill had capacity crowds of 400 and 300, Essex House had 1,600, Hotel Pennsylvania took care of 4,000, and 250 were in the Coq Rouge. All the other laugh dispensaries did proportionate business.

Theaters played to 36,000, many of the houses continuing their shows well into the morning of the new year. The crowds, recruited to a large extent from heavy out-of-town arrivals, remained as orderly as possible, and, outside of detouring traffic and sending in a few phony fire alarms, presented no unusual problems to the greatly augmented police force.

Perhaps the only show-business category that did not do as well as expected was legit, which seemingly suffered because its lighter headed patrons were drawn to the more boisterous spots, whereas the level-headed, fearing the street mobs, remained home.

Movie and vaudeville houses all did at least one midnight show, with the grind movie spots remaining open until the wee hours of the morning. All movie houses upped their admission scale and all did good business.

ATLANTIC CITY, Jan. 2.—This resort over the New Year week-end entertained more than 250,000 visitors for the greatest winter holiday invasion in the city's history. Despite uncertain weather conditions amusements, large and small, hotels and restaurants shared in an all-time record-breaking four days.

Ambassador Hotel had more than 1,000 reservations; the Hotel Morton had the greatest day in its history, and the Ritz, Chalfont-Haddon Hall, Traymore and other beach fronters turned them away. Covers at the beach front New Year's Eve parties ranged from \$7.50 to \$10 each.

All theaters and Steel Pier did midnight business, with the latter putting on special show, Alex Bartha doing the music. P. E. M. Thompson, general manager of the Atlantic City Auditorium,

Philly's Song Pluggers Unite

Hope to regulate working conditions—co-op idea—publishers' attitude?

PHILADELPHIA, Jan. 2.—Tired of being knocked around, ridiculed and griped, local song pluggers for music houses are banding together into a co-operative body. While there have not been any concerted rebuffs against the pubs' purveyors, as was the case in New York when the radio relations committee of the Music Publishers' Protective Association issued a warning to its members to reform the behavior of their contact men at the CBS studios, local pluggers feel they can do a better job for their respective houses as a co-op body.

While yet in formative stages, organization plans to regulate activities of the lads. Socials are planned each month, at which time all band leaders will be invited. City will be divided in zones, each plugger covering a territory and reporting back all plugs collectively. Territories will be rotated among the members so that all contacts will be retained. When a demand plug comes in boys will unite efforts to see that it goes thru for the member. Aiming to put their activities on a more respectable level, chiseling and cutting in will be punished by fines and other penalties.

Boys indicate that their organization will be a co-operative body rather than a labor union. No demands will be made upon the pubs, rather expecting their blessings for doing their job better.

reported the greatest night ice hockey has ever seen in the resort January 1, with extra seats hurriedly placed and a gate topping 10,000.

General Manager Richard Endicott this week stated that while the holidays did not set a pier record, they were higher by almost 50 per cent than anything within the last five years.

The holiday crowds were swelled by two conventions, both stopping at the Ambassador Hotel, the American Science convention and the Philco radio dealers. Along the Boardwalk the smaller places such as shooting galleries and coin-machine arcades began to believe there was a Santa Claus, while restaurants were taxed to capacity.

PITTSBURGH, Jan. 2.—It was the merriest and busiest New Year's Eve here since 1928. Thousands upon thousands were out to the gay spots, theaters and private parties to sound the death knell of 1936.

Leading night clubs sold out for the big night weeks ago. Cover charge per person ranged from \$7.50 at the William Penn Hotel's swanky Urban Roof to \$1.50 in the less conspicuous spots.

Acts were as scarce as goldbricks. Many acts played four and five spots during the night.

All downtown theaters, most of them hiking prices, played to capacity. *Ziegfeld Follies* at the Nixon, where a \$5.70 top prevailed, played to 300 standees. The Casino, Pittsburgh's lone burly spot, directed the customers to the shelves early and did terrific business with its midnight and milkman performances.

The Stanley, upping its scale from 63 cents to 83 cents at 7 p.m., and the Penn, tilting its price from 62 cents to 65 cents, were forced to halt the sale of tickets. Two double lines formed at the Penn as early as 10 p.m.

The Alvin, moving up from 42 cents to 65 cents, played to a capacity reserved-seat house, as did the neighboring Fulton.

Much in evidence were the large additions to the tux and tails ranks, reflecting returning prosperity. Parking space was at a premium. At 11:30 p.m. the theater section resembled a minor edition of Times Square in New York.

ONE-MAN AGENCIES

(Continued from page 3)
breakdown of vaude circuits and the growth of indie vaude time and the importance of radio. Instead of an agent being able to keep his acts working

steadily in one field (as in vaudeville, years ago), agencies today must have a big staff and connections out of town in order to keep bands and acts working steadily and in many fields. This means that an agency must have contacts in all fields and throughout the country. Since much business is transacted by mail and long-distance phone, a well-established agency name is more important than any single agent.

Furthermore, in the old days an agent ingratiated himself personally with the vaude circuit bookers. Today the agent has no time to develop personally the necessary contacts and must depend to a great extent on an impressive front, such as a good big-city address and a dignified corporate name.

In a sense, the new type of talent agency is imitating the advertising agencies and their high-sounding long-winded corporation names, their expensively furnished offices in big buildings and aura of high-pressure big business. Undoubtedly contact with advertising agencies in the radio field has influenced many theatrical agencies into changing approach and front.

A good indication of the trend has been the increasing number of agencies using in their titles such words as Syndicate, International, Consolidated, National, Central and World.

SAVANNAH IMPOSES

(Continued from page 3)

terday. No provisions are made to exclude charity-sponsored affairs.

In the case of carnivals, circuses and other "occasional performances," the returns are to be made before noon on the day following the performance. A sworn statement must accompany the return.

The carnivals and circuses in Savannah are held at the fairgrounds, outside the city limits, and will not be affected by the tax. The county commissioners have shown no inclination as yet to follow the lead of the city in taxing amusements.

Theater interests have already arched their back and warned Mayor Gamble that they will challenge the legality of the tax in the courts.

PHOTO REPRODUCTIONS

From your own Photos and finished on any grade paper desired—any finish.

Prices quoted are for one subject per lot.

100-5x7—\$7.00	50-5x7—\$5.00
100-8x10—\$10.00	100-11x14—\$20.00
50-8x10—6.00	50-11x14—12.00
25-8x10—4.00	25-11x14—8.00

Remit 50% deposit with order

EMPIRE PHOTOGRAPHERS

1550 Broadway, Cor. 46th St., N. Y. City

ATTRACTIVE DANCE AND ORCHESTRA POSTERS AND CARDS

3 and 4 COLOR

Oh! Boy! They are Knockouts! Newest Orchestra Designs: Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/4 x 22-in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA.

STROBLITE

Luminous Colors That Glow in the Dark. Sensational Costume and Scenic Effects. For Floor Shows, Revues, Acts, Etc.

STROBLITE CO., Dept. B-1, 35 W. 52 St., New York

W. M. Pollack Poster Print

BUFFALO, N.Y.

POSTERS-CARDS

Film Studios Active in Combing Vaude for Talent

Prompted by success of acts such as Ritz Brothers, Martha Raye and Bob Burns—Berle set with RKO Radio—acts jump to Trocadero on Coast for one-day showing

NEW YORK, Jan. 4.—With the Ritz Brothers, Martha Raye and Bob Burns as concrete examples of what the vaude field can provide the film industry in the way of talent, the major studios are combing vaude carefully in a search for talent. Studio talent scouts here are active in that direction, but much of the vaude submitting is being done direct with the Coast, the agents realizing that a better break is afforded in dealing direct. Recently several of the major studio producers and directors have made trips east on talent hunts and much of their time was spent in looking over vaude acts. RKO Radio is giving much attention to vaude talent, prompted by the recent visit of Joe Santley, who, while here, openly stated that the vaude field can provide a lot of worth-while picture talent. Arthur Willi, former vaude booker, is local talent scout and reveals that he has some vaude acts lined up for picture contracts, but is not ready to announce them yet. Milton Berle, until this season in vaude and now on the air, has been signed by RKO Radio and is scheduled to leave for the Coast next month to work in a Santley picture.

Paramount, MGM and Warner are also showing leanings to combing vaude for talent. Universal as well has been digging into the field along with Republic and Hal Roach. Diamond Boys were recently signed by Universal, as were the Three Sailors, while Larry Adler, now in Europe, has been signed by MGM for a picture, scheduled to make his trip to the Coast late in February. Paul Sydell and Spotty were recently signed for a picture also. Many of the acts are signed for one-time shots, but hold term options.

Morris Agency has been throwing a lot of acts the way of the studios, working the angle, as have other agents, of getting acts to play the Trocadero on the Coast. That spot is used in the nature of a showing date, many of the acts and specialty people taking the club job for just a Sunday, going all the way from here to play it on a gamble.

Shows Going Back In Balto for Loew

BALTIMORE, Jan. 2.—Loew's Century here is scheduled to resume with stage shows either the week of February 5 or 12. Deals with the unions are practically completed and the circuit's booking office in New York already is penciling in shows for the house.

Theater and the unions have been in a deadlock for many months, leaving the indie Hippodrome Theater without any ace combo competition.

Beef Trust Girls Restrained

DETROIT, Jan. 2.—Harry Russell, operating the Supreme Entertainment Booking Agency, and his Beef Trust figured in the courts again this week when Russell sought and secured an injunction to prevent two members of the Trust, Ruth Marie Des Rochers and Eileen Berry, from obtaining any bookings except thru his office. Russell claims that he had trained the two girls and had a contract, expiring in January, with a six-month renewal option, but that the girls had left him and started their own Beef Trust revue under the name of Tiny Tots. Circuit Judge Vincent M. Brennan granted the injunction.

Detroit Theaters Usher In New Year With Flesh

DETROIT, Jan. 2.—Local theaters celebrated the new year with midnight vaude shows. United Detroit Theaters, with shows at the first-run downtown houses and at the Fisher, Ramona, Birmingham and Annex theaters, led the parade.

Michigan and Fox theaters ran midnight shows also. Neighborhood houses, including the Eastown, Westown, Tower and Tuxedo of the Wisper & Westman Circuit, put on shows, although flesh is not their policy.

Phil Bloom Leaves Simon To Join MCA

NEW YORK, Jan. 4.—Phil Bloom will join the Music Corporation of America next week, deal arranged last week by J. C. Stein. Bloom will divide his time for MCA between here and the Coast, leaving by boat for the Coast soon to report there early in February.

Bloom leaves the Simon Agency after being there seven months. His former agency affiliations were with Mills-Rockwell and Rockwell-O'Keefe. Prior to becoming an agent Bloom was a booker for many years with Fox, RKO and Fanchon & Marco.

Harry Puck With RKO-Radio

NEW YORK, Jan. 2.—Harry Puck, unit stager, has gone to the Coast under an RKO-Radio Pictures contract. He will stage numbers for the film company's musicals.

New Conn. Theater Firm

BRIDGEPORT, Conn., Jan. 2.—Charles Levine, president of Strand Amusement Company, largest second-run movie chain in Connecticut, together with Morris Jacobson, general manager, and Murray Kaufman, general secretary, have formed a new corporation, State Theater Company, Inc. They have taken over the State Theater, Torrington, Conn. House will play straight pictures, with a possibility that a combination picture and vaude policy will be installed later. Expected to open next month.

ARREN AND BRODERICK, in their fourth month in Europe, opened December 28 at the Royal, Dublin, Ireland. . . .

EDDIE CONRAD will leave for England the middle of this month for a string of dates, including the Palladium, London. Last time over there Conrad's original three-week booking was stretched to six months. . . . Doris Roche will repeat with Milton Berle at Loew's State, New York, week of January 15. Bert Frohman will be on the bill also. . . . Burns and Allen return to the Coast Thursday after a pleasure jaunt to New York. . . . James Melton, recovered from a severe cold, goes into the RKO, Boston, Thursday. . . . *King's Scandals*, current at Fay's, Philadelphia, is scheduled to follow with Baltimore, Detroit, Toronto and Montreal. . . . Rimacs, assembling a special 15-people revue, go into the Teatro Cervantes, New York, January 15, booked by Ben Shainin, of Simon Agency, thru Harry Romm. . . . Lynn Martin and Merry Macks will go into the New York Paramount January 13 with Ray Noble's Ork, as well as on Midwestern dates.

MARILYN MARLOWE, following a seven-week run at the Royale Frolics, Chicago, will go into the Oriental, Chicago, this Friday. NTG's revue opened Sunday at the Queen, Wilmington, Del., for five days for Warner and follows into the Earle, Philly, this Friday. Warner also has Count Bernivici's unit at the Stanley, Utica, for three days, starting January 5. . . . Lela Moore will play a return engagement this Friday at the Metropolitan, Boston, agent by Morris

A Showing

CHICAGO, Jan. 2.—Unable to get a showing house Dolores and Andre showed their act for Louis Lipstone recently via movies of the act taken when they played the Biltmore Bowl on the Coast. Movie was shown in the screening room of the B. & K. office here, with Lipstone providing "Merry Widow Waltz" whistling accompaniment and Agent Jack Kalcheim the dialog.

Golde Turns Agent With Morris Office

NEW YORK, Jan. 4.—Lawrence Golde, veteran booker, has gone into the agency field, assisting Nat Kalcheim in the William Morris office. He will continue to book occasional shows into Akron, O., and Youngstown, O., which he has been booking for some time.

Golde has been a booker of long standing, dating back to the days of the Keith Circuit. During more recent years he has been doing his booking from quarters in the Morris office.

Philly Opening-Day Jinx

PHILADELPHIA, Jan. 2.—For second week in a row Earle Theater had opening-day difficulties, both involving Harry Romm units. Last week *Cuban Follies* got into a first-day jam when settings and costumes went astray in railroading. This week at 10 o'clock opening day word came that Barto and Mann could not make the opening with *Glorified Follies*, Mann missing connections in a hop from the Coast. Eddie Garr was rounded up at noon as the substitution, just making the next-to-closing spot on the opening show. He remains the balance of the week.

Detroit Agency's 17 Weeks In Four-Month Existence

DETROIT, Jan. 2.—Affiliated Theatrical Offices of America, opened four months ago by Johnny Daley and Harry Goodman, reports a total of 17 weeks on its books. Includes 11 weeks of night spots in Michigan and Ohio and six weeks in Canada. Spots just added include Dugout, Toledo; Old Mill, Waterford, and another spot at Pontiac, Mich., and the Blue Moon and Scofield's Cafe here.

J. C. (Chuck) Burns, veteran local booker, has joined the office as associate, leaving the Michigan Vaudeville Association offices. He brings in extensive amateur and floor-show dates.

Vaudeville Notes

office. . . . Ethel Waters will play the Paramount, Los Angeles, week of January 26, and will also play a couple of weeks at the Trocadero out there. . . . Dave and Hilda Murray go into the Metropolitan, Boston, week of January 21, agent by Paul Dempsey, of F. & M.

SALICI'S PUPPETS made a short for Warner in Technicolor. . . . Francis Lederer goes to St. Louis for F. & M. this Friday. . . . Stanley, Irvington, and Tivoli, Newark, both in New Jersey, Warner houses, offered vaude shows New Year's Eve. . . . Johnny Cummings, clown juggler, sustained a foot injury while playing the Bronx Theater, Bronx, and has been in the Lincoln Hospital three weeks. . . . Benny Davis' unit has lined up the Hipp, Baltimore, and Stanley, Pittsburgh, with Earle, Washington, and State, New York, scheduled to follow. . . . *Centennial Revue*, just off Interstate Time, opens at the Riverside Theater, Milwaukee, January 8. Sam Ward handling advance for show in its dates around Chicago territory. . . . Polly Jenkins and Plowboys, following their stay at the Syria Mosque, Pittsburgh, last week, headed for their home near Utica, N. Y., before starting on a string of independent dates in Canada and Nova Scotia.

EDDIE NELSON, formerly of Bobby and Nelson, reported at the Nixon, Pittsburgh, last week as understudy for Bobby Clark in *Ziegfeld Follies*. . . . Original Balabanows, now the Balabanow Accordion Six, play Oriental, Chicago, week of January 15.

Unit Activity Still Thrives

Producer discouragement no hindrance—4 money units to start soon

NEW YORK, Jan. 4.—Despite considerable talk among producers that it is currently unprofitable to produce expensive units, caused by percentage deals in certain theaters, the unit supply continues unabated. Four new and expensive units are under way, with circuit bookers as ready buyers.

George White's *Scandals* will quit the legit road and go out as a unit, starting January 15 for RKO at the Palace, Chicago, and following with Cleveland, Columbus and Boston for the circuit. Unit will comprise a cast of 48, headlining Willie and Eugene Howard and Helen Morgan. Morris Agency is handling the unit, getting \$10,000 guarantees and splits.

Paradise Restaurant here will send its current floor show out as a unit also, using all the production numbers but new acts. This unit also will be handled by the Morris office, with the first date set as the Paramount, Springfield, Mass., week of February 11. Lou's Epstein will be in advance of the show.

Jane Thurston, daughter of the late Howard Thurston, is preparing a unit also, one that will be a combo of vaude and magic. The scheduled opening date is April 2 in Montreal and followed by Toronto. Fanchon & Marco Agency handles this unit.

Frank Crumit and Julia Sanderson are contemplating heading a unit to be handled by the Simon Agency. Nothing definite has been done on it yet, but plans do not call for it to open until early in April. Simon Agency, which has been active in unit producing this season, plans to do another shortly.

Braggiotti Into N. Y. Para

NEW YORK, Jan. 4.—Mario Braggiotti's ork from the Hotel Pierre here goes into the local Paramount Wednesday on the third week of the *College Holiday* picture. Casa Loma ork could not hold over in view of its prior contract for the Rainbow Room in Radio City. Nat Brandwynne first got the offer but could not get ready in time for the date.

Academy Loses Holiday Show

NEW YORK, Jan. 2.—Academy Theater here was thwarted in its attempt to use a four-day vaude policy over the New Year's holiday. Musicians' local is reported to have asked for \$40 a day per man and \$80 a day for the leader. Musicians and American Federation of Actors have been picketing the house in the campaign for flesh, demanding a consistent vaude policy.

RKO Absorbs Other Outfits

NEW YORK, Jan. 2.—Corporate structure of Radio-Kelth-Orpheum Corporation producing and distributing subsidiaries was changed Thursday by the merger of the following companies into RKO Radio Pictures, Inc.: RKO Pathe Pictures, Inc.; RKO Pathe Distributing Corporation, RKO Pathe Export Corporation; RKO Pathe Studios Corporation, Ltd.; RKO Distributing Corporation; RKO Studios, Inc., and RKO Export Corporation.

Officers of the surviving corporation are M. H. Aylesworth, chairman of the board; Leo Spitz, president; Ned E. Depinet, vice-president; Samuel J. Briskin, vice-president in charge of production; William Mallard, vice-president and general counsel; William H. Clark, treasurer, and William Mallard, secretary. William Hamilton, James G. Harbord and Lunsford P. Yandell are directors in addition to Aylesworth, Briskin, Clark, Depinet, Hamilton and Mallard. Neither Pathe News, Inc., nor the Van Beuren Corporation is affected by the merger.

Loew's State, New York

(Reviewed Friday Afternoon, January 1)

Holiday today calls for five shows and a resultant trimming of the five-act layout, which at this third-show catching ran 46 minutes. Not right for a house that's making a darn good living from a combo policy. Appeared as tho the vaude were something to skip over, and most of the acts seemed to work that way too, probably resenting being cut. The makings of an ordinarily good show, but as it was, the only real sock was landed by Salici's Puppets, repeating within five weeks. Picture is *Born To Dance*, and business very heavy.

Three St. John Brothers rushed thru their novelty routine in five minutes. A nice brand of tricks given added value by clean-cut and different execution. Hand-to-hand and balancing stuff, the boys packing much hidden muscle. Fared okeh.

Steve Evans did another rush job, giving but four imitations, his last providing the sock. It's the Polack celebrating pay day, and he does it in great style. Other bits are Bob Burns, Joan D. Rockefeller Sr. at golf and Mussolini.

Irene Beasley did mildly in three numbers. A different style both in delivery and warbling, but it doesn't register from the apron. Offered *Swing, Baby, Swing*; *Pennies From Heaven* and *Mr. Christopher Columbus*. Latter's too tough a number to sing.

Heriman Timberg, with Jr. and Audrey Parker, found sufficient laugh success with their ever-familiar antics. Same eccentric dancing, stooging of Jr. and bits between the cute and capable Miss Parker and Sr., whose eccentric fiddling is always a treat to this reviewer and audience alike.

Salici's Puppets can't even be hurt by time-trimming. Cut to 13 minutes, whereas they did 24 last time here. A great act is this Italian importation, and when the puppeteers are revealed manipulating the strings audience actually seems to be trying to lift the roof off with the loudness of its applause. A rare treat for young and old alike—perfection in puppetry.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Thursday Afternoon, Dec. 31)

Casino de Patee is the label given the current bill, comprising six vaudeville acts with extra production numbers blended into a fast-moving revue by Stage Director Charles Niggemeyer. Regular house line of 12 has been augmented to 32 girls and it is amazing what excellent results in teamwork have been obtained by Dorothy Nutter, dance producer. With only a week's rehearsals with the regular girls, the extra ones work with them as tho they had been together for months.

A novel effect was obtained in the opening number by the dancing girls. As they danced off stage on one side, the first ones off came back on the other side, in different costumes, until the entire line had returned, giving the effect of two different lines of 32 girls each. During this number Ted and Mary Taft made their first appearance with a swell high-kick routine. Another outstanding routine by the chorus was the drill number. Beautifully costumed, the girls did a military tap and drill that was the tops, also serving as a prelude to Ruthie Barnes' clever work that marked her as a mistress of tapology and drew for her one of the biggest hands of the show.

The Three Waltons, as enebriated gentlemen, chalked up a hit with their ex-

pert comedy tumbling and jumbling and Ted and Al Waldman, who have dropped the porter and bellhop outfits for tuxedos and Homburgs, satisfied with their burnt-cork offering of comedy chatter and harmonica playing, leaving to a nice hand.

Pat Henning proved a young man of versatility with handstands, mandolin playing, dancing with kneefalls and a headspin and whip-cracking, but was slow in getting started with weak material. He was assisted by Katharine Ray, who did straight and contributed a neat tap dance in legs.

The finale was a Spanish scene and introduced the Donatella Brothers and Carmen, with accordion music by the boys, marvelous contortion and acrobatic control work by Carmen; Papa Donatella playing his shepherd's horn and Mama Donatella getting real music out of a tambourine. Don Enrico, tenor, sang *Amapolo*, and Ted and Mary Taft returned for a novelty syncopated rumba with maracas.

F. LANGDON MORGAN.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, January 1)

An offering of the sporadic "amateur program" or "local talent" entertainment nurtured by neighborhood houses is current fare here.

Recruited from local schools and studios and combined under the banner of *The Bronx International Follies*, this aspiring group of stage-stricken youngsters holds forth under the tireless maneuvering of Jack Regan, m. c., and encourager supreme. Lusty applause he works up is to be taken, of course, as encouragement and a tribute to the nerviness of the youngsters, rather than as a measure of ability.

Outstanding turn of the hopefuls was that of Gloria Hart, pretty little singer of several pop numbers. She has a voice of quality and range and needs only a bit more coaching in technique and phrasing to graduate her to higher brackets.

Second in favor and ability were Joan and Billy, tap team, who worked with perfect rhythm and co-ordination, and in one number handled light comedy touches like veterans.

Lozello and Losita open dressed in male tramp duds, do dead-pan comedy pantomime and, after discarding their rags and working in all-white tights, do living statue posing. Their work is slow and unimpressive.

Others who receive mention and their share of cheers from friends are Flo Holsworth, Lucille Romano and Louise Peck, all singers.

Sweepstake night drawings and a double-feature bill with *Can This Be Dixie* and *Don't Turn Them Loose* completed the bill.

GEORGE COLSON.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, Dec. 31)

End of '36 sees the Music Hall in good b.-o. stride again, last two weeks of Bobby Breen on stage and screen enriching the coffers. New show, on the fourth-show catching of a five-a-day schedule, found a long line waiting to get in, a line that stretched halfway down the 50th street block. Picture is *That Girl From Paris*, starring Lily Pons, while the stage show is entertaining but brief, its brevity permitting extra shows.

Midnight is the title of the stage presentation, and, according to the program, "gala performance at the Rainbow Room." A one-set show, produced by Leon Leonidoff, with setting by Sergei Soudeikine and Bruno Maine. Only runs

LEON ERROL

**ROXY THEATER
NEW YORK
This and Next Week**

MARIO BRAGGIOTTI

and his HOTEL PIERRE orchestra

making his first BROADWAY appearance

NOW

PARAMOUNT THEATRE, N. Y.

Mgt. Consolidated Radio Artists, Inc.



NOTICE

THE ORIGINAL THREE LIVING WATER FOUNTAINS

ELSIE AND HERMAN

ORIGINATORS OF WATER STATUES IN 1932
WITH RINGLING BROTHERS' SHOW

ARE NO LONGER CONNECTED WITH THE

"HOLLYWOOD HOTEL REVUE"

"—Of the Brilliant Scenes Probably the Most Impressive Is the One With the Three Running Fountains, the Whole Beautifully Lighted."—Toronto Evening Telegram.

"—Best Numbers Are the 'Fountain of Youth,' in Which Water Streams Out From Vari-Colored Fountains."—Cincinnati Post.

"The Revue Has One Production Number That Is Particularly Pretty. This is a Handsomely Lighted Fountain Wherein Several Specimens of Carefully Selected Nudity Are Discovered at the Number's Climax, Perched in Graceful Fountains That Trickle and Spray Real Water."—Cleveland Press.

NOW WITH WILL J. HARRIS' "YACHT CLUB REVUE"
OPENING JAN. 8th-ORPHEUM THEATER-OMAHA

REMOVING ALL DOUBT OF PERFORMANCE AND ROUTE!

WILBUR CUSHMAN CIRCUIT
AMERICA'S LARGEST CIRCUIT OF STAGE UNITS
GENERAL OFFICES .. MELBA THEATRE BLDG. .. DALLAS TEXAS

Thank You for Mentioning The Billboard.

HAPPY NEW YEAR

3 ST. JOHN BROS.

Loew's State, New York
Week of January 1st

Representatives:

East: CHAS. V. YATES

West: SAM ROBERTS

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

35 minutes, but there's a lot of entertainment crammed into that short space of time. First a traveler on which is painted the RCA Building, and then into the Rainbow Room set, an exact replica of the ritzy club.

The *Town Dancers* is the first session, showing many couples cutting ballroom capers. House ork is on stage in the back, and from the band platform Isabel Henderson mikes nicely enough *I'm in a Dancing Mood*. Gloria Gilbert, holding over for a third week, fits in perfectly with her sensational ballet spins, the audience reacting heavily with applause for her human top performance.

Among the *Stars* is next, original music by Maestro Erno Rapee, with Charles Chancer doing the lyrics. Cliff

ford Menz debuts here to sing the number nicely, filling in for Jan Peerce. Ballet is spotted effectively with a clever routine, the girls garbed in colorful costumes. Glee club rounds out the evening.

Cardini gets the next spot with his suave and skillful sleight-of-hand magic, which even from the second mezz is clearly seen—and that's long sighting. Opens with his card tricks and then into his amazing cigaret work. Audience received him warmly.

Sky-Rockets next, with the Rockettes their usual precision-perfect selves and again a big hit. Finale has everybody on stage—the Rockettes, ballet, glee club and all the specialty people.

SIDNEY HARRIS.

Palace, Chicago

(Reviewed Saturday Afternoon, Jan. 2)

Ethel Waters, with her own orchestra and revue, heads the bill this week. The orchestra of 11, directed by Eddie Mallory, who also plays the muted trumpet, played several selections, among which were *Stormy Weather* and *Heat Wave*, before Mallory introduced Sunshine Sammy, formerly of Our Gang movies, and Derby Wilson for a session of fast tapping by both and some nifty acrobatic stuff by Sammy to a good hand.

Three couples, billed as Whitey's Lindy Hoppers, were next with one of the wildest dances, accompanied by savage yells, that ever stepped on the Palace stage. Little Teddy Hale followed with a song and line of stepping that the customers relished, and Ethel Waters, coming on to applause, rendered a special arrangement of *Dinah, I Ain't Gonna Sin No More, Am I Blue?*, *Stormy Weather* and *Buy Yourself a New Broom*, with the entire company on for the finale.

Loyalta's Stallions proved a good opener, with the dogs made up like ponies, and later doing some clever and amusing jumping, catching of articles and balancing on a tight rope.

Sammy Lewis and Patti Moore held the duce spot with a little singing, talk and eccentric dancing, which is the best part of the act, and left to a very good hand.

George Beatty, in the spot ahead of the septa revue, kept them in good spirits with a line of funny stories, ending up with his pantomimic gem of the drunken sailor and his song *That Picturesque Sweetheart of Mine*. A hit.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Thursday Evening, Dec. 31)

Leon Errol's *Hollywood Follies of 1937*, prefixed by a clever screen short, ushered in the new year here. Presentation is lavish, but scarcely worth the \$1.50 holiday admission in its shortened form. Idea of the unit is that of an airplane full of Hollywood people who land on the Roxy stage and endeavor to amuse. Audience had its own tin horns and managed to amuse itself anyway.

Leon Errol dominates the bill, gagging and bringing into play his rubber-leg antics. Gets plenty of laughs with this, and later wanders into a dancing class set to lead the Gae Foster girls thru some drunk dance routines.

Following a Spanish number with the house girls beautifully costumed, during which Lou Ashe vocalizes *Invitation To Love*, the comic dance team of Lee Gresham and Gladys Blake come on for hoke rumba and tango routines. Talented and obviously do not use the comedy to hide lack of dancing ability, as is the case with lesser practitioners of dance satire.

Sunnie O'Dea, auburn-haired lassie, pleases in a short session of tapping. Personality is dynamic, routines are not trite and she is a distinct asset to any show.

Jimmy Hadreas, hooper, received a fine hand for his dance medley, which included Russian steps, an Irish jig and acro routines. All solid stuff, well handled.

Number preceding the finale, in which the Foster girls are dressed as airplane hostesses, presents Leon Errol again. This time he directs a lot of screwy people in a screen short dealing with love during the Civil War. For one short moment he leaves the stage to appear on the screen as a demonstrator in the art of love, a thoroly nutty sequence.

Jack Kraft and Lou Gaut, a pair of comics, aid Errol during the early part of the show, but scarcely have time enough to make a solid impression on the audience.

Pix, *One in a Million* (20th-Fox), and

house jammed to the rafters for the fourth show.

PAUL ACKERMAN.

Repertory, Boston

(Reviewed Tuesday Evening, Dec. 29)
(FEDERAL THEATER)

A product of the Federal Theater and produced by Thomas D. Senna Sr., State administrator of the WPA Vaudeville Division, *Black and White Musical Revue* is a two-hour venture reminiscent of the old Palace, New York, days. A 15-minute intermission divides the 60-minute white half from the 50-minute Negro entertainment. After its week here, Senna will suitcase the show thru the State. Audience was responsive in a big way for this straight vaude, admissions scaling at 25, 35 and 55 cents. Thomas De Rushia did the scenery and Preston Sanaford the music.

Open with Malin and Thomas, equilibrists, as a side act. They are muscular, good looking and have a decidedly different and difficult routine. Duce spot has Dunlea and Merrill in *Much Ado About Nothing*, in which there was much to do about everything. Dunlea looks like W. C. Fields, but doesn't capitalize on it, which is to his credit. They sing and kibitz with well-handled dialog. Mary McMahon, Scottish coloratura, with Everett Metcalf at the keyboard, clicked heavily with *Smoke Gets In Your Eyes*, *Indian Love Call* and *Il Bacio*. Chester and Kaiden, two dead-pan lads, sock terrifically with their brand of comedy. Billy McDermott, *Public Bum No. 1*, does tramp comedy that brings one back to halcyon days. His line of chatter, that makes big-time comedians look like kindergarten graduates, had the audience in continual stitches. A sustained round of applause was his due reward. Closing this part of the show was another side act. John Daley and Company, three lads and a gal working some clever tumbling maneuvers.

Septian revue had the line (5) working a *Bandana Days* number, sung by Angelina Lawson. Revue featured Bobby Holmes' Band, directed by Emil Johnson, also the emcee. Martin Morris does a juggling waiter with accompanying chatter. Frances Smith came thru via the vocal route, enhanced by snatches of strut. Halliday and Henderson, comedy-vocal, pleased. Line clicks with a *Breaking In a Pair of Shoes* routine. Blondie Johnson, under his cork, works hard with his eccentric comedian stuff and also sings. The band goes to town with *Tiger Rag*, featuring Fred Shorter, drummer. Miss Lawson comes back to warble and do a tap. Hinds and Banks, two neat lads with clear tap terp, get the applause for their rhythmic and graceful workouts. Entire company finales with the new dance craze, *Doin' the Susie Q*.

SID PAINE.

Earle, Washington, D. C.

(Reviewed Friday Evening, January 1)

Greeting the new year with music, Earle headlines Little Jack Little and ork on a three-act bill, one less than normal quota. Okeh flesh entertainment, however, which combined with *God's Country and the Woman* (Warner) to pack house at this last holiday show.

Sendoff is the Robbins, smooth roller-skating turn that gets good response on short and snappy gyration session. Consists of two boys and girl with solo bits and clever adagio-whirling. Close on furious swinging of other two by one of men.

Thence to Herbert Mundin, screen comedian, coming on and naming flicker appearances and relating several fair anecdotes, after which he offers dramatic bit from *Cavalcade* wherein ex-butler Graves goes out to meet death under wheels of fire engine. Enlisting two unnamed women to play wife and former employer, Mundin handles bit well, but item does not go over in particularly impressive fashion. Rapid re-entrance for bows weakens.

Remainder of time is occupied by Little outfit, presenting well-blended medley of popular favorites, with Little taking mike for choruses in usual whispering style and doing similar stunts at ivories. Brings on gal known only as Vi, who sings to her own accompaniment on keys, returns later to warble without doubling. Leader declares blonde to be only addition made in organization since inception. Has pleasing stage demeanor and personality singing style that goes well and parallels in some respects Little's own manner. Combo does series of band style imitations, including Hal Kemp, Guy Lombardo, Wayne King, Benny Goodman, Shep Fields and Eddy Duchin. All excellent, with Little turn-

ing several into mild satires that go over big, notably that of Duchin.

CHRIS MATHISEN.

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Dec. 30)

Folly's show this week falls below the usual standard. Bill is knit together by Hal Haynes, black-face emcee, and has music furnished by Colonel Maybohm's Band, working on stage. Latter opens with a jazzed version of Liszt's *Second Hungarian Rhapsody* and later plays a few pop songs. Arrangements need touching up, otherwise outfit is fair.

Tom and Harris, mixed dance team, are spotted twice. First appear in a soft-shoe turn, hoked up in the fashion of the Gay 90s with appropriate costumes, and later come on for a waltz satire. Last turn gets some laughs by virtue of ludicrous positions and postures.

Peggy Calvert, blonde, clicked very well in a series of "song-portraits," melodramatic combinations of singing and reciting. Offered a piece about a dance hall hostess, *From Nine Until Four*; another on the theme of "Always a Bride-maid But Never a Bride," and a third, *After You've Gone*, a la Sophie Tucker. Winds up with a bit of attempted hoke with Colonel Maybohm.

Judson Cole, magician, goes thru his paces with becoming nonchalance and suavity. Does the waterfall shuffle and other card tricks and then invites two youngsters on stage to watch him do the egg-in-the-bag trick. Thru Cole's gentle prodding the kids furnish a lot of human interest and fun. Went off nicely.

Three Gobs, closer, sock best on the bill and are a nice act. Boys are colored and do an effective combination of harmony, hoofing and comedy. Strongest (See VAUDEVILLE REVIEWS page 22)

Indianapolis Club Party

INDIANAPOLIS, Jan. 2.—With a gala stag party, members of Variety Club, Tent No. 10, will induct new officers January 15 in the club headquarters. Entertainment will follow the installation ceremonies. Recently elected officers who will take office are Carl Niesse, president; A. C. Zaring, vice-president; Floyd Brown, vice-president; B. E. Jolley, treasurer, and Sol Greenberg, secretary.

Duquesne House Destroyed

PITTSBURGH, Jan. 2.—Fire destroyed the Grant Theater in Duquesne last week, causing an estimated damage of \$25,000. House was operated by Joseph Juszar and Glen Floyd, of Follansbee, W. Va.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE White DOC. M. IRVING- SENSATION" 4333 Roosevelt Blvd., Phila. Pa.

PAUL ROBINSON
The Ultra Modern Harmonicist
Addr. C. B. MADDOCK, 551 5th Ave., N. Y.

dick clyde
CONWAY and PARKS
Extend Their Season's Greetings to Those In and Out of the Profession.
MILLS ARTISTS, N. Y.

BLACKSTONE
1937
SENSATION
Fully Protected.
Everything NEW.
SCENERY, ILLUSIONS,
COSTUMES
Direction:
William Morris Agency



TED AND MARY TAFT
"A Style All Their Own."
Now Playing
STATE-LAKE THEATER, Chicago, Ill.

WALTER "dare" WAHL
America's Outstanding
Comedy Act
NOW
VICTORIA PALACE
London, England

JUST OUT!
McNALLY'S No. 20 BULLETIN
PRICE ONE DOLLAR
NEW, BRIGHT, ORIGINAL COMEDY
For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Revues, Radio and Dance Band Entertainers. Contains:
15 Screaming Monologues.
7 Roaring Acts for Two Males.
7 Original Acts for Male and Female.
18 Sure-Fire Parodies.
Great Ventriloquist Act.
A Roof-Lifting Female Act.
Trio, Quartet and Dance Specialty.
Musical Comedy, Tab and Burlesque.
16 Corking Minstrel First-Parts.
McNally Minstrel Overtures.
A Grand Minstrel Finale.
48 Monobits.
Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.
Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 19 and 20 for \$4.50, with money-back Guarantee.
W.M. McNALLY
81 East 125th Street, New York

TAP DANCING BY MAIL
Reg. or Adv. Tap. \$1.
Sample Tap Lesson for Reg., including Standard Time-Step and Break, 25c.
Reg. Waltz and Fox-Trot, \$1.
Hal Leroy studied here. Send for List "B".
KINSELLA ACADEMY, 2520 May St., Cin'ti, O.

A.M. Pollack Poster Print
BUFFALO, N.Y.
POSTERS - CARDS

New Acts - Bands Reviews

Jimmy Joy and Orchestra

Reviewed at the Terrace Room, Rice Hotel, Houston. Style—Dance band.

Instrumentation: Jimmy Joy, lead; Henry Greene, Ken Smith, Pete Peterson and Jimmy Walls, saxes; Byron Nicholson and Cub Higgins, trombones; Bate Beatty and Don Tieffenthal, cornets; Fred Gollner, pianist; Senator Birkall, bass; Chris Christensen, guitar; Schwartz, drums; Helen Heath, vocalist. Novelty vocals by Smith and Higgins. Arrangements by Tieffenthal.

Band is built around the leader, originator and stylist of the "two clarinets" idea, with which he plays many a standard tune a la ride, altho never overdoing it. The band plays softly, yet is marvelously adaptable to the acoustics of the immense room. Worthy of mention is the take-off style of cornetist Tieffenthal, interspersed with the duo tromboning of Nicholson and Higgins. The sax section works and rides very well as a unit. A highlight is the doubling sax and trumpet ensembles of 10 men who alternate on the choruses.

Helen Heath, a late addition, is a natural singer who works with ease and displays smooth mike technique.

Band as a whole has fine appearance and has proved a drawing power here. They air nightly over KTRH. M. D.

Princess Wee-Wee and Prince Arthur

Reviewed at the 125th Street Apollo Theater, New York. Style—Singing and dancing. Setting—In three. Time—Twelve minutes.

Mixed colored midget duo. Each did a single number preliminary to their regular act. She sang *Bye Bye, Baby*, assisted by the line girls and other members of the cast, and he did *That's What I Want for Christmas*.

Their act proper opened with Prince Arthur singing *Robins and Roses*. He has a fair baritone, striking in its depth because of his size, and which he sells successfully, thanks to good use of the mike and an appealing diminutiveness.

Princess Wee-Wee has no talents of any kind but depends entirely on her size and appeal to register, altho she is no thing of beauty in tights. She did a song in a small squeaky voice and skipped about in a fast routine of assorted steps and styles, with Lilliputian bumps and kooch dancing predominant. G. C.

Charlie Higgins

Reviewed at the Folly Theater, Brooklyn, N. Y. Style—Comedy talk and fiddling. Setting—In one. Time—Thirteen minutes.

Charlie Higgins, doing rube character dialog and comedy fiddling, gathers together in one act the answer to what's wrong with vaude. Sketch is hoary and dusty, completely unfunny and strikes a dismal low.

Attired in a black coat, brown trousers and adorned with a rickety looking fiddle, he gaged a bit and scratched out several numbers, including *Chapel in the Moonlight*. Such gags as "I've a good ear, but I'm hard of hearing," may have been funny in the Dark Ages. B. H.

Tootie and Al

Reviewed at the 125th Street Apollo Theater, New York. Style—Dancing. Setting—In two and full. Time—Five minutes.

Colored youngsters who follow the standard pattern in steps and style of boy tap teams. Like all young colored performers, half their appeal and success lies in their personality and cute mannerisms. They work effectively in solos and doubles and inject touches of eccentric for added punch. G. C.

Rhythm Brown

Reviewed at the Century Theater, Brooklyn. Style—Dance. Setting—In one. Time—Six minutes.

Rhythm Brown, colored hooper spotted for a specialty in the burlesque show here, does his tapping on skates. Turn is not only a novelty, for the lad can

really tap. Does two routines, the second of which is accomplished on a small table. Despite limited space, Brown gets up a fine burst of speed and manages some intricate routines.

While act is perhaps not varied enough to stand by itself, the turn may easily be spotted to advantage in any one of a number of shows. P. A.

Beverly White

Reviewed at the 125th Street Apollo Theater, New York. Style—Singing. Setting—Full stage. Time—Eight minutes.

Colored vocalist with the Claude Hopkins Band. Personable young lady with a soft voice, lots of expression enhanced by good phrasing and employing a straight style without frills. Did two numbers, *When Did You Leave Heaven?* and *You Turned the Tables on Me*.

In addition Miss White was in a piano duel with the leader Hopkins, and besides her playing and singing handled punchy comedy asides very capably. G. C.

Colonel Maybohm's Band

Reviewed at the Folly Theater, Brooklyn, N. Y. Style—Musical. Setting—Full stage. Time—Indefinite.

Outfit comprises 12 pieces, including the Colonel himself, who leads and talks with a terrific accent. Renderings include both jazzed versions of classical numbers and pop songs. As to the former type, outstanding of which was Liszt's *Second Hungarian Rhapsody*, the less said the better. The Colonel has taken the blame for the special arrangement.

Band furnishes music for the stage show thruout, doing no more than a fair job. Members impress as sufficiently good musicians, who are perhaps not thoroly conversant with the modern jazz idiom. P. A.

Paige, Dodge and Paige

Reviewed at the Century Theater, Brooklyn. Style—Comedy and dancing. Setting—In one. Time—Eight minutes.

Three young fellows open with hoke singing and quickly go into a rough session of slapstick. Turn is like many others of its type, offering, as it does, hoke hoofing together with knockabout nonsense. Trio spends quite a bit of time on a nutty version of Sally Rand's fan dance, only occasionally funny, and winds up with a passable bit of straight hoofing. Clicked okeh here. P. A.

Wally and Vernon Stapleton

Reviewed at Loew's State, New York. Style—Ballroom dancing. Setting—Front of band. Time—Seven minutes.

Wally and Vernon Stapleton, from the Savoy Hotel, London, bring with them a distinctive style of ballroom tap. Appeared in two numbers here, the second bearing out the impression given by the first; namely, that the team has some unusual routines to offer. Couple are good looking, the girl, a lithe blonde, being particularly glamorous.

Work is neat, precise and altogether delightful. P. A.

Tom and Harris

Reviewed at the Folly Theater, Brooklyn, N. Y. Style—Dancing. Setting—Front of band. Time—Six minutes.

Tom and Harris, dance duo, spotted twice on the bill here. First turn is a soft-shoe comedy number done in Gay '90s costumes. Just fair, as is their second number, a ballroom satire. Latter, beginning in the usual dignified manner, quickly descends into hoke posturing and typical satirical nonsense. Team impressed as lacking experience. A fair hand here. P. A.

Additional Night Club Reviews

Georgian Room, Piccadilly Hotel, New York

Backed by his many years' experience in the production of stage shows, Dave Schooler has brought to this hotel a compact, smooth-running floor show that is as varied as it is talented.

Schooler leads his own band and offers piano solos, handles the emcee chores, supplies bits of necessary comedy and gags and displays expert ringmastery that compels attention not usually to be had from pre-occupied diners.

The Six Delovelys, a group of most unusual looking and unusual working young dancers, combine every type of dancing imaginable, some of it good, too, and emphasizing sensuality, broad burlesque, sly satire and sure-fire comedy. They did three numbers: a modernistic interpretation, a French can-can and a wild, grotesque Harlemaoer routine. They also work with Schooler in a bit with miniature pianos.

Jeanne McCulley, pretty and pert little redhead, impresses with her effortless tapwork. She can get a million taps with a minimum of legwork and look devastatingly pretty all at once. Her imitations of Draper, Astaire and Robinson were good. She has a gorgeous figure and costumes it to suit.

Judith Lawton uses her low alto voice to good advantage in *Try a Little Tenderness*. Miss Lawton knows how to use a mike. Also offers vocal choruses with the band.

A cute novelty tap turn is supplied by Joan Alexander, tricked out in oilskin cape, cap and umbrella. She cuts cute capers but is inclined to oversell with her face.

Introduced as late of the *Folies Bergere*, blond and vivacious Fleurette sings and dances with catchy French accent and mannerisms. In her closing half she sings and taps with tails and top-hat outfit and pleases with her *Putting on My Top Hat* in French.

Agnes Knox, with a fan dance and control work combination, is well received. Leo Fuld, singer, registers

solidly with a powerful voice of good range which tends to go overnasal in spots, singing first *L'Amour Toujours L'Amour* and following with a Hebraic lament, done with great feeling and falsetto scaling. George Colson.

Hotel Adelphia's Cafe Marguery, Philadelphia

Jack Lynch's touch at this spot proved a quick click and has since continued as the burg's best. He built up a steady following during the alleged drought. Eschewing the pseudo-snobbishness of some of the other so-called class joints is the psychological wherefore of this spot, and no matter where Lynch might

hang his shingle he is sure to remain ace bonifacer.

Does a grind from the noon hour on, Vincent Rizzo starts the day with a five-piece combo, and Harold Knight has seven tooters to carry on. Filling in the waits, spot has Agnes Tolle, harpist. Show goes on during dinner and twice after theater, with two matinees on the Sabbath.

Cafe Marguery was the first to place the accent on the floor show. More than just a song and a dance. Is really something to occupy your attention. Harriet Smith's eight gals serve as the traditional line. Offer three well-executed routines, with beauty being sold via revealing dressing. The ubiquitous terp twosome is Lischeron and Adams. Femme is an eye-ful and the male a corking captain. Usual medley of ballroomatics with whirlwind flashes to make their two innings socko.

A sliding dance floor makes it possible to inject the Continental flavor to good effect. John Tio and his talking parrot, a Ripley subject, rate hussahs on any floor. To those who are suspicious and explain it as ventriloquism act is still a smash. Fair-feathered friend talks, sings, whistles, does impersonations and even drinks champagne.

To keep them in a guessing mood De Roze proves the answer to a hostess' prayer. Converts aqua pura into bitters, customers calling their faves and getting the sample, proving it isn't just an optical illusion. Even bests a heckler who calls for a bromo. For a finale clicker he has the emcee turn the water into ink and then gets it back to H₂O.

Ross MacLean proves an engaging juve helmster to hypo the proceedings, and when called upon obliges by putting his bary to work on the pops. Frances Stevens, show's songstress, was missing on this trip due to a sudden attack of laryngitis.

A perennial fave here is Evan Burrows Fontaine. A peerless song saleslady of another period, Miss Fontaine still has the vigor and vitality of a pink-cheeked ingenue. When caught her son, unbilled, fronted the band for a medley of pops, showing promise of continuing the Fontaine tradition. Oro.

A perennial fave here is Evan Burrows Fontaine. A peerless song saleslady of another period, Miss Fontaine still has the vigor and vitality of a pink-cheeked ingenue. When caught her son, unbilled, fronted the band for a medley of pops, showing promise of continuing the Fontaine tradition. Oro.

Lincoln Ballrooms Battle

LINCOLN, Neb., Jan. 4.—Turn of the year promises a strong dance battle here before long. Reason is the proposed construction of huge convertible dance place at Capitol Beach to be managed by L. R. King, Norfolk.

At present Pla-Mor, owned by Mrs. Ada Kobalter, and the Turnpike Casino, owned by the Pauley Brothers, are having a heavy tiff. Capitol Beach spot can be used as a pavilion in summer and closed and heated in winter.

Where to Stop for Comfort and Service



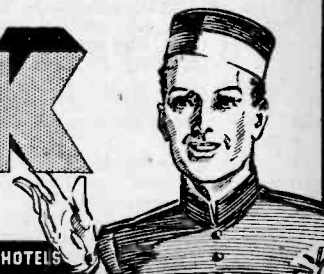
All Albert Pick Hotels offer the comfort of superior surroundings, service and food par excellent at moderate prices.

- CHICAGO, ILL. GREAT NORTHERN HOTEL
- DETROIT, MICHIGAN. TULLER HOTEL
- DAYTON, OHIO MIAMI HOTEL
- COLUMBUS, OHIO CHITTENDEN HOTEL
- COLUMBUS, OHIO FORT HAYES HOTEL
- TOLEDO, OHIO FORT MEIGS HOTEL
- CINCINNATI, OHIO FOUNTAIN SQUARE HOTEL
- CANTON, OHIO BELDEN HOTEL
- INDIANAPOLIS, INDIANA ANTLERS HOTEL
- ANDERSON, INDIANA ANDERSON HOTEL
- TERRE HAUTE, INDIANA TERRE HAUTE HOUSE
- ASHLAND, KENTUCKY VENTURA HOTEL
- OWENSBORO, KENTUCKY OWENSBORO HOTEL
- JACKSON, TENNESSEE NEW SOUTHERN HOTEL
- ST. LOUIS, MO. MARK TWAIN HOTEL
- WACO, TEXAS RALEIGH HOTEL

ALBERT

PICK

HOTELS



WHENEVER YOU SEE THE WORD PICK THINK OF ALBERT PICK HOTELS

OUT-OF-TOWN OPENINGS

"Frederika"

(Boston)

By Franz Lehar. Adaptation and lyrics by Edward Eliscu. Directed by Hassard Short. Sets by Watson Barratt. Choreography by Chester Hale. Produced by Messrs. Shubert. At the Shubert Theater for a limited run, beginning December 25.

Principal players are Helen Gleason, Dennis King and Ernest Truex.

The Shuberts have splurged generously on *Frederika*, an eye-filling, melodious Viennese operetta whose plot concerns itself with the love of the German poet Goethe for the daughter of a country clergyman. If the public can still go for this sort of thing it is very possible the opus will prove a smash, for it has everything that is traditionally necessary for a successful production of the type. Watson Barratt's sets are breath-taking, Lehar's tunes have their old lilt and facility, as well as the advantage of being sung by Helen Gleason and Dennis King, and for comedy the show has no less than Ernest Truex. Latter's material, however, is no better than that provided in similar vehicles.

The plot is typical operetta stuff and presents the sage of Weimar in some of his more idyllic moments, as well as in salons, courts, etc. Denouement is rather unusual, the lovers parting and going their separate ways, the incident being the ultimate proof of *Frederika's* love.

Miss Gleason, late of the Metropolitan Opera, carries the major singing role with finesse and distinction. Her beauty, too, makes doubly delightful her rendering of *I Asked My Heart, Romantic Fool, Stormy Love and Bird in the Tree*. Dennis King, returning to operetta after a period of straight dramatic shows, scores a show-stop together with George Trabert in *Rising Star*, perhaps the hit melody of the score. Truex, in the role of Lenz, Goethe's oldest friend, who is also an admirer of *Frederika*, does some warbling himself, both solo and together with Miss Gleason.

The second act is notable for a beautiful ballet number featuring Alyce Chappell, with routines cunningly contrived by Chester Hale.

If there still are audiences for Viennese operetta this will fetch them. Paine.

"The Two Mrs. Carrolls"

(Washington)

By Marguerite Veiller, with John Hayden staging. Settings by Gladys E. Calthrop. Presented by B. A. Meyer at the National Theater for one week, beginning December 28. Cast: Elena Miramova, Frances Starr, Earle Larimore, Jeanne Stuart, Grant Mills, Whitford Kane, Leonore Harris, Betty Hanna and Mabel Paige.

While apparently striving for gripping melodrama, the author has achieved a completely ineffectual dramaturgic hybrid, smacking more of farce than rational thriller. After an audience is kept waiting thru a first act of appalling rapidity it finds a piece which has been branding itself as of the psychological study school being turned into a fit subject for the care-free antics of a company on the cowbarn circuit—redolent of the gas-light era mellers. The quintessence of Miss Veiller's failure would appear to be that she couldn't quite make up her mind as to what she had in *The Two Mrs. Carrolls*, and, consequently, she doesn't have much of anything.

Pitifully replete with stupid lineage that can do naught but provoke titters where tension is meant to be induced, and calling for action that is sometimes downright comic, it is played straight by a cast of able and experienced actors who succeed to a marked degree in concealing their pain. The result remains inevitable, however, with only one means of salvation in view—unrestrained burlesque. Play-doctors must be enlisted (just one wouldn't be much help), present scenery and costumes discarded in favor of rooms and raiment of the eighties, community singing made an intermission feature and cheering, hissing and foot-stomping encouraged. There might be a 50-50 chance of survival then.

The plot concerns itself with a man of fickle heart who considers poisoning by degrees a more satisfactory method than divorce for dissolving marital unions. Wife number one realizes the cause of her illness, does not let on,

allows spouse to get divorce. When the old tricks are directed at the second heart interest, initial Mrs. Carroll appears to give her successor the tip-off. Hubby soon comprehends motivation of sudden frigid attitude, moves toward more straightforward murder. Supplied with such lethal paraphernalia as gun, bell-cord and potion, Geoffrey Carroll is advancing to the kill when who should appear (no, not the Marines) but the ex and friend to halt proceedings. Former remains alone with meanie, admitting her continued love for him. Some time is consumed in deciding who is going to die and by what instrumentality. To proffered gun, Geoffrey says, "No, mine is the better way," and drains glass at curtain.

Frances Starr, intrusted with the only half-decently drawn principal character, delivered a completely satisfactory portrayal of the first Mrs. Carroll, with Elena Miramova wasting her abundant talents on the second. The frantic sparring and terrified wallings give her largest opportunity for dramatics, but the laughs are inevitable. Earle Larimore keeps a straight face, which is an achievement in itself, tries to make the audience believe that Carroll really is a murderer, that Sarah really is in mortal danger, but they won't believe him, knowing Geoffrey to be just a cowardly Milquetoast.

MATHISEN.

Iroquois Theater Fire Memorial Held in Chi

CHICAGO, Jan. 2.—The 33d anniversary of the disastrous Iroquois Theater fire, in which 605 lives were lost, was commemorated at ceremonies in the council chambers of the city hall Wednesday afternoon.

Ceremonies were started with an alarm sounded from the original fire alarm box that brought firemen to the scene of the tragedy, which occurred during the matinee December 30, 1903.

The Iroquois Theater was located on the site now occupied by Balaban & Katz's Oriental.

New Plays on Broadway
Reviewed by Eugene Burr

LITTLE

Beginning Wednesday Evening, Dec. 30, 1936

PROMISE

A play by Henri Bernstein, in an English version by H. M. Harwood. Staged by Gilbert Miller. Setting designed by Raymond Sovey, built by T. B. MacDonald Construction Company and painted by Triangle Scenic Studios. Presented by Gilbert Miller.

Toni Flammary Thomas Collins
Emile Delbar Cedric Hardwicke
Therese Delbar Irene Browne
Solange Louise Platt
Thierry Keller Frank Lawton
Catherine Jean Forbes-Robertson
Gustave Henry Vincent
The Salon of the Delbars' Apartment in Paris.
Fourth Floor.

Time—The Present.

ACT I—Scene 1: Evening in June. Scene 2: A Few Minutes Later. ACT II—Scene 1: Ten Days Later. Afternoon. Scene 2: The Same Afternoon. ACT III—About Six Months Later. Night.

Mr. Gilbert Miller, who has three smash hits running on Broadway, tried to add a fourth on Wednesday night when he presented Henri (or Henry, as the program has it) Bernstein's *Promise* at the Little Theater. Even the best of luck will sometimes turn; even the taste and splendor of a Miller production will sometimes fail to create a hit.

M. Bernstein writes in the French tradition, discussing the problems of marriage and honor and honesty, examining marital and amorous relationships, uncovering character with a sharp and well-directed scalpel and providing the inevitable "big" scene to bring down the curtain on his second act. Much of what he says is wise, much of it is true, but most of it is predicated upon European standards of conduct, and almost all of it is told slowly, with a minimum of action and in a pedestrian adaptation. This last was provided by H. M. Harwood, from whom better things might have been expected.

Chiefly, M. Bernstein concerns himself with the standard which places "honor" above honesty. This "honor," which presupposes a falsely chivalrous ideal of

No Foolin'!

PHILADELPHIA, Jan. 2.—Purporting to be nobody's fool, Eve Bailey, appearing here with "Dead End," looks upon the fool as her luck charm. Air interview over WIP disclosed that her initial attempt at histrionics was made over same station on an April Fool's Day. Her first crack at legit was in "Three Wise Fools" and a succeeding engagement was in "Fools Rush In."

Cutrate Wheel Into Worcester

WORCESTER, Mass., Jan. 2.—With the playing of *Moon Over Mulberry Street* Monday, Tuesday and Wednesday of next week the Worcester Theater inaugurates a season of road shows. All plays, according to the management, will be presented with New York casts as part of a wheel which extends from New Jersey into Canada.

Scheduled to play three-day stands here are *The Children's Hour, Night of January 16, Awake and Sing, Correspondent Unknown, Sailor Beware, The Old Maid, Mulatto, Personal Appearance* and *End of Summer*.

All shows will be presented under the direction of the Lashtlaw Amusement Corporation of New York.

Wash. Belasco Wants Shows

WASHINGTON, Jan. 2.—The Belasco, in its third year of pic grind, playing foreign products and revivals, is angling for flesh attractions, according to Manager Jack Thoman. For years number one legit house under the name of Shubert-Belasco, venerable theater across Lafayette Park from White House is utilizing 1,200 out of possible 1,800 seats, top balcony boarded up. Only existing legit outpost at present is National.

conduct and is the last refuge of sentimentalists and scoundrels, which makes ideals conform to the world instead of making the world conform to ideals, seeks to bind young Thierry Keller, who is engaged to Solange Delbar but finds himself in love with her suppressed half-sister, Catherine. Thierry refuses to be bound; he tells Solange's parents the truth and breaks his engagement.

Solange's father, who has bowed to the dictates of a dishonest chivalry and has substituted in his life a manufactured ideal for the ideal of truth, sympathizes. Madame Delbar, who is the mother of both girls, does not sympathize. She loves Solange, who is like her, and hates Catherine, who is quietly honest. Also she clings instinctively to the code that allows women to foist upon men the myth of their pre-eminence and forces men to live up to its weakly vicious tenets. She precipitates the scene that allows M. Bernstein to bring down his second-act curtain. Thierry and Catherine leave together, altar bound.

The last act shows reconciliations all around, shows the honest happiness that results from breaking thru the stringent and confining cardboard walls of the code of false domnei. Thierry and Catherine are happy; Solange is happy, expecting a proposal from a young millionaire; M. Delbar finds happiness in the young couple he loves and so frees himself at long last from the love for his wife that has bound him, a willing but despised slave, in the chains of her cheap tyranny. In what amounts to an epilog Madame Delbar herself is shown at the end of her selfish and falsely built life, turning at last to the husband she has ruled and despised and finding that she has, in reality, lost him.

All of this could have been made into an absorbing and important play. Perhaps M. Bernstein so made it. But in the Harwood adaptation it emerges as slow, dull and overdressed rigmarole despite its intrinsic interest. Dialog is, to (See NEW PLAYS on opposite page)

From Out Front

By EUGENE BURR

Tho, like Ernest Dowson, late I come, long after lily time (and with burden of waste days and drifted rhyme, too, for that matter), there's still a chance to get under the line with a few New Year's resolutions. After all, what's a new year without a few resolutions to break? This column is being written on the hectic day that precedes New Year's Eve, so, after all, it's fitting enough—and there's time to think about breaking the resolutions on Saturday. I therefore resolve:

To do my best to down my sense of duty (which is the most exigent known to the Western world since the heyday of that belonging to Frederick in *The Pirates of Penzance*) and therefore to try to avoid stultifying my immortal soul by sitting thru more than an act and a half of plays like *Around the Corner*, plays that are pitifully and embarrassingly hopeless from the moment the curtain rises.

To keep from leaning over backward in reviews of spectacles and other big musical productions, which usually bore me stiff but which usually get good or at least lukewarm reviews, because I figure that somebody must like them and it's not fair to damn them thru the eyes of a misanthrope who demands an appeal to the intelligence as well as to the eye and ear.

Never to give a good review to an ingenue who plays a penurious maiden, meanwhile glorifying in a new and expensive coiffure.

Never to give a good review to a juvenile who, doing character work as a college man, thinks the prime prerequisite is to appear a snob.

Never to give a good review to a so-called singer who has to use a mike in order to be heard. (And that's one resolution that is certain to be kept.)

To thank the gods of the theater that producers seem to have seen the light and no longer raise their curtains anywhere from five to 15 minutes after the advertised curtain time—and to revive the campaign against the practice if the practice itself is revived.

Never to allow an opinion of a play to be affected by a press agent's coy trick of switching reviewer's house seats so that friends and relatives may be accommodated up front.

To continue to avoid the practice of asking for free seats other than those sent for reviewing purposes. (You don't ask the butcher for a free slab of roast beef because your boss or your Uncle Oscar from Tuscaloosa has happened to come to town and wants a good feed.)

To try as hard as possible (even against the odds offered by the playwrights) to find praiseworthy dramatic qualities in left-wing plays.

To continue to regard George Bernard Shaw as a clown beloved by the pseudo-intelligent, whose only contribution to the drama has been to cheapen and sully other men's ideas—at least until such time as his much-publicized brain gives rise to a single original thought.

To continue to hope that Eugene O'Neill may eventually regain the competence he displayed in his youth.

To continue to inveigh against personality players who interpret role after role according to the limits of their own characters and who feel that acting consists simply in displaying their own glamorous personalities before an adoring public.

To continue to fight against whispering juveniles and husky ingenues, victims of the ridiculous trend toward "naturalism" on the stage, who give all of their lines as tho they were letting the customers in on a secret.

To continue to fight against type casting, a whimsical practice that insists upon regarding the actor as a person unable to act.

To continue to fight for the establishment of a permanent American Gilbert and Sullivan company—which, if it were given a chance and five years of constant playing, would leave the famed D'Oyly Carte Company far behind, somewhere in the British hinterland.

To continue to fight, at least in print, for the establishment of a permanent repertory company in New York so that embattled playgoers could at least have a chance to see good old plays instead of bad new ones.

To refrain (as much as possible anyhow) from writing space-filling columns such as this.

To break most of the above resolutions next week.

NEW PLAYS

(Continued from opposite page)

put it mildly, uninspired; the players stagnate upon the stage; the brilliance so badly needed is completely lacking. And Mr. Miller's usually outstanding direction does little or nothing to help. It is slow, quiet and unpointed, bringing out all the faults in the adaptation and the play.

Sir Cedric Hardwicke makes his American debut as M. Delbar, playing so slowly and so quietly that one almost feels like getting up and asking if there's a physician in the house. His mannered underplaying is undoubtedly effective in one or two isolated scenes, but for the most part he seems very tired of it all and just a bit ill.

Walking off with the honors of the evening is Irene Browne, a last-minute substitution as Madame Delbar. Hers is an altogether excellent performance, bringing belief and effect to the character and whipping the play itself into action despite overwhelming odds. Frank Lawton is determinedly cute as Thierry, and Jean Forbes-Robertson is, to put it politely, adequate as Catherine. Louise Platt, as Solange, surpasses even the overwhelming lack of talent that she displayed in her previous appearances.

A young gentleman named Thomas Collins appears briefly as one of the lovers of Madame Delbar. He is given little chance to show what he can do, but there is (particularly after New Year's Eve) a fascination in his name.

WINTER GARDEN

Beginning Friday Evening, December 25, 1936
THE SHOW IS ON

A revue, conceived, staged and designed by Vincente Minnelli. Sketches directed by Edward Clark Lilley. Dances staged by Robert Alton. "Casanova" choreography by Harry Losee. Sketches by David Freedman, Moss Hart. Music and lyrics by Vernon Duke and Ted Fetter, Howard Dietz and Arthur Schwartz, Hoagy Carmichael and Stanley Adams, Richard Rodgers and Lorenz Hart. E. Y. Harburg and Harold Arlen, Norman Zeno and Will Irwin, Herman Hupfeld, George and Ira Gershwin. Settings designed by Vincente Minnelli, constructed by Nolan Brothers, and painted by Van Ackerman Service Studios. Costumes designed by Vincente Minnelli, and executed by Veronica Stage Costumes, Lanzilotti's Eastern Costume Company, Brooks Costume Company and others. Orchestrations by Gordon Jenkins. Additional orchestrations by Russell Bennett and Hans Spialek. Orchestra conducted by Gordon Jenkins. Presented by the Messrs. Shubert.

PRINCIPALS: Beatrice Lillie, Bert Lahr, Reginald Gardiner, Mitzi Mayfair, Paul Haakon, Gracie Barrie, Charles Walters, Vera Allen, Robert Shafer, Jack McCauley, Evelyn Thaw, Ralph Riggs, Marie Carroll, Roy Campbell's Continentals.

GIRLS: Marion Allen, Hazel Bofinger, Mary Ann Carr, Dorothy Daly, Doris Donaldson, Helen Ecklund, Claire Ellis, Peggy Callimore, Ruth Greeley, Pearl Harris, Irene Kelly, Jerrie Koban, Jane Lane, Gertrude Medwin, June McNulty, Jean Moorhead, Marion Murray, Mary Phillips, Polly Rose, Sherry Stuart, Marie Vaughn, Mildred Webb.

CONTINENTALS: John Edwards, Robert Herring, Arnold Lenhart, Gifford Nash, Paul Owen, Richard Satterfield.

DANCERS: Gene Ashley, Kenneth Bostock, Hugh Ellsworth, Harry Mack, Fred Nay, Mortimer O'Brien, Bob Pitts, Mischa Pomploun, Harry Rogue, Willem Van Loon.

CHILDREN: Evelyn and Warren Mills.

The Show Is On, a large and lavish—and also entertaining—musical came to the Winter Garden Christmas night as a present from the Messrs. Shubert. It is hardly the best revue that has ever been seen on Broadway, but on the other hand it is far from being the worst. It is, as a matter of fact, above-average musical entertainment, with hints of satire and burlesque helping it here and there to rise above others of its kind. For the inveterate eye-and-earers there are colorful settings and costumes, a great many girls, some catchy tunes and some nice dancing. For others there is Mr. Bert Lahr's hilarious lampooning of a baritone, a viciously side-splitting piece in both concept and delivery; Miss Bee Lillie's madcap garter-throwing while astride a moon that moves precariously over the heads of customers in the orchestra, and several sketches by the late David Freedman, sketches that are wise, witty and satirical. There is also Mr. Reginald Gardiner's viciously delightful dissection of Mr. John Gielgud, wherein a temperamental star is dumped prettily into his proper place.

Leaning heavily upon the items enumerated above, The Show Is On is, as remarked, definitely above the average revue standard. But all is not, unfortunately, unmingled sweetness and light. While the late Mr. Freedman contributed some sizzling satirical sketches, he

BROADWAY RUNS

Performances to January 2, inclusive.

Dramatic	Opened	Perf.
Aged 26 (Lyceum)	Dec. 21	16
All Editions (Longacre)	Dec. 22	15
Around the Corner (48th St.)	Dec. 28	8
Black Lighthouse (Manhattan)	Nov. 9	64
Boy Meets Girl (Cort)	Nov. 27	468
Brother Rat (Biltmore)	Dec. 16	24
Country Wife, The (Miller)	Dec. 1	40
Dead End (Belasco)	Oct. 28	498
Hamlet (Gielgud) (St. James)	Oct. 8	100
Holmes of Baker Street, The (Masque)	Dec. 9	30
Idiot's Delight (2d engage.) (Shubert)	Aug. 31	144
Johnny Johnson (44th St.)	Nov. 19	52
Matrimony, Pfd. (Playhouse)	Nov. 12	60
Prelude to Exile (Guild)	Nov. 30	40
Promise (Little)	Dec. 30	6
Reflected Glory (Morosco)	Sept. 21	116
Stage Door (Music Box)	Oct. 22	86
Swing Your Lady! (48th St.)	Oct. 18	88
Three Men on a Horse (Fulton)	Jan. 30	804
Tobacco Road (Forrest)	Dec. 4	1323
Tonight at 8:30 (National)	Nov. 24	47
Tovarich (Plymouth)	Oct. 15	94
You Can't Take It With You (Booth)	Dec. 14	26
Victoria Regina (2d engage.) (Broadhurst)	Aug. 31	144
Wingless Victory, The (Empire)	Dec. 23	13
Women, The (Harrimore)	Dec. 26	10
Musical Comedy		
D'Oyly Carte Opera Co. (Beck)	Aug. 20	156
Iolanthe	Sept. 21	20
Mikado, The	Aug. 20	28
Pirates of Penzance and Trial by Jury	Aug. 31	16
Gondoliers, The	Sept. 7	20
Pinafore and Cox and Box	Sept. 28	20
Princess Ida	Oct. 12	12
Women of the Guard	Sept. 14	20
Patience	Oct. 22	12
Ruddigore	Oct. 22	12
On Your Toes (Majestic)	Apr. 11	301
Red, Hot and Blue (Alvin)	Oct. 29	77
Show Is On, The (Winter Garden)	Dec. 25	12
White Horse Inn (Center)	Oct. 1	100

also unleashed a few duds. While some of the songs—such as *Little Old Lady*, *As Long As You've Got Your Health* and a few more—are eminently hummable and appealing, there are others—such as the *By Straus* that was written by the brothers Gershwin—that are pretty sad. While the sets and costumes of young Mr. Vincente Minnelli, who conceived the show, are undoubtedly colorful, they are also frequently something less than effective.

And while it would be pleasant to report that Miss Lillie, the chief comedienne, had never been better, that is unfortunately impossible; she has been a great deal better in the past. Not that she is hard to take, by any means; she is extremely funny, and in certain scenes, such as her hilarious moon-ride or her magnificent burlesque of Miss Gypsy Rose Lee, she is by long odds the tops. But there are interludes when she fails to convulse her aisle-rolling costumers, and that is unprecedented.

Mr. Bert Lahr, on the other hand, continues merrily upon a course of slapstick satire. His *Woodman* piece (the baritone-annihilation mentioned above) is one of the funniest interludes I have ever seen, and his *Wolf*, a burlesque of swing, isn't far behind.

Mr. Reginald Gardiner, who sprang to fame last season by imitating the sound of wallpaper, seemed unhappy with his arm in a sling at the performance caught. His Gielgud is ace rapier-wounding mimicry, but his imitations of engines and lighthouses and bell-buoys don't come up to the standard he set for himself during his last appearance.

Mr. Paul Haakon, probably the most effective male dancer in America, was slowed a bit at the performance caught because of a badly injured rib. Even with that handicap, however, he remains outstanding, his magnificent *Casanova* rendition being the visual high spot of the show.

The song-and-dance department is capably cared for by Miss Mitzi Mayfair and Mr. Charles Walters. Miss Mayfair, with a bit of added poundage, is lovelier and more charming than ever, and her dancing has lost none of its amazing grace and effect. Mr. Walters, young, personable and handsome, is a perfect foil, coming thru with outstanding work on his own account.

Most of the singing falls into the hands and the voice of Miss Gracie Barrie—and the verb in that sentence is used advisedly. Miss Barrie, a pert, cute and delightful sprite, can—and does—achieve maximum effect with pert and cute numbers. But when she is called upon to sing (in the proper sense of that much-abused word) the resultant nasal walls are pretty painful. It is a pity that the Messrs. Shubert felt themselves forced to call upon her to sing. Vera Allen, Ralph Riggs and Jack

McCauley capably round out the casts of the skits, and Robert Shafer is inexplicably chosen to handle the male singing assignments. Roy Campbell's Continentals do their usual excellent job with the choral work.

The chorus is active and able, but hardly the loveliest collection of charmers these eyes have ever seen. Incidentally, at one point several of the showgirls are forced to do bit of disrobing a la Minsky, for no apparent reason. It is an unnecessary and tasteless interlude in an otherwise tasteful show.

48TH STREET

Beginning Monday Evening, Dec. 28, 1936.

AROUND THE CORNER

A play by Martin Flavin. Staged by Bertram Harrison. Setting by Yellenti. Presented by Lodewick Vroom.

Ephraim Clark Dodson Mitchell
Sarah Clark Zama Cunningham
Fred Perkins Charles Coburn
Mary Perkins Merle Maddern
Amos Perkins Cyrus W. Kendall
Sally Lillian Emerson
Joe Milburn Stone
Dave Boyd Crawford
Mac Edwin Cushman
Mr. Peterson Frank Tweddell
The Action of the Play Takes Place in a Small Middle Western Town in the Summer of a Year Not Long Ago.

ACT I—The Living Room of the Perkins Home. Sunday Morning. ACT II—The Same. Four Weeks Later. ACT III—The Same. Several Hours Later.

A drab little play called *Around the Corner* was presented by Lodewick Vroom at the 48th Street Theater Monday night. Its author, Martin Flavin, hopefully labeled it "an American play for the American people." The American people, one fears, will not rush in any large numbers to thank Mr. Flavin for his Christmas present.

Around the Corner dredges up the contents of a little backwash of the depression (remember?) and tells about it in the phonest and dullest stage terms that a pot-boiling dramatist could well marshal in what is sometimes laughingly referred to as the theater. We are forced (tho not for long) to view an array of stupid, listless, cheap little people whose sawdust hearts burst asunder beneath the weight of cheap little tragedies. Their plight, even if it had been told in terms of life rather than of the carbon-copy theater, would have been appallingly unimportant. Either such folks earn \$9 a week in a box factory or \$100 a week by the high-pressure selling of worthless goods. Their surface standards of living differ; that is all. Instead of going to the corner poolroom for their entertainment they go to a Broadway cabaret.

The people Mr. Flavin has chosen are members of the Perkins family. Pa, a hardware merchant, can't collect his bills, so he gives up and goes fishing. Grandpa and grandma lose their farm and come to sponge and fight endlessly. A married daughter and her indigent husband also come to sponge, and the husband, as no one fails to expect, gets involved in a rankly amateurish holdup. A son, like pa, gives up—but instead of going fishing he goes to the poolroom. In the end they decide to try to better themselves—and that, inexplicably enough, seems to fix everything.

All this is told in stage terms that were happily thought to have died with plays like *Broken Dishes*. Situations and even lines can be foretold with appalling and dispiriting accuracy. In both concept and workmanship it is all very dreary and drab.

An unhappy cast flounders as best it may thru Mr. Flavin's morass, with only Charles Coburn, as pa, managing to find any sort of firm footing. The rest seem almost as ill at ease as their audiences.

A play about the depression, it is, Thespis knows, altogether depressing.

ETHEL BARRYMORE

Beginning Saturday Evening, Dec. 26, 1936.

THE WOMEN

By Clare Boothe. Staged by Robert B. Sinclair. Settings by Jo Mielziner. Costumes by John Hambleton. Presented by Max Gordon.

Jane Anne Teeman
Sylvia, Mrs. Howard Fowler Ilka Chase
Nancy Blake Jane Seymour
Peggy, Mrs. John Day Adrienne Marden
Edith, Mrs. Phelps Potter Phyllis Povah
Mary, Mrs. Stephen Haines Margalo Gillmore
Mrs. Wagstaff Ethel Jackson
Olga Ruth Hammond
First Hairdresser Mary Stuart
Second Hairdresser Jane Moore
Pedicurist Ann Watson
Euphie Eloise Bennett
Miss Fordyce Eileen Burns
Little Mary Charita Bauer
Mrs. Morehead Jessie Busley
First Saleswoman Doris Day
Second Saleswoman Jean Rodney
Head Saleswoman Lucille Fenton
First Model Beryl Wallace
Third Saleswoman Martina Thomas
Crystal Allen Betty Lawford
A Fitter Joy Hathaway
Second Model Beatrice Cole
Princess Tamara Arlene Francis
Exercise Instructress Anne Hunter
Maggie Mary Cecil
Miss Watts Virginia Chew
Miss Trimmerback Mary Murray
A Nurse Lucille Fenton
Lucy Marjorie Main
Countess De Lage Margaret Douglass
Miriam Aarons Audrey Christie
Helen Arlene Francis
Sadie Marjorie Wood
Cigaret Girl Lillian Norton

ACT I—Scene 1: Sitting Room in the Home of Mary Haines. New York. Winter. Scene 2: A Hairdresser's. A Few Days Later. Scene 3: Mary Haines' Boudoir. An Hour Later. Scene 4: A Fitting Room. Two Months Later. ACT II—Scene 1: An Exercise Salon. Two Weeks Later. Scene 2: Mary Haines' Pantry. Several Days Later. Scene 3: Mary Haines' Sitting Room. A Month Later. Scene 4: A Hospital Room. A Month Later. Scene 5: A Reno Hotel Room. Two Weeks Later. ACT III—Scene 1: Crystal's Bathroom. Two Years Later. Scene 2: Mary Haines' Bedroom. Later That Evening. Scene 3: The Ladies' Powder Room of the Casino Roof. Midnight.

Some 35 females build themselves up to an awful letdown at the Ethel Barrymore Theater, where Max Gordon's crisp production of Clare Boothe's *The Women* is nightly dissipating whatever sex-drive theatergoing males may have. The technique whereby this is accomplished (See *THE WOMEN* on page 25)

Chorus Equity Notes

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

Chorus Equity is holding checks in settlement of claims for Adrian Anthony. (See *CHORUS EQUITY* on page 26)

GYPSY ROSE LEE

now appearing
ZIEGFELD FOLLIES
WINTER GARDEN, NEW YORK
Per. Mt. IRVING SHERMAN,
Curtis & Allen Office, RKO Bldg., N. Y.

Alviene SCHOOL OF THE Theatre

(Stock Theatre Appearances While Learning.)
Graduates: Lee Tracy, Fred Astaire, Peggy Shannon, Una Merkel, Zita Johann, Etc.
DRAMA, SPEECH, MUSICAL COMEDY, VOCAL AND DANCE.

Real professional training—the only School in the United States presenting its students a week in each play, plus Talking Pictures and Technical Training in Voice, Diction, Make-up, Pantomime, Dialects, Dancing, Acrobatics, Characterization, Fencing and twenty allied study subjects. Special Courses for Teaching, Directing and General Culture.

EMINENT FACULTY.
Write for Bulletin to SECRETARY BELL,
66 West 85th St., New York.

FRENCH'S

1937 Catalogue of Plays

Our Brand-New 1937 Complete Catalogue Is Now Ready for Distribution.

Please send SAMUEL FRENCH
for your 25 West 45th Street, New York
copy today. 811 West 7th Street, Los Angeles

AMERICAN ACADEMY of DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

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

WINTER TERM BEGINS JANUARY 15

For Catalog address the Secretary, Room 145, Carnegie Hall, N. Y.

"College Holiday"

(PARAMOUNT)

TIME—84 minutes.

RELEASE DATE—December 25.

PLOT—A young couple meet, but she's torn away to go to a father bedridden from a nervous breakdown brought on by the fact that he is to lose his hotel. A former bandleader is his partner, and he and the daughter try to meet the mortgage. They hit on a plan to get college "perfectionists" to provide entertainment, but have to carry it out under the guise of eugenics, a hobby of the mortgage holder. Build up the idea by scheming, and when exposed by the mortgage holder take matters into their hands so that a big show is staged in which enough funds are raised to pay off the mortgage and make everybody happy (even the audience—happy that it was over).

CAST—Jack Benny, Burns and Allen, Mary Boland, Martha Raye, Marsha Hunt, Leif Erikson, Eleanor Whitney, Ben Blue, Johnny Downs, Olympe Bradna, Louis DaPrun and Etienne Girardot. A terrific musical cast, strong b-o. "names." All excellent, with Blue stealing the pix. Erikson lad will make the girls' hearts flutter.

DIRECTOR—Frank Tuttle. Doesn't look like there was any direction. Very slipshod and too spotty; action and camera skipping about like an audience watching a three-ring circus.

AUTHORS—Screen play by J. P. McEvoy, Harlan Ware, Henry Meyers and Jay Gorney. Songs by Ralph Rainger, Leo Robin, Burton Lane and Ralph Freed. Less said about the story the better. It's hopeless.

COMMENT—An idea messed up by everybody falling over themselves to make it a musical. More a series of shorts, highlight being the burlesqued minuet which Burns and Allen and Blue did in vaude. Laughs, yes, but it's spotty, and the 84 minutes seem much longer.

APPEAL—Musical fans, the "names" bound to draw.

EXPLOITATION—Play up Benny, Burns and Allen and Raye. Work on college and eugenic angles. Lobby-mike the tunes.

"Sing Me a Love Song"

(FIRST NATIONAL)

TIME—79 minutes.

RELEASE DATE—January 9.

PLOT—A young playboy sobers up when his father dies and he is forced to take over management of the family department store. So he decides to work his way up from the bottom, not telling anybody he's the boss. Also he gets one good look at a blonde in the music department, so he decides that for his own purposes the music department is the bottom. Thereafter there are many hilarious musical antics, including several centering around a kleptomaniac millionaire. In the end, of course, the lad wins to respectability and the heart of the fair music department employee.

CAST—James Melton, Patricia Ellis, Hugh Herbert, Zasu Pitts, Allen Jenkins, Nat Pendleton, Walter Catlett, Hobart Cavanaugh and others. Melton's nice voice and pleasant personality put him over handily. The battalion of comics runs riot all over the place, doing good laugh jobs all around, but Herbert walks off with the picture.

DIRECTOR—Raymond Enright. He built it for laughs and succeeded.

AUTHORS—Screen play by Sig Herzig and Jerry Wald, from a story by Harry Sauber. The plot doesn't mean anything, fortunately.

COMMENT—The music is nice, the comedy is funny and who cares about the rest?

APPEAL—Wide and general.**EXPLOITATION**—Melton, the songs and the comics.**"The Crimson Circle"**

(DUWORLD)

TIME—68 minutes.

RELEASE DATE—January 1.

PLOT—A band of extortionists calling themselves the Crimson Circle has tentacles everywhere in London. They send out warnings to prominent citizens to pay up or else, and Scotland Yard is at its wit's end when murder after murder is committed until practically half the characters are writhing on the studio floor. Even Inspector Parr is shot at—and for a while you believe him killed. But it's only a plot to trap the murderers. They're trapped in the end, with a most unlikely gentleman being discovered as the head of the ring.

CAST—Hugh Wakefield, Alfred Drayton, June Duprez, Noah Beery, Niall Maginnis, Basil Gill, Gordon McLeod, Renee Gadd and others. English cast unknown on this side except for Beery, but does good work, with Wakefield standing out. He gives an excellent performance.

DIRECTOR—Reginald Denham. Keeps things moving at a fast clip, even tho he fails to gather up all the loose threads at the end.

AUTHOR—From a novel by Edgar Wallace. A typical Wallace thriller.

COMMENT—A better than average mystery film that does what it sets out to do.

APPEAL—Mystery fans.

EXPLOITATION—Hard to sell because of its lack of American names, but those who see it will like it.

VAUDEVILLE REVIEWS—

(Continued from page 18)

point, however, is hoofing. Render various styles, individually, collectively and in pairs and do a showy Suzie-Q. Finished with a hoke tune, *Wilhelmina, Will You* and encored with more stepping.

Pix, *Devil Is a Sissy*, and business fair at supper show. PAUL ACKERMAN.

Orpheum, Lincoln, Neb.

(Reviewed Friday Morning, January 1)

On deck here this week is the *Texas Centennial Revue*, suggested and back-grounded by the Dallas show of last summer. Feature of the billing is Mlle. Corrine, apple dancer and top nude.

Show is in the throes of reorganization, getting ready for a sojourn in the East under the guiding hand of Max Halperin. Next stop is Milwaukee. There Elmer Cleve and Company and Roy Rogers will join. Being dropped at the conclusion of this date are the Arkansawyers, Paul and Paulette, Helen Gridley and Teddy the Movie Bear. Replacement will take care of comedy, and it's needed.

Advertising is heavy on gals and there is a line of 12, augmented by a male sextet of hoofers, besides various featured members. Big production number is called *Cavalcade of Nudes*. It's a buildup for Mlle. Corinne, who comes on with an "apple" (sold in all sporting goods house as a basketball) and nothing else. Before her appeared a trio of stripped females. One good nude, a blonde, is hardly spotted before exiting. Audience could stand more of her.

Strong opening provided by a two-drop display and the chorus. First drop is an airplane, presumably en route to Dallas, and the second the Dallas Esplanade. Paul and Paulette, ballroomers, use full stage for some fast glides in keeping with the tempo. Lighting could be improved. Helen Gridley, who sang *Il Bacio* and *Irish Eyes*, barely filled a curtain stall.

Second chorus number, cowboys and Indians, is the weakest of the dance lineups. Four Byrons have their knock-around comedy turn at his juncture. Tumbling finish is nice.

Singer of physical charm and neat costume is Sidney Deleese, who is on twice, the second time with *Gentleman From the South* and a hit. She sings well enough to get by without that nude appearance later. It detracts. Emerson Frome, dancer, has some sophisticated stepping which features some lightning whirls and mighty good. Then the nude number.

Teddy, the Movie Bear, who is led on to wrestle with a stooge who comes down the aisle after the invitation, has no place in the show. Likewise the Arkansawyers, musical aggregation which has the distinction of being corny even for a rube skit. They did nearly 20 minutes on this midnight show and everybody suffered.

Men behind the scenes on the show are R. C. Riggs and John Flautt, owners; Paul Bachelor, producer; Billy Zeck, sometimes master of ceremonies; Ed Pierce, representative for Halperin on

"Beloved Enemy"

(UA)

TIME—85 minutes.

RELEASE DATE—December 25.

PLOT—A courageous and intelligent Irish leader of the rebellion of 1921 falls in love with a beautiful English girl who is naturally a supporter of the empire's cause since her father is commissioned to put down the rebels. Finally because of his love and its unhappy course and the influence exerted upon him by it the Irishman makes a stand for peace. His followers, who have been slowly swinging away from him, then turn against him in earnest and shoot him down.

CAST—Merle Oberon, Brian Aherne, Jerome Cowan, Karen Morley, Henry Stephenson, Donald Crisp, David Niven and others. Aherne gives his usual mannered and precious performance. Oberon emotes and, emotes and emotes. About the best work in the picture is done by Cowan, as the Irishman's chief henchman, while Stephenson, as the girl's father; Crisp, as an Irish patriot, and Morley, as a sympathetic widow, also do good jobs.

DIRECTOR—H. C. Potter. Splendid work, with fine use of the camera and excellent concept. The direction gives the picture its high ranking.

AUTHORS—Screen play by Rose Franken and William Brown Meloney, from a story by John Balderston. Blame it on *The Informer*.

COMMENT—Potter's direction lifts it out of its class. Otherwise it suffers under delusions of masterpiece.

APPEAL—Tops brackets.

EXPLOITATION—The names and a follow-up on *The Informer*.

the show, and Sam Ward, who replaced Advance Man Fincher starting this date.

It'll take a hacksaw to do right by this opus, but it was stretched more than 30 minutes for the new midnight. With the insertion of that new comedy blood in Milwaukee and the scissors applied to the foursome to be ousted, it should be a capable show.

Business very good here and picture *Let's Make a Million* (Para).

B. OWE.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, January 1)

A fitting combination of three acts at the Stanley this week, with enough variety to make up a good holiday bill. Missing from the program, but, strangely enough, not very conspicuous by its absence, is sock comedy.

The Liazed Arabs open cold but soon catch on with their familiar and still spectacular cartwheels and other amazing acro and tumbling work. Highlight in the act is a single man's lift of eight persons at the same time. Closed to good hand.

Clyde Lucas and his 15-piece orchestra follow and impress as being a highly versatile outfit. Clyde keeps busy thru-out the act, emceeing, pitching in with vocals and scoring with his trombone solos. The swing-conscious band consumes most of the stage bill's remaining time with a variety of offerings that were warmly received at this show.

The boys form a chorus for the opening number of *Swing* and go to town swinging *I've Got Rhythm*. Follow with a medley of pop tunes, including *Chapel in the Moonlight*, *You Turned the Tables on Me*, *A Thousand Love Songs*, which Clyde solos on his trombone, and *Here's Love in Your Eye*. Big hand.

A novelty number is next, their swing version of a Hawaiian war song. A quartet composed of Clyde, Lyn Lucas, Johnny DeVogt and Clinton Davis come to the front for a couple of choruses. Lyn Lucas, Clyde's brother, follows, singing *Pennies From Heaven* and netting an impressive hand.

A Spanish tune in which two marimbas are used is one of the band's best numbers, affording some welcome comedy.

Clyde's "seven singing violins" come to the front next to score with *Liebestraum*, with the ork leader swinging the baton. Band is at its swiftest in the finale, *The Organ Grinder's Swing*, the boys displaying both vocal and instrumental qualities.

Prior to the ork's final number Buster Shaver and the tiny Olive and George come on to show-stop with their smooth and speedy act. With Shaver at the piano, Olive and George enter to a good hand to do bits from pop tunes, in which Olive displays the better voice. The tiny team follows with some sock dancing to net a thunderous hand. Olive returns to do a ballroom number with

"After the Thin Man"

(MGM)

TIME—112 minutes.

RELEASE DATE—December 25.

PLOT—Nick and Nora Charles are again involved in a murder mystery that taxes the limits of their tolerant domesticity. Nick, harassed by the "helpful" Nora as in the past, lazily tracks down the killer of a cousin's husband, a playboy, picking up intimacies with various bizarre underworld and overworld characters in the process, just as in the past. The mystery is properly confusing, but chief interest of the film, as that of its predecessor, is in the comedy sequences.

CAST—William Powell, Myrna Loy, James Stewart, Elissa Landi, Joseph Calleia, Jessie Ralph, Alan Marshall, Teddy Hart, Sam Levene, Dorothy McNulty, William Law, George Zucco and others. Powell walks off with the film, tho Loy is, as before, an eminently capable foil. All the others are valiant. McNulty scores heavily with her song and dance and dramatics.

DIRECTOR—W. S. Van Dyke. Suave and sure.

AUTHORS—Screen play by Frances Goodrich and Albert Hackett, from an original by Dashiell Hammett. At times they try too hard to duplicate the previous success, but in the main it's good work.

COMMENT—It's not nearly so good as *The Thin Man*, but it's a lot of fun all the same.

APPEAL—Everybody.

EXPLOITATION—*The Thin Man*, of course.

Shaver in which she scores with her amazing flexibility. George returns to recite a gigolo story and gag with Mae Westish Olive. Close big with a Latin strut a la Astaire and Rogers.

Screen has *Rainbow on the River* (RKO-Radio) and house was near capacity at second show.

SAM HONIGBERG.

Earle, Philadelphia

(Reviewed Thursday Afternoon, Dec. 31)

Again a capacity crowd at the opening show to gander the Earle's second offering since the return of flesh. And for the second time everything went haywire, but the show went on. Last week the Rimac revue, making the rush date, arrived sans scenery, costumes and instruments. Opening day found this unit, billed on the marquee as *Glorified Follies of 1937* and on the press sheet as *Ziegfeld Follies of 1937*, without a lead-off star. Plane bringing Barto and Mann in from the Coast was grounded and Eddie Garr did the rush act. At 11 o'clock this morning Garr was still sleeping in his New York room, never dreaming that three hours later he would be working in Philadelphia. And without rehearsals or knowing what this particular unit would demand of him he ad libbed for a solid click to panic the payees.

Rag raising unfolds a Ziggy theme. Dan Carthy, as the Johnny, reminisces with the stage-door man, bringing on a miniature Ziegfeld chorus of 15 and 8 showgirls who formerly appeared under the Ziegfeld banner. Latter group costumed Bettie MacDonald, Lenore Masso, Virginia Dixon, Josephine Russo, Marlene Thurston, Joan Joyce, Caryl Bergman and Blayne Cummings. Except for Miss Bergman, gals did nothing but strut the fineries in one tabloid scene at the mid-mark and on the closing roundup. Caryl Bergman teamed with Carthy for a couple of turns at ballroomatics, below par of that seen in the town's lesser known niteries. Unfortunately, it was not the same Caryl Bergman whose efforts were once Marilyn Miller-ized.

Theme props up again when Charles Carlie takes the spot for a piping on *Sally, Won't You Come Back to Our Alley?* (*Follies of 1921*). Follows with a medley of pops and returns to give story body to the one production flash in the show. Without a Ziggy rep to bank on, Bob Easton manages to garner a rousing return for his cross-fire and ballroom turn with his midget partner, Ondee Odette. Easton helps some in keeping the unit from grooving a dirge pace, but it was Eddie Garr who actually pulled it out of the fire. His mimicry ever tops, spreading his laugh-getters over the hour's running time should keep the unit well geared on future showings.

Marquee readings are being changed to give it a Ziggy title and unit remains for eight days to bring back the Friday openings for the house.

Screen has *Sing Me a Love Song* (Warner).

ORO.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SEATING, BOOTHS, OPERA CHAIRS, SPOTLIGHTS, STEREO OPTICONS, FILM, SHUTTERS, PORTABLE PROJECTORS, M. & C. CAMERA, GENERATOR, BETA REFLECTING ARC LAMP, SAWING, VENTILATING FANS, CARBONS, FILM, CEMENT, TICKETS, MAZDA LAMP, AND SUPPLIES

Everything for the Theatre

WRITE FOR FREE CATALOG "B"

MOVIE SUPPLY COMPANY

114 S. WABASH AVE. CHICAGO, ILL.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN,

158 City Tattersalls Building, Pitt Street, Sydney.

Australian Office of THE BILLBOARD.

Thru Sugar's Domino



BURLESQUE MANAGER—A species of so-called showman lacking in hindsight and foresight; a gent with his mind in the gutter; a man who is seemingly satisfied with a shack across the railroad tracks and a few pennies in his jeans while he turns his back to opportunities that would mean fortune and a place in respectable society.

THE definition appearing above was written by one very close to this commentator who was prevented for various reasons from seeing a burlesque show in a year and, assailed suddenly by the pangs of conscience, decided several days ago to make up for lost time by seeing five specimens of this form of amusement in three days. The shows were caught in the Broadway sector and within the five-cent fare area of the Big Stem.

The definition-writing reviewer didn't have a very high opinion of burlesque a year ago. But when he returned to the burly scene last week the little respect he had was completely demolished. There used to be a faintly discernible restraint involved in stripping. There used to be such things in burlesque as a strip tease. Today our reviewer returned to the burlesque scene after a vacation finds about as much of the tease element in stripping as emotion in a Shantytown undertaker. There used to be an element known as double entendre in burlesque. Today it is plain, unadorned and stinking dirt. About a year ago certain of the burly producers were making apparently sincere attempts to dress up the ensemble numbers of their shows with pretty girls and routines reflecting staging and careful rehearsing. In most of the shows the marathon reviewer caught the girls could have worked for an audience of blind men for all their routines meant.

If the situation is really as bad as our reviewing friend (with whom we always agree on general principles) insists we are disappointed no little that Tom Phillips and his now powerful Burlesque Artists' Association restrict their efforts to the bettering of working and salary conditions. A union of actors should and must go deeper than that.

A union in the real sense of the word is not merely a banding together of individuals to get higher wages and shorter hours. A union should look towards the future, concern itself with the present and profit from the mistakes of the past.

Perhaps we are unjust to Phillips, who has done the best job in the actors' union field since Equity climbed to its place in the sun. Perhaps Phillips is ready to exert the power of his organization towards the end of cleaning up burlesque; at least enough to give it a chance to cash in on the desperate hunger of the public for stage shows. Our point is that if Phillips is ready he shouldn't wait any longer. In might there is right. We have had this demonstrated to us many times of late—at least to those of us who occasionally cast our eyes over the European scene. In Phillips' case the merit of his cause should add to his strength. He is the only man who can lead the movement to bring burlesque managers to their senses and to lead burlesque to an enviable place in the procession of amusements towards a greater prosperity and stability than has existed in our time.

The managers don't seem to be disposed to do anything about it. They are well satisfied with the nickels and dimes. They see crowds drifting into their theaters and they conclude that the policies are responsible. If they were to study these crowds they would find that among them are persons who formerly shunned burlesque and spent at least two days or nights a week in vaude houses. If they were to study the reaction of the crowds they would also note that a good percentage of them walk out before the full running time of the show is up—that is, in grind houses they walk out long before "the part that they came in on." These are the folk who are hungry for stage attractions and who try to satisfy that hunger with burlesque.

Burlesque is doing unusually well in the larger centers. We insist that the boom is due for a collapse unless something is done about infusing into burlesque shows better staging, a certain degree of subtlety in the sex angles and considerably more skill in the exhibition of nudity.

Burlesque has a chance to slide into the place left vacant by vaude. It has certain box-office elements that vaude could never have as long as it remained vaude. The men who operate burly houses will either kill the goose or fatten it, depending on their ability to change their attitude entirely towards the public they serve. In the final analysis, however, it is entirely up to the BAA and its leader, Tom Phillips, to whip the managers into line. The process will be painful in the beginning. There will be hardships, perhaps, for the actor and business reverses for some managers who will not be able to adjust themselves to new conditions and attitudes. But in the end the burlesque industry and all of those connected with it will benefit.

The Broadway Beat

By GEORGE SPELVIN

AT THE bachelor dinner tendered to Johnny (RKO) Dowd at the Edison Hotel last week Jack Jennings, traffic cop on the Palace corner, stole the show with his spiel, while most of the RKO division managers and house managers called on stooges for their remarks. . . . One of Mr. Spelvin's scouts having recently returned from Chicago reports that one of the most colorful characters in the Loop is Dennis Cooney, owner of the Royale Frolics, who is his own best floor-show customer, sitting out every performance and being the most responsive person in the room on both laughter and applause. . . . Milton Berle's new apartment on Central Park West is an 11-room humdinger, with a bar, radios in every room, steam heat, running water and what else have you? . . . The visiting peasants, including Mr. Spelvin, go green with envy. . . . Lou Wolfson, of MCA, who was in Chicago last week and then left for the Coast, returns to the Stem January 10. . . . On the same date Bob Broder, attorney, leaves for the Coast for three weeks on a combined business and pleasure jaunt. . . . Most of the air enthusiasts in the show world have cut out their air hops for the winter, the recent crashes scaring them off. . . . Frank Moss, writing radio programs out on the Coast, also writes a two-page single-spaced letter crammed with interesting information—and then ends it, "Nothing here for publication!" . . . Just a pall. . . . Now that Christmas and New Year's are over, we can begin waiting for Tom Collins weather again. . . . Meanwhile, tho, the weather here is terrible (so he thinks that's news, does he?)—so terrible that there's a flu epidemic of alarming proportions raging in New York, tho very few people know about it. . . . City officials have clamped the lid down on news of it, with the papers co-operating in order to prevent an epidemic scare. . . . And now don't ever say that Spelvin doesn't get around. . . . As a matter of fact, hospitals are so crowded and overworked that an accident case uptown the other day had to wait an hour and 40 minutes before an ambulance came around. . . . Even considering the well-known inefficiency of the ambulance service in these parts, that's almost an hour longer than they usually take.

Thanks to Beau Broadway for the information that the letter Alexander Woolcott sent out as a broadside, asking the recipient to buy him a case of a certain kind of liquor for Christmas (he was paid for it by the liquor firm) almost had the Italian embassy in Washington sending him a boxful of the stuff, the Italians knowing that Woolcott was a newspaperman and wanting to be polite. . . . It was one of the most tasteless, unsavory and generally odoriferous ad ideas ever engineered, anyhow. . . . NBC employees, as recently reported, not getting a bonus and wanting holiday dough, tried to revive the chain letter gag, but only a few cashed in and they not heavily. . . . Those things seldom work twice. . . . Speaking of bonuses, they were given out this year even by firms who hadn't been handing them out for decades, almost. . . . And this year the Stem is being mobbed by more out-of-town holiday visitors than at any time since the boom days of 1925-'26; even during the day it's all your life's worth to walk a couple of blocks in the mobs. . . . Could happy days conceivably be here again? . . . If this column smells (and it does, my frans, it does!) it's because only one of Mr. Spelvin's numerous stooges came thru with the assigned info they're all supposed to get. . . . Mr. Spelvin can't do everything.

Chicago Chat

By NAT GREEN

THE SHADES of night are falling on the old year as this is written. . . . On the whole it has been a satisfying year, and in a few hours thousands of celebrants will be lifting their glasses and hailing the New Year with a gusto that will not be restrained. . . . A tour of the hotels—big and little—this afternoon (31) reveals practically every one sold out for New Year's Eve and thousands of celebrants are going to have to be satisfied to make merry in whatever spot they can wangle a table. . . . The theaters are all giving special shows and they, too, will be jammed. . . . A fitting windup of the greatest holiday season in many, many years!

Too bad the *Ziegfeld Follies* couldn't open here Sunday, for it would have meant some \$4,000 more on the week. . . . Because it required 19 hours to set the stage the show doesn't open until Monday night. . . . To make up for missing Sunday there will be a Wednesday as well as Saturday matinee this week, then the show goes back to one matinee a week.

We had a pleasant and informative visit with Ralph Whitehead in New York last week. . . . Whitehead is doing a great work for the performers and deserves their undivided support. . . . He's got a tough proposition on his hands, but he is the type that doesn't let obstacles stop him and his efforts in behalf of the AFA are going to bear fruit. . . . Ralph is quite busy at present on the night club angle, which is one of the toughest propositions he has ever gone up against. . . . Conditions under which night club performers have to work are notoriously bad. . . . In a few cities, such as Milwaukee and Detroit, excellent progress has been made in obtaining the co-operation of agents and bookers, but in New York and Chicago much remains to be done. . . . Chicago agents are understood to be receptive to working in harmony with the AFA and if sufficient support is obtained from performers it is probable that satisfactory working agreements eventually will be worked out. . . . Whitehead did good work some time ago in scotching a racketeering performers' association here and it is not likely that any other such outfit will make any headway. . . . However, vigilance to prevent a recurrence is advisable. . . . Wages, working conditions and contracts still require close scrutiny. . . . Many of the contracts now in use—most of them, in fact—are grossly unfair to the performer and it is high time that this one-sided state of affairs should be ended. . . . The new year, doubtless, will see considerable activity in this direction and performers who have the best interests of their profession at heart will do well to lend every possible assistance in obtaining better conditions.

John C. Miffitt, scenario writer and co-author with Sinclair Lewis of the current nation-wide Federal Theater production, *It Can't Happen Here*, is in Chicago for a short stay. . . . He is on a tour of the country, observing the different styles being used in the 26 productions his play is receiving. . . . He's heading for the Coast. . . . He saw the production here and characterized it as one of the best so far seen. . . . He'll see several others on his way west and will then return to Hollywood to resume work in the studios.

Pit Men Beat Union in Court

Higher court agrees on damages and injunction— involves Gaiety, N. Y.

NEW YORK, Jan. 2.—Supreme Court's decision rendered June 11 in case of Cohen versus Canavan, which started when the court was asked to restrain Musicians' Local 802 from firing three members from the Gaiety Theater pit band, was unanimously reaffirmed last Thursday by the Appellate Division. Decision, unsuccessfully appealed from, calls for the granting of damages amounting to \$5,561.14 to the three plaintiffs and an injunction restraining the local from firing the men or interfering with their reinstatement in their jobs.

Suit, started in February, 1936, concerns Irving Cohen, John Sarnelli and William Stead Jr., who lost positions with the Gaiety band when Local 802 allegedly fired them or ordered them fired on the ground that they were kicking back a portion of their salaries to the house. Thomas Peluso, who formed the band, and I. H. Herk, house owner, were not acquiescent to the union's wishes in the matter, but were powerless to intervene. Result was that union put its own men in the places of the three let out.

Legal action was first taken by Leo O. Gruber, who sued for the injunction and damages on the ground that the union induced a breach of contract. Latter subsequently retained Lewis Nadel, attorney, who brought the case to its present stage.

Local 802 may still make an application for leave to appeal to the Court of Appeals, but in view of the unanimous reaffirmation of the last decision this is doubtful.

Nadel on Thursday entered a further judgment of \$124.02 for costs.

Sollie Childs Plays Santa To Members of His Company

SPRINGFIELD, O., Jan. 2.—Sollie Childs followed the members of his *Parisian Follies* a Christmas party at the Heaume Hotel here Christmas Eve. A table was set in pretentious banquet style, with appropriate Christmas decorations and an appetizing cuisine, including four huge turkeys, a mammoth goose and all the trimmings. The claret punch was only as Sollie knows how to mix it.

Plenty of hilarity ensued from "Pops" Childs' practical jokes—there was a rib for everyone. Under the Christmas tree were heaped presents. Everybody remembered everybody. Then there were the packages from home, too. Sollie played Santa with the aid of a white beard and red toboggan hat.

Parisian Follies personnel includes Elizabeth Graves, dancer, who has been under the Sollie Childs banner for seven Christmas parties; Ruth Morgan, who has celebrated five of the gala affairs; Florence Drake, Dora Helmert, Jerry Tillot, Eleanor King, Bettina Seargent and Lylian Martinez, ladies of the en-

semble; Tom Gordon, master of ceremonies; Babette Smith, singer; Pedro Morales and Louis Martinez, acrobats; the Three Revelers, pantomime comics; Louis Baldoni, trumpet; Fred (Bud) Morgan, trumpet; Edgar Jones, trombone; John Waters, piano leader; Cecil Mitchell, drummer, and Tom Riche, comic.

Show is now celebrating its 132d consecutive week and is booked south for the balance of the winter.

Indie Houses Switch Opening To Cash In on New Year's

NEW YORK, Jan. 2.—To take advantage of the New Year's holiday all houses with Friday openings on the Independent Circuit switched to Thursday openings this week. The switch meant six-day weeks last week for the companies, but eight days this week.

All houses on the circuit did a New Year's Eve midnight show. St. Louis being able to cut last week's company to six days in view of the fact that there is a week's layoff following the engagement.

U-Notes

By UNO

CHUBBY WERRY, straight-tenor, is making his debut in the East at the Star, Brooklyn. Four of his 19 years in show business were devoted to burlesque. Comes from 27 weeks for Dalton Brothers and 20 for Popkin & Ringer. Was boosted for his present engagement by Walter Brown and Max Coleman, who used to comedo for him when he ran his own shows in San Diego, Calif.

HARRY LEVENE, with Rudnick shows, while at the Casino, Brooklyn, was tendered a theater party by Frank Bruno, of the Casino Blue Room, Frank's Tavern, near by. Also with Ike Russell, Dave Peyser and Al Ludie, stagehands, helped distribute 500 Christmas baskets, donated by Bruno, from the stage.

ALLEN GILBERT introduces January 8 at the Apollo, New York, a mixed singing octet under the direction of Minnie Mae Moore, prim.

JOAN CARROLL, featured at Gaiety, New York, celebrated a birthday December 27 with a party in her Palace Hotel suite after show time. Principal assistant (See U-NOTES on opposite page)

Burlesque Reviews

Lyric, Bridgeport, Conn.

(Reviewed Friday Afternoon, Dec. 25)

Burlesque back here after a long absence, and if the crowds this afternoon are any criterion it is here to stay for some time. May have been plenty of paper, but even paper customers can talk, and comments were very favorable. Opening attraction is *Speed and Sparkle*, a new show with that perennial favorite, Billy (Beef Trust) Watson, with eight large buxom gals, marking his return to burlesque. Altho his old stand-by, Spencer Grogan, was with him, he was handicapped by not having his trunks or his "Krausmeyer's Alley" scene with him, they having been shipped ahead to Union City.

Eddie Lynch deserves a medal for

whipping show into shape, he having flown here from Washington less than 24 hours before. Brought his Hollywood Girls along, and their zippy acrobatic steps almost stopped the show. Lola Pierce with her guitar and singing specialty and her comedy scenes was superb. Sammy Smith and Claude Mathis, assisted by Charley Kane, fared well in comedy scenes, and their "Duffy's Daughter" is a riot.

Stripping is at a minimum and done very tastefully and in dimmed and amber lights. Nadine Marsh, Lola Pierce and Miss Annette take care of that end, and Stanley Simmons does the vocalizing, and Marie Oliver and Billy Finas have some nifty dancing steps.

Harry C. Diehl is company manager, and vaude acts are Collins and Peterson, Jim Wong Troupe and Ross Wyse Jr. House is under direction of that grand old showman, George Alabama Florida, who confesses to 45 years in the business, with another oldtimer, Jean Bedini, as producer, and smiling Charley Finberg in charge of front of house. Gus Meyers Jr., for many years with Loew, is director of the orchestra and doing a grand job. Joe Fox and Charlie Cohn billing show like a circus, and backstage boys considered fastest crew in the State.

SAMUEL A. LEFKOWITZ.

Century, Brooklyn, N. Y.

(Reviewed Sunday Evening, Dec. 27)

Formerly the Shubert Teller, this one-time movie house has been opened to burlesque by the Raymonds and Jerry Adler, operators of the Star. Policy is indie road shows, augmented by stock, the house retaining as a permanent company seven showgirls. Opening Sunday played to a packed audience and went off in workmanlike fashion despite unavoidable last-minute changes in cast. From the standpoint of staging the theater possesses certain advantages, notably a deep stage which makes possible lavish production, a factor noticeable in the opening show.

Current presentation, produced by Paul Kane and titled *Teases and Wheezes*, offers three comics, Billy Fields, Mac Dennison and Bozo St. Clair, the first two, notably Fields, holding up the heavy end. Chick Hunter and Frank Scannell straight, the latter subbing for Herbie Barris. Material, while naturally risqué in spots, nevertheless does not go overboard on the sex angle.

Among the strippers red-haired Kay Lopez and brunet Zorita were most effective, the former showing to good advantage in talking parts also. Two others, Irene Ross and June Rhodes, round out the contingent and furnish a pleasing variety in both technique and appearance.

Production numbers have been done very nicely, the architectural advantages of the house permitting better-than-average scope in this direction. Result is that the line of 12 and the 8 showgirls are spaced well, do their routines better and make the fullest use of their talents. Their numbers, too, are enhanced by the singing of Eddie Yubel, (See Burlesque Reviews opposite page)

Burly Briefs

MARION MORGAN, under personal direction of Milton Schuster, opens at the Colony Club, Chicago, January 7. . . . Barbara Bow is opening on the Metropolitan Circuit at the Palace, Buffalo, January 7. . . . Megg Lexing is opening the same day at the Roxy, Toronto. . . . Milton Schuster is in New York on a talent quest. Before returning to Chicago he will stop over at Buffalo; Canton, O.; Cleveland and Detroit. . . . Ernie Holder opened at the Grand Theater, Canton, O., December 31. . . . Anna Mei Lee opened the same day at the Roxy, Cleveland, booked by Milton Schuster. . . . Jerry McCawley opened at the Casino, Toronto, December 31. . . . Esta Alja opens January 7 at the Roxy, Toronto. . . . Joan Collette was booked by Schuster as an added attraction at the Rialto, Chicago, week of December 31. Abe Sherr, former comedian at the old Variety Theater, Pittsburgh, is now touring with Bert Smith's new unit, *Girls-Go-Round Revue*, which played Western Pennsylvania territory last week. . . .

DALTON BROTHERS have remodeled their Follies, Los Angeles, giving the

house an entirely new front. . . . Helene Collins, BAA secretary, was out of the office a couple of days last week, a victim of the grippe. . . . Theatrical Concession Managers' Association is printing a news pamphlet for its members, editor-in-chief being Julius Cherney and associates, Sid Kramer and Eddie Ross. . . . Harold Minsky left for Miami Tuesday on a four-week vacation. . . . Max Rudnick, Eltinge, New York, and Casino, Brooklyn, operator, was bedded last week with the grippe. . . . Harry Evanson will close in Toronto in two weeks and come on to New York to go into stock for the Minsky-Herk combo. . . . Boob Blake will close at Minsky's Gotham, New York, this Sunday.

RUSSELL CAREW is managing the Century, Brooklyn, with Hyman Levy replacing him as manager of *Wine, Women and Song* on the Indie wheel. . . . Rose Gordon is now assisting Billy Koud in producing and also stage manager at Minsky's Gotham, New York. . . . Hazel Smith making progress in her battle with tuberculosis at a Reading, Pa., sanitarium (See BURLY BRIEFS on opposite page)

THE QUEEN OF SHAKE

VALDA

The Latest Sensation

Positively the Only Colored Strip-Teaser and Dancer in Burlesque.

Hot, Exotic Routines.

Now at the STAR, BROOKLYN, Indefinitely

Exclusive Mgt.—STANLEY WOOLF

1697 BROADWAY, N. Y. CITY—Phone, CO-5-1116



★ **NADJA** ★

Thanks for Eastern Offers. Expect to Return East Soon. Permanent Address, KNICKERBOCKER HOTEL, N. Y.

The Essence of Tease-Tap Dancing, **MADGE CARMYLE** Ultra Nudes Modernist At STAR, Brooklyn, Indefinitely.

PROFESSIONAL CARDS

NEW TO BURLESK

Julian & Corinne Hall

In Dances As They Should Not Be Done. With Red Rhythm, Indie Circuit, Indefinitely.

CONCHITA The Mexican Spit-Fire In Character Dances. **BILLY FERBER** Singing—Juvenile—Straight—and Specialties Reqs.: PHIL ROSENBERG, East, and MILT SCHUSTER, West.

RITA (AGAR) LE ROY In Her New STRIP SPRING STYLE SENSATION.

CHET ATLAND TENOR-JUVENILE IN STOCK WITH THE WEINSTOCKS.

AGNES MURRAY THE LATEST WOW OF A STRIP-TEASE.

THELMA KAY STRIP AND TALKING ARTISTE. New in the East.

TOMMY SEYMOUR JUVENILE—STRAIGHT—BARITONE. With "Vaniteasers" Co., En Route Indie Circ.

JIMMY CALVO BARITONE—JUVENILE.

JOANN MARLO IN BURLESK WITH A REAL NEW WOW—AN ACROBATIC RITUE.

BOO LAVON Dancer—Singer—Talker—Stripper. "Dizzie Dames," Indie Circuit. En Route.

MIKE **SACHS & KENNEDY** ALICE Enjoying Izzy Hirst's Circuit.

CHUBBY WERRY JUV. TENOR. STAR, BROOKLYN. DR.—PHIL ROSENBERG

Tab Tattles

BOB HICKS PAGE, manager of Bell's *Hawaiian Follies*, has again proved that the old adage—"if you have something the public wants they'll buy it"—still holds true by keeping the unit working steadily since taking over the reins nearly a year ago and by recently landing it some lucrative dates in top-notch stands thru the Middle West. Hicks recently set the *Follies* on week stands at the RKO Colonial, Dayton, O., and the Lyric, Indianapolis, and from January 3 to 6 is set at the Palace, Fort Wayne, Ind., with the RKO Orpheum, Champaign, Ill.; Warner theaters in Kentucky and the Theatrical Managers' Indiana Theaters to follow. Unit opens on its prize date of all, the Oriental, Chicago, January 29, for a week, with the Shubert, Cincinnati; the Rivoli, Toledo, and St. Louis penciled in in the order named.

FOLLOWING a pre-holiday layoff, Jack G. Van reopened his *Femmes de Parée* at the Roxian Theater, McKees Rocks, Pa., with a New Year's Eve midnight show. Heading the revue are Billy and Betty Starr, dancers, and Bobby and King, comedy turn. Mrs. Van, who has been holidaying in Philadelphia, motored into Pittsburgh with the new family trailer to help polish the show. . . . Earl Martin, tenor-singing straight, who recently suffered partial paralysis of the face while working with the Hurley burly in Louisville, was a visitor at the desk Monday of last week. Earl spent several weeks at the Soldiers' Home, Dayton, O., where physicians removed the cause of the trouble—two bad wisdom teeth—and he's back in tip-top shape again. He's now visiting with a sister in Middletown, O. Earl plans to retire from show business at an early date to take over a private detective job at a Louisville distillery. . . . Mack Ferguson and Dome Williams have rejoined John S. Van Arnam's company, now playing theaters thru the South.

BERT SMITH and wife, Vi Shaffer, spent several days in Pittsburgh last week, en route to Altoona, Pa., where their *Girly-Go-Round Revue* opened at the Mishler Theater. Bert reports that the show is headed for New England, where it is slated to play Loew's Poli Circuit. . . . Patsy Gilson, a feature with the better tabs in the good, old pre-talkie days, is now residing in Davison, Mich. . . . Dan B. Connert, former tab comic who for the last three years has conducted a dance studio in Danbury, Conn., is anxious to know what has become of such trouper friends as Dick Hoye, Johnnie Sneed, Larry St. Cyr, George Wagner and the Steele Sisters. A number of Dan's advanced pupils are working floor shows in the Danbury area. . . . Lawrence Hager, erstwhile tabloider, left Danbury, Conn., recently to join the John W. Vogle Minstrels in Ohio. . . . Ross Russell's *Garden of Girls* played the Roxian, McKees Rocks, Pa., Christmas week. Show has a lineup of 15 people, including a five-piece orchestra. Included in the unit are the Flying Aces, roller skaters; the Two and a Half Kings, hand balancers, and the Three Adrian Sisters, rhythm dancers. . . . Earl Taylor's *Partez Vous Parée* is currently in Indiana territory.

JACK MALLOY'S circus unit received its tab baptism at the Memorial Theater, Mount Vernon, O., December 30, when it opened there for a four-day run, booked by Bob Shaw, of the Gus Sun office. Shaw has the unit set on additional time in Central Ohio. In the troupe are Barney and Jimmy, comedy acrobats; Ruth and Jack, Roman rings; Johnny Orterl, midget soloist; Slivers Johnson, clown numbers; Myrtle Menke, swinging ladder; Tinker Toy and her Pals, dog and pony act; Barney Arensen, tight wire, and Nancy Darnell, muscle grind. . . . Ed Gardiner's *Sirens in Silk* played a four-day date at the Granada, Beaver Falls, Pa., last week. Joan Brandon and Carlton Sharpe are featured. . . . Bill Cohan, brother of Bob Shaw, of the Gus Sun office, is contemplating taking to the road soon with a mentalist. He is now operating a restaurant in Hazelwood, Pa. . . . Mrs. Eula Coudy, for many years musical director with the A. B. Marcus show, has relinquished that post and is now residing at 6023 McPherson street, St. Louis. Her husband, Elmer Coudy, for 14 years comedian with the Marcus company, died recently at Sunshine Sanitarium, Grand Rapids, Mich., after a

year's illness. Her daughter, Dottie, continues with the Marcus organization. . . . Harry B. and Kattie Poole played hosts to members of their companies and nearly 100 invited guests at a party staged at their Happy Hour Theater, Houston, Christmas Eve. Red Dulin did the Santa Claus. Party also commemorated the Pooles' fifth year at the Houston stand. . . . We spent a pleasant hour backstage at the Shubert, Cincinnati, the other afternoon at the opening of the Marcus show there. Besides the pleasure of meeting the genial Mr. and Mrs. Marcus, had the pleasure of renewing acquaintances with old tab friends, among them Ben McAtee, Bobbie Dyer and Geneva (Phillips) Grim.

BURLY BRIEFS

(Continued from opposite page)
tarium. For the holidays she was granted permission to visit friends in the town. . . . Art Gardner replaced Gus Schilling Friday at the Star, Brooklyn, with Schilling, after 60 weeks at the Star, going into Minsky's, Brooklyn, Sunday. . . . Billie Holmes returned to Oxford, Brooklyn, Friday, with Charles McKenna, juve-tenor, going in the same day. . . . Jean Bodine replaced Shella Grant last week at People's, New York, and Betty Loudon exited also. . . . Ann Norton, leaving the Eltinge, New York, opened Friday at the Rialto, Chicago.

ANNETTE went right into Minsky's Gotham, New York, Sunday after closing in Bridgeport, her manager, Nat Mortan, helping the house on its girl shortage. Her Oriental, New York, opening has been postponed until a later date. Dyna Dell was unable to open Sunday at the Gotham, as she's bedridden with the flu. . . . Rose La Rose another victim of illness, causing her to be out of the Gotham last week. . . . Helene Cortez dropped out of one performance last week at the Eltinge, New York, to allow a colored act to audition. . . . Johnny Cook will go on the Metropolitan Circuit this Thursday. . . . Billy Fields, rushed in from Philadelphia into the Century, Brooklyn, goes to Boston next week and closes there, picking up a new Indie show in Boston.

GEORGE A. FLORIDA is now doubling as general manager between the Jacques, Waterbury, Conn., and Lyric, Bridgeport, with Charlie Finberg as resident manager of the Lyric. . . . Bob Sidman, son of Sam Sidman, former burlesque producer, is now in Pittsburgh doing publicity for the United Artists picture *Rembrandt*. . . . Philadelphia burly fans got their first peep at Yvette and her muff dance this week in the show at the Bijou. Newcomers at the Bijou include Harry Stratton, Eddie Lloyd and Eddie Dale.

OWEN SHRADER, of Louisville, has returned to his post as assistant manager of the Fifth Avenue Theater, New York, burly emporium, after spending the holidays with his dad in the Kentucky city.

BURLESQUE REVIEWS

(Continued from opposite page)
tenor, who puts his tunes over without a mike.
Rhythm Brown, colored lad, contributes a clever tap dance on skates; Paige, Dodge and Paige, three boys, offer a

knockabout and hoke dance act; Inez Graham, personable blonde, comes thru with an acro and balloon dance, and Yvette, house specialist, completes the lineup of novelties with a muff dance. Plenty of variety. **PAUL ACKERMAN.**

U-NOTES

(Continued from opposite page)
ant host was Frank Galardi, assistant manager of the Rialto, New York. Other guests were Tommy Esposito or Paul Barry, radio tenor; Billie Ridgeway, sister June Carroll, ma Fern DeLacey and pa Carroll.

SANDRA SAMORA is captain of the stock showgirls at the Century, Brooklyn. In her charge are seven Paul Kane marionettes, Lillian May, Yola Cardella, Patsy Saunders, Marie Russo, Alma F. White, Betty Wilson and Dorothy Collins.

WALTER BROWN, comic, having completed a lengthy contract for Max Rudnick in New York and Brooklyn, opens January 9 at the Irving, New York, for another long stay.

VALDA, dancer, known as the Queen of Shake, at the Star, Brooklyn, signed a two-year contract with Stanley Woolf. Margo Meredith, now at the Nomad Club, Atlantic City, and Bonita Germaine, at Minsky's Gotham, New York, are two other Woolf artists.

YVONNE AND ST. CLAIRE, dance team, recently on Indie Circuit, opened January 1 at Minsky's Oriental, New York, where Marty Collins and Harry Peterson are due to open soon for a return to burlesque.

JOE YULE, comic at the Follies, Los Angeles, is a happy pa these days. His 16-year-old son, Mickey Rooney, just signed a new seven-year film contract. Also won an Academy of Arts award for being the best juve actor.

ZULEEKA, dancer, who left *Speed and Sparkle*, Indie show, in Newark recently, opened at the Star, Brooklyn, Christmas Day.

ANNA WATSON, one of three daughters of Beef Trust Watson, made her debut at the Hudson, Union City, December 27 with the chorus in the second half of the show that also is introducing Watson and Billy Grogan Spencer for a reunion, the first time in seven years.

LOLA DANIELS, formerly with Barney Gerard's *Follies of the Day*, Columbia Wheel show, according to Dollar Sign Daily, is now Mrs. Jordan Dearoff, residing in Bellewood, Pa. Mr. Dearoff is maintenance man at Loew's, Reading, Pa.

EDDIE COLLINS, comic, with six years at Follies, Los Angeles, to his credit, has a side income from the sale of turkeys at his Arcadia, Calif., ranch. Mrs. Collins recently elected committeewoman on the national Democratic ticket.

PEENIE ELMO and Bud Harrison, former burlesquers, now operating the Spare Rib, an eatery on Santa Monica boulevard, near Hollywood, Calif.

HELEN CORTEZ, Mexican dancer, after she leaves the Eltinge, New York, for the Metropolitan Circuit, will include a

strip-tease routine among her other dances.

MARIE SUNDE, who closed recently for the Daltons in California, now making appearances in Western vaude houses for Bert Levy.

WALT STANFORD celebrated on December 27 his 15th consecutive week as comic of Minsky's Gotham, New York.

LA VERNE, showgirl friend of June Rhodes, both in *Teases and Wheezes*, Indie show, being schooled by June for a principal berth.

THE WOMEN

(Continued from page 21)
plished in three acts and 11 scenes is of a decidedly superior sort, and consists in giving the audience glimpses of these hell-cats while they are rolling on their buttocks in order to reduce properly that part of their anatomy which makes possible certain good old Chaucerian practices.

Men do not appear physically on the stage, thruout the entire performance, but the gals make it plain that a variety of bedmates not only figures prominently, but absolutely constitutes what might be called their more abundant life. Keys to love nests are found, rendezvous are hatched via private phones installed in bathrooms; the general impression is that the Army, Navy and Marines are waiting just a few steps away in the wings.

While this commentary on loose living is being unfolded with crackling dialog that draws laughter because it is too bludgeoning for tears, the insidious thought that Miss Boothe might even now be contemplating a poisonous opus hamstringing the men is always present. But for the nonce it is the female of the species who is the more deadly; and her method is more effective than a combination of Margaret Sanger and Gypsy Rose Lee.

The cast that so ruthlessly crucifies its sex for the sake of art is superb, lending to the lines every possible advantage of insinuation and inflection. Margalo Gillmore, playing one of the few "respectable" roles, that of the first Mrs. Stephen Haines, triumphs in a character of peculiar difficulty. Beseet by husband-snatching comedienne, harridans who are of interest largely because their morals approximate those of alley cats, Miss Gillmore is cast as a dull, homeloving wife and mother. The part requires the most sustained display of emotional portrayal, and is carried thru consistently from the time she loses her man to the ultimate reconciliation, a victory accomplished not only by intuition but by the aid of the natural cattiness of sundry other females and a bit of information vouchsafed by the child, little Mary. Later, a combination of naivete and precocity, tips the scale in the direction of justice when she inadvertently hears the second Mrs. Haines jockeying her new lover into position over the telephone.

Chief among the female villains is Ilka Chase, in the part of Sylvia, a most consummate characterization combining every feminine vanity and meanness. Betty Lawford as the second Mrs. Haines, Phyllis Povah as the girl whose new-born baby gets in the way of her cigaret ashes, Jessie Busley as Mrs. Morehead, the sensible mother of the good Mrs. Haines; Margaret Douglass as a female specializing in "I'amour" and Audrey Christie as a helpful tho lax lass, are all splendid. Charita Bauer, who plays little Mary, is one of the better child actresses.

Direction by Robert B. Sinclair is brilliant, all the superfluties being pared away. Jo Mielziner has set the production with a neat, tasteful and where necessary lavish hand.

PAUL ACKERMAN.

VI SHAFFER WANTS

Five-Piece Organized Stage Band or Individual Musicians suitable for Stage Band, to join immediately. Write by Western Union. Don't write. **MISHLER THEATRE, Altoona, Pa.**

Endurance Shows

Communications to 25 Opera Place, Cincinnati, O.

RAY (POPEYE) GRIFFITH cards from Beaumont, Tex., where he is working the current walkie, that he would like to hear from Buddie Lee, Hazel Lee, Bill Rose and the kids who were in the Murphysboro, Ill., show. Bill McQuade and Elsie Chew, also in the Beaumont Derby Show, would appreciate hearing from friends.

RALPH FOWLER letters from Whitman, Mass., that he would like cards from Frances Kline, Melvin Mason, Woodrow Webster, Louise Kraft, Freddie (Bozo) Lewis, Georgie Walker, Pop Meyers, Joe Palooka and Joe Brandt via *The Billboard* Letter List.

JACK MURRAY and Nick Pappas letter that they spent a merry Christmas visiting with Adele Forester in Tulsa, Okla.

FRANK COSTELLO cards, with pardonable pride, that he and Helen Chester

snatched victory from defeat and copped first money from Billy Willis and Sally Mattis in the Bridgeton, N. J., walkie. *Vac Victus.*

RED DAVIS pens from Portland, Ore., that he would like to hear from Jack McBriar via the Letter List.

BILL GOSS, now at home in Chicago, would like to hear from Alice Barker, Ann Barker, Jimmy Horan and Babe Collins.

WANTED---WANTED---BURLESQUE PEOPLE

IN ALL LINES, AND

CHORUS GIRLS

For Our Three Houses—CINCINNATI, INDIANAPOLIS, MILWAUKEE. All Houses Stock. Write or Wire **JACK KANE, Empress Theatre, Cincinnati, O.**

Dothan Is Rough On Tolbert Show

CINCINNATI, Jan. 2. — The Tolbert Show, which opened a stock engagement at Dothan, Ala., recently, only to fold a week later due to poor business, was set with real flesh, nothing was overlooked to make it an enjoyable date for both actor and customer and the date had all the earmarks of a "natural," yet it proved a terrific bloomer, according to word from Tom Hutchison, who is now in Long Beach, Calif., visiting with his son who is stationed on the U. S. S. Chicago.

"The date turned out to be about the biggest bloomer I can recall," Hutchison writes to *The Billboard*. "Nothing was overlooked and it looked like a sure winner, but the opening night was a positive flop. They just didn't come out, and that went for the entire week. The sudden closing was a slap in the face for many on the show."

The Madge Kinsey Players had jumped 1,100 miles from their territory in Ohio to spend the winter in the sunny South, but it wasn't to be. They were slated to alternate with the Tolbert musical comedy unit, each company giving three performances a week.

At the closing Mr. and Mrs. Harry Graf (Madge Kinsey) and family left in their trailer for a vacation in Florida. Ralph Crabtree went north to his new wife, accompanied by Fred Hackett and Joan Davis. Mr. and Mrs. Toby Eastman (Dorothy Cannon) and Phyllis Cannon went to Houston. The rest scattered for parts unknown.

Thomas Community Players To Remain Out All Winter

TUCKERMAN, Ark., Jan. 2. — G. W. (King) Thomas Community Players closed a two weeks' engagement here December 26. With ideal weather prevailing, engagement was reported as highly satisfactory.

Still featuring the Cowboy Band, Thomas is carrying the entire show thru the winter. Happy Bevins is doing the vocalizing.

Many showfolk visited the company in Tuckerman. Captain Tiller is again playing the Knowledge Boxes around the territory and had his camp on the Thomas lot here. On Christmas Day a big feed was served in the big top. Toby and June Clark, of the team of Clark and Clark and formerly with the Community Players for two years but now laying off due to the illness of Mrs. Clark, were visitors, as was Toby's brother, George. After the spread gifts were exchanged, and all in all it was a very enjoyable Christmas. Raphael McLain and daughter, Mary, were missing from the festive gathering, as they left the day before Christmas to spend the holidays at their home in Shawneetown, Ill. They will rejoin the show this week. Thomas will play another week in this section and then swing slightly north in order to be convenient to his regular territory for the spring season. The Aggie Camp, showmen's headquarters at Jonesboro, Ark., was recently visited. Jim and Mrs. Rambo were there from the Kinsler Show. Also present were Mr. and Mrs. Phanto, Mr. and Mrs. Childress and Indian Joe and the missus. Dr. Street had just left the camp for Paragould, Ark.

Neros Leaving for Miami

ROME, N. Y., Jan. 2.—Roe Nero, head of the Roe Nero Players, spent the holiday season here with his parents, Mr. and Mrs. Frank Nero. He is accompanied by his wife and daughter. He plans to leave Rome next week with his family for Miami, where they will vacation and prepare for the 1937 season, which will begin in April.

Look for the "Show Family Album" in the Classified Advertising Section.

Rep Ripples

BILLY BRYANT, showboat impresario, who has been vacationing with his father, Sam, in Miami, is now in Chicago. Billy's mother, Violet Bryant, is again visiting her old home in England this winter. She will return to the States in time for the Bryant Showboat opening early in May.

OTIS L. OLIVER is at the Blue Bonnet Hotel, San Antonio, taking a rest cure on orders of his physician.

CARL L. WILLIAMS, of the Williams Talking Picture Show, who has been spending the holidays with his daughter, son-in-law and sister and other relatives in Cincinnati, left the Queen City New Year's Day to pick up his equipment in Cartersville, Ga. The Williams show resumed its tour Monday, January 4, at Kennesaw, Ga., with a three-day stand. Williams will play the same territory he has made for the last 24 years. He was a visitor at the rep desk twice during his Cincinnati stay.

CARL ADAMSON is still located in Chicago, where he is at present doing a bit in *Mulatto* at the Studebaker Theater.

RED HARRIS, after closing as producer with the Virginia Players in South Georgia, went to his home in Black Creek, N. C., for the holidays. He expects to remain there for some time. Harris had a visit with the Bennie Wayland show in Gastonia, N. C., on his way up.

RUBY LATHAM, formerly of the Latham Duo, is playing night clubs in and around Toledo, O., for the winter with her contortion act. She will again play fairs and celebrations next season.

M. E. FIERST and Clyde McFall, producers of *Snatched From the Noose*, now in its sixth week at the Fort Pitt Hotel Opry House, Pittsburgh, announce that the show will be held over indefinitely. Business has been good, they report.

DICK DARLING, formerly of the J. Doug Morgan staff, is handling the bookings of Alberta Haynes, currently appearing at Club El Coronado, Houston.

REX AND PATSY McCONN pulled into Houston recently after closing with Casa Manana, Fort Worth, and will probably hibernate in Houston until spring.

DON AND MYRTLE NULL, after closing of the Don Null show, are spending several weeks visiting showfolk friends in Houston.

FRED EWING and the missus, after closing of Toby Young in Ashdown, Ark., are sojourning in Houston.

CODY THOMAS, veteran Texas rep director, spent the holidays with his mother and relatives in California.

INDICATIONS are that the Power Players will again take the road coming season. Company is well known in the Texas, Arkansas, Louisiana and Oklahoma territories. Steve Power is at present in Houston and will be seen in the forthcoming Monroe Hopkins bill, *Huckleberry Finn*.

Fire Destroys Cauble Top

SAN ANTONIO, Jan. 2.—Big top, one of the Cauble tent theater units, playing in near-by territory under management of Gus Kemper, was destroyed by fire of undetermined origin Christmas Eve. Seats and other property had been loaded and were spared by the flames. Top will be immediately replaced, according to Albert Cauble, who is due here next week after a visit to Mexico in connection with his proposed tour of that country with his television show.

Original Showboat In Florida Waters

COCOA, Fla., Jan. 2.—Original Showboat, which for many years has been an annual summer visitor to the towns in the Chesapeake Bay area, has made the long tow down the East Coast to Florida and is now tied up here for an indefinite run. Floating theater is slated to remain in Florida waters until April.

Marshall Walker, who for many years operated his own shows over the Sun Circuit and now producing the concerts on the Original Showboat, reports that they encountered three showboats between Jacksonville and this city. There are reported to be several more plying between Cocoa and Miami.

Original Showboat's tow to Florida sets a long-haul record for a showboat in salt water.

Billroy Show Briefs

CUERO, Tex., Jan. 2.—This week, folks inspired by a recent Billroy fishing party—we break loose with a "pome" that contains more facts than fiction:

'Twas the night after Christmas—and down to the bay Crept Shorty and Archo and Leonard and Ray;

Mr. Wehle, son Billy, Cal West and Barthel— "Waltz-Over" Holland, H. Rollins, as well.

To board the trim craft that lay at the dock,

They dug in their grouches—a confident flock;

That the red-fish were running; the man told them so!

They displayed their tackle—and deluged with "snow."

Mr. Wehle: "Two hundred's the poundage I'll get!"

Oh, yeah? If he got it, this writer as yet

Hasn't seen it or found anything that will do

As acceptable fact to prove it is true.

Billy Jr.: "I want a good chance to sleep—

And where else to get it, but out on the deep?"

That's what he thought—but how can one rest

Surrounded by "snowbirds"—and they at their best?

Cal West: "I'm no piker—the biggest for me!"

But the fish didn't hear—and still remains free.

Five bucks a man they paid for the pleasure (?)

Of gabbing and dunking the shrimp at their leisure.

The following evening they set foot on land

With alibis many, but few fish at hand. The man with the boat, in this writer's thought,

Gets credit for fish—the only ones caught!

Our Corpus Christi opening saw many professional people at hand to welcome us, among them George Reno and Joe Mullens, currently holding forth at the Paradise Club here; "Doc" Mayberry, manager of the Paradise; Alma Lorraine, torch-singer, same spot; the Lemoine Troupe, laying off in that city; Charley and Kay Williams, also laying off there, and Arizona Mickey Flynn, world-wide traveler.

Robbie Myers, of Abilene, Tex., was on for a visit over the holidays.

The new route cards bear the following legend in large bold type: "Enterprise, Ala.—Season Closes." Season's total mileage (inclusive of that date) registers as 12,046 miles, with a 170-mile run into winter quarters still to be added.

JOHN D. FINCH.

Ill Health Dogs Boyes; Wife Is Managing Circle

LINCOLN, Neb., Jan. 4.—Chick Boyes, recovering from a severe illness and poor health which has dogged him for nearly a year, is having his wife, Florence Gallant, manage his circle stock troupe on the road.

Boyes, here last week for a treatment, said he planned definitely to open his tent here in May on the West Lincoln lot and make a summer of it. He was

here to marked financial success for the seasons of 1934 and 1935.

Boyes, who was told by his doctor to get completely away from the show business, repaired to a farm he owns and has a saddle pony which he rides all over the Hebron country to keep him in shape. Thinks by spring he'll be in good shape.

Lone Star Comedians Get Going in Texas

BRANDON, Tex., Jan. 2.—Lone Star Comedians, Texas' newest tent theater troupe, opened here Christmas Day for a three-night engagement, changing daily. Company plans to spend the balance of the winter in South Texas, playing all three-day stands.

Roster comprises the following: Mr. and Mrs. Tex Nixon, characters; Joe (Toby) Purcell, comedian; Beryl Kamell, ingenue; Sam Buccere, piano accordion; Ed (Snuffy) Williams, comedian; Bun Worley, piano and blues singer; Elbert Jackson, juve lead; Mrs. Elbert Jackson, guitar and songs, and Dixie Girl and Gypsy, the "dogs with the human mind."

CHORUS EQUITY

(Continued from page 21)

Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Ruthy Dennis, Edith Fleming, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Bunnie James, Lorraine Jannee, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Starting with the next issue of *The Billboard* this column will carry a list of all mail held for members in this office. The list will be run alphabetically, a portion appearing each week. If you do not see this list until your name has been passed in the alphabet, write to the office and ask if we have mail for you. Mail is forwarded only on the request of the member. If you cannot call at the office for your mail write and ask us to send it to you.

After the complete list of mail held has been published all mail received at Chorus Equity prior to July 1, 1936, will be sent to the last address on file for the member. Failing such address, it will be returned to the post office.

For many years it has been a rule of Chorus Equity that all members must sign in the rehearsal book kept at Chorus Equity headquarters on the day of their first rehearsal and before going into rehearsal. This is a most important rule, made solely for the protection of the membership. It is important in that it establishes a record of the beginning of rehearsal in case of any dispute relative to dismissal at the expiration of the rehearsal period, any dispute as to when rehearsal pay starts, any dispute as to overtime rehearsal—and it safeguards the member against going into rehearsal with an unbonded show or with a management on Equity's unfair list.

Unfortunately this rule is more honored in the breach than in the observance. We now have a member who wishes to file a claim for rehearsal pay. She did not sign in the rehearsal book, our representative did not see her at rehearsals; she claims that she rehearsed in the studio of a director. All the more reason why she should have established a record with us immediately by signing in the rehearsal book.

Signing in the rehearsal book involves no more effort than that of leaving home 15 minutes earlier on the morning of your first rehearsal. That 15 minutes may mean money to you in rehearsal pay.

All members who have not as yet filled out the social security blank (old age pension) should do so immediately, both those who are working and those who are not. If you aren't working, call at the post office in your district and ask for the blank; if you are working and have not received the blank, call at Chorus Equity's office immediately.

Do you hold a card paid to May 1, 1937?
DOROTHY BRYANT,
Executive Secretary.

AT LIBERTY

AGENT—SUPERINTENDENT

Three-Day and Week-Stand Repertoire Preferred. 12 years' experience—8 on the Lot, 4 in Advance, including 2 seasons in combination. Close contractor. Sobber. Age 38. Company furnish car. Don't wire. Address AGENT, 105 31st Ave., So., Nashville, Tenn.

ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$15.00

Cash With Order—No C. O. D. Stock Tickets Any Assortment, \$12.50 for 100,000

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

ZUDELLA AND SHASTRI, mentalists, are featuring a new stage and lobby turn in Indiana theaters. They recently played the Paramount, Hammond, Ind., and the Palace, Gary, Ind.

MANY A MAGICIAN has found out that very often the smartest thing to do is to swallow your pride and conserve your capital.

AL SAAL, Toledo, O., sleight-of-hander, enjoyed much success during his recent week's engagement at the Fox Theater, Detroit. He scored handsily with a combination act of magic and shadowgraphs. Opening with cane-to-handkerchief, he followed with production, manipulation and vanishing of cigars; then mouth production, with balls and hanks; then routine of card manipulation with gloved hands, closing with his *Shadowland*, doing just three stunts—*The Dentist*, *The Smoking Man* and the love or balcony scene.

JUDITH JOHNSON, mentalist, accompanied by her manager-assistant, was a visitor at the home office of *The Billboard* Monday of last week while playing *The Wonder Bar*, Cincy night spot. Originally booked in for a week at *The Wonder Bar*, Miss Johnson was held over two additional days, leaving Cincinnati Wednesday morning of last week to open at a Richmond, Ind., night club that night. Miss Johnson has been working club dates exclusively in recent months and reports a successful season.

W. W. DURBIN, president of the International Brotherhood of Magicians, has fully recovered from his recent illness which kept him confined to his home in Kenton, O., for a number of weeks and has resumed his duties in Washington as registrar of the United States Treasury.

THOSE LADS who contribute tricks which have been perfected many years before by another magician to magic trade publications as original stuff under their own name, aren't fooling the wide-awake readers of those papers. To our mind, that's as flagrant a violation of magic ethics as exposing. And, like the expose evil, we doubt if anything much will be done about it.

BILL BAIRD, following a two-week stand at the Pere Marquette Hotel, Peoria, Ill., begins a fortnight's engagement this week at the Claridge Hotel, Memphis. From the latter spot he moves to the Washington-Youree Hotel, Shreveport, La., for two weeks.

PAUL ROSINI is still at the Palmer House, Chicago, having been held over for the new show which opened there last week.

W. C. DORNFIELD (Dorny) has just finished a two-week engagement at the Club Madrid, Milwaukee.

STERLING THE MAGICIAN, assisted by his wife, worked a long string of children's parties in the Chicago area during the holidays.

WE RECENTLY HEARD of a magician who accidentally sawed his wife in two and then tried to get double indemnity on her insurance policy.

EDWARD CHARLES, Montreal magician, entertained 150 children at the Montreal Hebrew Orphans' Home December 24 with an hour's show.

VIRGIL spent the holidays in Portland, Ore., and presented a New Year's Eve show at the Broadway Theater there at \$1.10 top. From Portland Virgil is heading south into California and will then head east. Frank C. Robinson, advance agent, is beginning his fourth year with the organization.

ANNUAL MEETING of the Wizard's Club, Chicago, for the election of officers will be held this week at the Matt Schullen Cafe. Schullen has been a member of the club for years and his cafe is a rendezvous for local and visiting magish.

CHICAGO NEW YEAR'S engagements included George Troseth, emcee at the Hamilton Club; Atwell, who played both the Oriole Gardens and Cinderella Cafe, and Joe Berg, who entertained at the

Elmhurst Country Club, Elmhurst, Ill., Tarbell's home town.

THORNTON, comedy magician, formerly known as Pitroff, the "handcuff king," is currently playing theater and club dates in the New York area.

VERNON E. LUX and Company entertained more than 1,200 children and adults December 24 at Woodstock, Ill. Occasion was a Christmas party sponsored by the Alemite Diecasting Corporation, of that city. Lux is president of the International Society of Junior Magicians, with headquarters at Mt. Morris, Ill. The ISJM, organized in 1932, now has 1,165 members, Lux reports.

WE FREQUENTLY receive requests from magicians and mentalists asking us to expose via this column a manager, press agent or member of their act who has absconded with a part of the show equipment or the box-office receipts. In 9 out of 10 such complaints we find that the complaint to the magic desk is the only action the victim has taken against the culprit. It is decidedly unfair to expect *The Billboard* to holler "copper" when the victim isn't interested enough in the matter to swear out a warrant against the offender with the proper police authorities. In the future, as in the past, such complaints will be ignored unless we are furnished with positive proof (either a copy of the warrant or a newspaper clipping) that the complainant has taken the proper legal action to regain his loss.

SAM MAYER, Cincinnati business man and magician, played host to a group of Cincinnati magic enthusiasts at his home Tuesday night, December 29. An interesting evening of magical discussion and impromptu tricks was topped off with a gala luncheon. Those who took in the affair were Leslie P. Guest, Ed Mayer, Stuart Judah, Alvin Plough, Lester (Marvelo) Lake, John Braun, Bill Gresham, Tom Colter, Jess Berner, Walter Labermeier and Bill Sach-

C. A. GEORGE NEWMANN, mentalist, spent the holidays with Georgie and Eddie Pughes in Fort Worth. The Pughes are at present conducting an endurance show in the Texas city.

GUY GLEE, sleight-of-hand artist, and wife, Laurette, crystal worker, spent the holidays in New Orleans with friends. They have been on a tour on one-nighters in the South. Guy says that business was fine thru the oil fields of Kansas and Oklahoma, but poorer thru Arkansas and Louisiana. They are now en route back to their home in California.

MARTIN SUNSHINE, New York mentalist, has opened an indefinite engagement at the Casino Parisien, Chicago.

THE GREAT NICOLA and brother are visiting in Chicago.

JOAN BRANDON, magician and a blond beauty besides, is touring with Ed Gardiner's *Strens in Silk* unit. While playing the Granada Theater, Beaver Falls, Pa., last week the accompanying screen attraction was labeled *Smart Blonde*.

THE GREAT RHAMA, mentalist, is now making his home in Homestead, Pa., and working spots in and around that territory. Rhama worked with the late Eva Fay for many years.

GEORGE LOVETT, musical mentalist, and company are now in their fourth week at the Blue Boat Inn, Detroit. Elsa J. Brown, billed as the "Musical Oracle," and Georgia Templeton, the "Girl with the X-ray Mind," complete the act. The trio formerly played the Club Powatan, Detroit.

ONAL, magician, who has been working night spots in Detroit, is leaving for a series of bookings in Ohio this week. He appeared recently at the Elm Grove, Kalamazoo, Mich., and the Schlitz Cafe, Battle Creek, Mich.

RALSTON THE MAGICIAN writes from Boston: "There was no mistake made in the recent reference in your



POSSIBILITIES

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru *The Billboard's* coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For NIGHT SPOTS

WALLY AND VERDYN STAPLETON—ballroom team caught recently at Loew's State, New York. Here after an engagement at the Savoy Hotel, London. Routines are really ballroom tap, and are strikingly unusual. Both look well, the gal being a glamorous blonde, lithe and with plenty of sex appeal. Clicked heavily with two numbers when caught.

JENI LeGON—caught recently in *Black Rhythm*, short-lived Negro musical. A personable dark-skinned song-and-dance girl who should click nicely in the niteries. Has looks and talent and impressed excellently despite poor surroundings in the recent musical.

BEVERLY WHITE—colored vocalist with the Claude Hopkins Band, caught at the Apollo Theater, New York. Has a velvety voice distinguished by reserved salesmanship

and unique phrasing. Does mostly ballads but is also adept at handling other types.

For RADIO

LEA BARBERY—young and pretty soprano heard at the Gay Nineties, New York night spot. Formerly with La Scala Opera of Milan, she impressed as having a fine operatic voice. Hit the high ones with ease. Specializes in operatic bits and Italian folk songs, but does well in English, too.

For FILMS

RUDY MADISON—tall blond good-looking chap singing at the Gay Nineties, New York. Voice of Irish tenor type. A natural for the screen, having both looks and talent. Has worked on some nice spots on the air.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

JACK SHEPHERD, of Elizabeth, N. J., is working on the minstrel production to be given late in January as a testimonial for Charles Heywood, veteran minstrel singer who celebrated his 88th birthday last October.

JAMES D. WINNE, musician, was born in Fort Monroe, Va., May 8, 1875. Joined Lew Dockstader's Minstrels in October, 1905, and remained with show thru nine seasons. Later with "Honey Boy" Evans for two seasons and Neil O'Brien for two seasons. Also filled many season engagements with circuses and organized bands. Present address is 517 E. Main street, Marion, Va.

AL BERNARD, "Gentleman from the South," who recently returned to New York after short sustainer on WWL, New Orleans, is now on the Warden Lewis program on NBC without the familiar blackface. Al recently placed another song, *Pick That Bass*.

JOHN M. HALL, director of the John B. Rogers Producing Company, Fostoria, Ill., has started rehearsals for the annual minstrel revue of the Elks' Lodge No. 28,

column to Ralston's *Water Fountain*, as intimated in last issue. This equipment has been part of my repertoire for the last seven years. This can be verified by Harry Otto, from whom part of my equipment was purchased. I will forfeit my entire equipment if anyone can produce for me bona fide evidence that the balls and streams ever were presented in this country by anyone other than myself. Magicians should be sure to know their facts before disregarding statements made by an artist who is aggressive enough to be different."

PAUL DUKE opens an engagement at the State-Lake Theater, Chicago, February 6.

BLACKSTONE, after his engagement at the Park Theater, Erie, Pa., moved to Bradford, Pa., to open with a New Year's Eve show for George Otte at the Bradford Theater.

MYSTIC DE CLEO, who spent the holidays at his home in Marysville, O., after a tour with the Madame Mayfield Players, is now playing club and school dates in Southern Ohio.

Wheeling, W. Va., which will be presented at the Virginia Theater, that city, January 20, 21 and 22. This year's offering will see a revival of the old-time minstrel first part with a circus background and several vaude acts will make up the second part of the program. Proceeds will go to the Elks' Kiddies Milk Fund.

"JUST ARRIVED in Dallas from New Orleans, after three weeks in Pete Herman's Club Plantation and two at the Chez Paree," letters Possum Gill. "Jim Swor and I had a nice engagement in Dallas during the Texas Centennial, doing the principal ends at the amphitheater. This writing finds us all in much grief at the passing of the mother of the Swor boys, John, Jim and Bert, whom we all knew well. I spent Christmas here at the Swor home."



DENISON'S Minstrels

ROLL 'EM IN THE AISLES

SEND FOR SPECIAL CATALOG

America's unrivaled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
623 S. Wabash Ave.,
Dept. 150, Chicago, Ill.

MINSTRELS MAKE MONEY

COSTUMES, SCENIC AND LIGHTING EFFECTS

SEND 10c IN STAMPS FOR NEW ILLUSTRATED CATALOG

HOOKER-HOWE, BOX 391, HAVERHILL, MASS.

WANTED—WHITE MINSTREL TALENT.
Billy Doss, Slim Vermont, Boots Walton, Emmett Miller, Ned Havenly, Bob Coon, Bill Alderholt and Vern Phelps get in touch with me at once. Also Four Bars of Harmony. Other useful Minstrel People. Musicians for Minstrel, good Organist, Dancers, Female Impersonator, good Organist, Swing Band, 15 Pieces, considered. One-night Show in Theaters. State all in first. Pay yours, I pay mine. Open at once. Wire, write **JACK CRAWFORD, Leak Hotel, Gadsden, Ala.**

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.

I wish to explain why, in my opinion, there is such a battle royal between home talent and professional artists in the Pittsburgh area. In the first place the professional has spent years to learn

Asks for Law To Protect Professionals

a profession that is to be his sole livelihood. Brought up in a home of comfort and under decent living conditions, he lives in good hotels and eats well while traveling. Secondly, local talent, after spending a few dollars on lessons, lives at home and has a decided advantage over professionals. Home talent has no professional training but enters the entertaining ranks not as a steady worker but for a thrill. Their ability consists of a tooth-paste grin, a few shakes of the body and an abbreviated costume. This type could never dress in a neat, conservative costume and be booked, because of lack of professional training. This explains why local talent can work for \$1 to \$3 a night while professionals must get at least \$5. Bookers use local talent because their cut is about 50 per cent of the contract price. What Pennsylvania needs is a law similar to a Michigan law whereby agents must be licensed and heavily bonded. In that State no independent bookings are permitted and the State department of labor stands behind labor. THOMAS SEIGERT.

Sacramento, Calif.

I am in receipt of the last issue of *The Billboard*, which is indeed interesting. However, I believe you are passing up an excellent opportunity to increase circulation by not giving some thought,

Submits Plan To Popularize Shows on Road

time and space to the "little fellow" out in "the sticks" who is in an excellent position to assist the lesser known traveling shows to make a success of their road trips. If you were to cause to be organized an association of promoters, to be known as the National Promoters' Association, with only one representative in each city of sufficient size to handle an average-size show you would be going a long way towards making it possible for many cities in the United States to witness and enjoy good road shows. In every fair-sized city there is an individual who has the confidence of various sponsoring organizations and who, if he had an opportunity, could secure the support of one or more of these organizations in bringing to town worth-while shows. It is true that there are many booking offices in New York, Chicago and other Eastern cities, but how many of these bookers are acquainted with cities other than those on "the main routes"? Here's my suggestion: Organize an association, with membership limited to one member in each city of 25,000 or more population. Members in the association must be well and favorably known. They should reside in their city permanently. They should operate independently of any outside connections. They should be acquainted with show business in all of its phases. They should be, if possible, taxpayers in their city. Membership dues should not be less than \$20 annually, which could be used to pay the small expenses of the association, plus the cost of a full-page in each edition of *The Billboard*. This page would be a directory of the cities in which an accredited member of the association was located. If each member were well known in his community it would only be necessary to show his name and the city in which he was located. I have been in show business long enough to appreciate that not all popular shows will be popular everywhere. However, human nature is pretty much the same the world over, so that objection could be handled without much difficulty. An accredited show or entertainment feature could be started out from almost any locality and be routed around the entire country before calling it "quits," which is the fate of nearly all shows (with the exception of those enjoying tremendously heavy billing out of New York). It isn't necessary

to confine this to heavy stage bookings. It so happens that on many occasions merchants would like to book a small show such as a magician or other types of entertainment that will result in increased patronage for stores. It may happen that at this particular time entertainers of this type might be located within a reasonable distance, yet not know that they can get in another week close by. If the suggested association were formed it would only be a short time until the news spread throughout the member's city. Merchants could contact the members and from them secure acts that were playing in that or adjacent area. The performers would at all times be in possession of a copy of *The Billboard* and from the directory could secure the member's name in the city they desired to play. If the act had any merit it would no doubt be "sold" to some merchant in that community, all of which would provide more work for the performer and more patronage for the merchant. The association would act as a clearing house for all shows, acts, or any other type of entertainment, indoor or outdoor, including motorized events, showing on tracks, etc. It goes without saying that people everywhere are hungry for flesh acts, yet they are denied the opportunity to spend their money for this type of entertainment due to the fact that good entertainers and entertainment clings to the big cities (and starves) because they are not willing to accept "two weeks" on the road and (due to short routing) are left flat. If my suggestion (with a few general improvements) were to be put into effect it would result in many additional shows taking to the road.

ROY HANN,

Dallas.

Congratulations to Doc Waddell for that very interesting article in the Christmas Number and to *The Billboard* for publishing it. Altho an oldtimer with many years' experience in nearly all branches of show business excepting carnival, I certainly do admire Doc's plain-spoken words in his writings, but in this latest of his, *The Voice of the Winds*, I think he has far excelled any of his previous articles. I remember the early carnivals that he mentioned and the high-class manner in which they were conducted, and I have observed some in late years that were just the reverse, the sort of "give-'em-what-they-want" kind. They last for a time and then fall by the wayside. Doc's timely and finely written article should inspire present-day clean-minded carnival managers to do their utmost to weed out undesirables in a fair and honorable manner and, as Waddell says, "bring back the carnival to the high plane of amusement as in the early days of its introduction to the show-loving people of this country." BARRY GRAY.

New York.

I know this complaint will be echoed by hundreds of other performers. It is not a case of "sour grapes," as I am at present engaged, but I trust this letter may come to the attention of some managers and that the "shoe may fit."

Berates Some Managers Who Ignore Replies

For years I have been a steady reader of *The Billboard* and have always read the want ads, whether engaged at the time or not. I have had occasion to answer some of the ads in late years, but the advertisers did not have even the courtesy to acknowledge the receipt of letters. They desire programs, photos, etc., which are inclosed, but they are never returned. Do they think the performer prints the programs himself and has hundreds on hand, or are they under the impression that there are no other managers who would also desire and request programs and photos? The least they could do would be to acknowledge receipt on a penny postcard. The business is on the upturn and it may not be long before these same managers will need people, and it would be wise for

them to at least send cards to those who reply to their ads. Managers claim they will not risk advancing tickets, but what about the performer who pays his own transportation to join, only to learn upon arrival that salaries are not being paid? Who is the loser then? E. R. IVES.

Philadelphia.

As one of the "regulars" of whom Allen Gilbert wrote in his article, *Burlesque Today*, in the Greetings Number of *The Billboard* of December 26, I believe burlesque always gave more entertainment for the price than vaudeville until the Columbia and American wheels folded. After that burlesque deteriorated rapidly. Costumes and sets (what there was of sets) were shoddy. I saw a show do a hotel-bedroom bit, calling for at least a bed and prop stairs, but, believe it or not, the bit was done on a bare stage with a five-foot stepladder as the sole prop. The comic lay on the floor, giving the idea thru dialog of a bed being there. Cafe scenes were a table and chair with any backdrop. These producers probably thought and many still do that the customers came only for the stripping, so why bother setting a stage or giving attention to any part of the show except nudes? That's where they are decidedly all wet. Of course, burlesque must have strip acts and a certain amount of undressing, but that alone won't carry a show. Get away from the old idea that burlesque is a man's show only. More women attend burly shows today than ever before. There are several reasons. The \$4.40 musicals have educated the public to expect nudity and double entendre dialog in the theater. The theaters are clean and big and not bandboxes. The dialog is funny, not downright smut. Another point is about the comedy department. Mr. Gilbert says a "regular" audience can call the laughs before they break. Get some new material and new comics. The straight women are better today than before. Some strippers are good and some are overrated. Why some get such billing as "highest paid," "most beautiful," etc., is beyond me. Some of these come on and sing (?) and can't be heard past the second row. Choruses can dance, but they don't. Remember the George M. Cohan musicals? Always a fast-dancing chorus. Why not in burlesque? A couple of fast routines would pep up a show and also some kicking routines. It seems that they all have forgotten how to kick. A ballet is a good adjunct to a show. Audiences like a change of pace thru a show and really appreciate a ballet line dressed as something different. Why not intersperse shows with girl and boy acts occasionally or a couple of acrobats? The old wheel shows did and also big musicals. Can't burlesque comedians dance any more or do any specialties? After all, there is no vaudeville, and movie-house "presentations" (what there are of them) lack that intimate touch, so the only flesh show to which the public can turn is burlesque. But it is up to producers and managers to hold the new patronage and they can do this with good theaters, improved shows, new comedy, good choruses, fairly lavish spectacles and popular prices. If they do this burlesque will take the place vaudeville once held with the public.

BARRY McGUIGAN.

Osseo, Wis.

I was interested in the letter of Mr. Brown in *The Forum* of November 28 regarding vaudeville coming back and telling of a few celebrities who are doing much to bring it back. If the situation were not so pathetic, not to say amusing, I would, as a performer, say "Go to it." There are so many obstacles in Mr. Performer's way that he would be a mental and physical wreck before he had encountered half of them. How many realize that if an owner today were to put vaude acts on the stage again he would be compelled to take his house apart? Houses today are built for sound. I notice the difference every time I open my mouth, and what real singer wants to sing over a mike system? It takes away at least 50 per cent of the singer's personality and is three-quarters of Mr. Performer's battle in putting his stuff across—and heaven knows a lot of singers need all

He Declares Few Houses Are Fitted for Vaude

43d YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation

Published Every Week

By The Billboard Publishing Company

R. S. LITTLEFORD, President and General Manager.

E. W. EVANS, Secretary-Treasurer.

A. C. HARTMAN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5308. Cable Address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phones, Midallion 3-1616, 3-1617, 3-1618. CHICAGO—6th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampart Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin C. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfraim, Hotel Stevens, Rue Alfred-Stevens.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada and Countries in Pan-American Postal Union. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLIX. JANUARY 9, 1937. No. 2

the personality they have! Managers and movie magnates know all this, but Mr. Public is intoxicated and so their slogan is, "Keep Mr. Public that way as long as possible." The only time that Mr. Performer now can talk to an audience is when he performs for some charitable cause and then he almost has

(See THE FORUM on page 45)

Saranac Lake

By JOHN C. LOUDEN

Dolf Singer, who has been taking the cure here for the last few months, has left for his home in New York, where he hopes to start work again.

Mrs. Gary Sitgreaves spent the holidays with her husband here. Gary is greatly improved after his series of rib operations.

Murray Friedman is our latest guest patient. He hails from Brooklyn, where he was manager of the Duffield Theater.

Doris Connes is enjoying the company of her mother, Mrs. Shrage, here for a two weeks' vacation.

Martha Gill is another newcomer and is much impressed with her new surroundings. She was formerly a member of the executive staff of Universal Pictures.

Betty Gordon, charming wife of Harry Gordon, spent the holidays with her husband in Saranac. Harry says it was the best Christmas he has enjoyed in years.

Mrs. Brian Tracy was the guest of her husband over Christmas. She has returned to her home in New York, greatly pleased with Brian's progress.

Harry Kruse was a visitor to the Lodge during the Christmas festivities. He played Santa Claus to his wife, Dorothy, bringing her many gifts, but his presence was the best gift of all.

The Christmas party was a big success. It began with a supper and was followed by games and entertainment. There was a big Christmas tree and a real Santa Claus with a gift for every patient. Harold Rodner and the husband of one of the patients contributed towards the main gifts. Jack Hirsh, of Boston, sent a useful gift to every patient. The boys of the Capitol Theater, New York, sent six beautiful scarfs to be drawn for. The lucky ones were Marian Green, Pauline Furnicky, Dorothy Kruse, Al DeLorraine, Charley Foster and Tommy Karns. Mrs. William Morris donated a big basket of fruit. Dr. Fischel gave a smoking set, won by Camille Carpenter. Jerry Vogel, music publisher, sent on Christmas novelties. All in all, the party was a big success.

Write to those you know at Saranac Lake.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place.

Parcel Post

- Anderson, Alma, 8c
Julius, Harry, 5c
Kuntz, Joe, 15c
Lamb, Wm. E., 12c
Benoit, Mrs. Frank, 35c
Botter, Harry, 11c
Bufkin, Gypsy, 5c
Burns, L. P., 10c
Cantrell, Mrs. Evelyn, 5c
Claussen, Theo M., 10c
Clifford, Herbert, 25c
Dunn, D. S., 5c
Evans, Robert Lee, 15c
Faulkner, Evelyn, 86c
Fredette, Arthur, 3c
Gillespie, Ed, 5c
Gray, Jas. V., 15c
Harrison Sisters, 9c
Jackson, Murphy, 4c
Johnson, Swede, 15c

Ladies' List

- Abbott, Mildred
Adams, Bettie
Adams, Fay
Alcazar, Chiquita
Ainsworth, Gertrude
Allen, Mary Nell
Allen, Miss Bobbie
Allen, Mrs. Jack
Allen, Mrs. Kate
Allen, Prairie Lily
Alexander, Mrs. Arthur
Allen, Maud
Allman, Edna
Almany, Mrs. Jessie
Altonia, Madam
Amelia, Madam
Anderson, Ginger
Anderson, Martha
Aneni, Jeanette
Anthony, Ramona
Armstrong, Frances
Archer, Marie
Arzen, Mrs. Lucy
Atkinson, Mrs. Thomas
Badger, Mrs. Nellie
Bailey, Mildred
Bain, Betsy
Baker, Mrs. Addie
Baker, Mrs. Helen
Baker, Mrs. Laura
Baldwin, Mrs. Florence
Bales, Sarah M.
Barbara, Lady
Barb, Mrs. E. C.
Barfield, Mrs. Pearl
Barlow, Mrs. Erma
Barnes, Mrs. Billy
Barnett, Dale
Barnett, Mrs. Louise
Barnett, Mrs. Lyle H.
Barrow, Bobby
Bartells, Mrs. Mabelle
Baus, Loretta
Baxter, Fran
Bayne, Eleanor
Beasley, Mrs. Chas.
Beattie, Luella
Beatty, Mrs. O. J.
Bell, Crystal
Bender, Virginia
Bendig, Marie
Benjamin, Mrs. Cleo
Berry, Mrs. Jack
Bertina, Big
Beryl & Harkin
Bessett, Bessie
Bill, Pauline
Billings, Mildred
Birkshire, Dorothy
Black, Pauline
Blanche & Elliott
Blevins, Billy
Bliss, Nellie
Blondin, Mrs. Marie
Blue, Mrs. Archie
Boardman, Josephine
Bolt, Mrs. J. P.
Bonner, Mrs. Arthur A.
Book, Marie
Bookman, Edith
Borring, Elvira
Boston, Helen
Bott, Josephine
Bouten, Mrs. Myrtle
Bowen, Mary
Bowser, Florence
Boye, Billie
Braden, Rose
Brading, Fay
Brazin, Mrs. Rita
Bresk, Mrs. Frank
Brizandine, Elsie
Brown, Mrs. D. E.
Brown, Mrs. R. H.
Brown, Helen K.
Brown, Nina Utrop
Brown, Raynell
Brown Sisters
Brown, Thelma
Bryant, Marguerite
Bryant, Mrs. Carl
Bryant, Mrs. Corel
Brydon, Mrs. Lee
Brydon, Mrs. Carrie
Buchanan, Lonnie
Buck, Mrs. Charles B.
Buck, Doletta
Bunch, Violet
Bunker, Esther A.
Burselon, Madame
Burke, Fern
Burke, Mrs. Mary
Jane

- Deveron, Maxine
Dew, Mrs. Daniel
Dexter, Fern
Diel, Mrs. Peggy
Dill, Helen
Dill, Mrs. Nettie
Dill, Mrs. Sam
Dixon, Jeanne
Dixon, Mrs. Ora
Dixon, Violet
Dolletta
Domer, Mrs. R. V.
Donia, Jolly
Donnelly, Betty
Dorshua, Isabel
Doss, Layd Peggy
Dowling, Elaine
Drohan, Margaret
DuMont, Cleo
DuVell, LuVa
Duffy, Helen
Dugan, Donna
Dunning, Mrs. John W.
Dushane, Dolores
Dutcher, Jean
Dwyer, Sis
Dyer, June
Dyer, Layd Pete
Dyer, Mrs. M. G.
Dykinan, Mrs. Midge
Edna & George
Edwards, Mrs. Juanita
Edwards, Mrs. Jack
Elliott Sisters
English, L.
Ernest, Mrs. Jack
Essee, Nellie
Estelle & LeRoy
Evangeline Lady
Evans, Clare & Babbette
Evans, Mrs. Dan
Fairbanks, Frankie
Fairbill, Ethel
Farson, Marie
Feaster, Babe
Ferris, Mrs. Billy
Fields, Mrs. Alma
Fife, Mrs. Sam O.
Fine, Mrs. Lew
Fisher, Patty
Fisk, Vivian
Flannigan, Mrs. Mildred
Fleming, Helen
Fleming, Miss Jerry
Fleming, Mrs. Jas. E.
Floto, Mrs. Mazie
Floyd, Mrs. Mary
Ford, Mrs. Al
Forest, Mrs. Bettie
Forth, Kitty
Frame, Mrs. Satis
Franklin, Marylyn J.
Franks, Jessie
Frost, Mary
Fuller, Mrs. Bessie
Gable, Sylvian
Gaines, Mrs. Annie
Gala, Gloria
Gall, Mrs. Louis
Gambin, Aney
Gardner, Mrs. Fern
Garner, Mrs. Elnor
Gaspard, Grace
Gates, Heloise
Gatlin, Mrs. Joe
Gemmeno, Mrs. Elizabeth
Gentry, Lillian
Gibson, Mrs. Bertha Marie
Gilbert, Mrs. Geo.
Giles, Cleo
Gillen, Margaret
Gilligan, Mrs. Aneta
Gimtrum, Ida
Glandy, Florence
Gloth, Mrs. Jennie
Goldfen, Mrs. David
Golden, Pauline
Golden, Richard Kay
Gonzales, Edna
Goodwin, Clara
Goodwin, Mrs. Jack
Goodwin, Velma
Gorman, Mrs. Chas.
Gorman, Mrs. Billie
Graves, Frances
Graves, Marion
Gray, Pearl
Green, Mitzl
Gregg, Lenta M.
Grey, Mrs. Clois
Griffin, Beatrice
Grimes, Mrs. G.
Griffis, Mrs. Lulu
Guffins, Mrs. Geo.
Guilliams, Daisy
Haag, Mrs. Ruby
Hadley, Mrs. Mae
Hageman, Mrs. Marie
Haley, Mrs. Jerry
Hall, Mrs. Hazel
Hall, Mrs. V. Nails
Hall, Lettie
Kistler, Tiny
Klein, Mrs. Mary
Kline, Mrs. Bertha
Kling, Mrs. Marie
Kling, Mrs. Pete
Kline, Mrs. Mary
Knecht, Clara
Knitsely, Mrs. R.
Kokesch, Camille
Kork, Bobby
Kovshusia, Marsha
Krisler, Sue
Kriswell, Mrs. Lillian
Kuhn, Mrs. Shirley
Ladare, Marie
LaGrove, Vernie
LaGrova, Jacqueline
LaStrand Sisters
LaVenia, Caroline
LaVina, Caroline
Laing, Mrs. Norma
Lambert, Mrs. Lottie
Lanont, Mrs. Geo.
Lamoureux, Eva
Lane, Betty

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Hendry, Mrs. Jeane
Herbert, Dorothy
Herman, Eva
Heth, Mrs. Floyd
Hill, Mrs. Genevieve
Hilton, Daisy & Violet
Hoagland, Mrs. Geo.
Hobson Jr., Mrs. Homer D.
Hodge, Clara
Hoffman, Lena Leo
Holderness, Mrs. Geo.
Holmes, Lillie
Hooper, Mrs. Grace M.
Hornett, Mrs. Beverly
Housner, Mrs. Clara
Howerton, Mrs. Mae
Howard, Mrs. May
Hughes, Genevieve
Hull, Mrs. Bert
Hull, Mrs. H.
Hull, Norma
Hummel, Ruth
Hummel, Bettie
Humphries, Bert
Hunter, Mrs. Blackie
Hunter, Mabel
Huyland, Betty
Ingleston, Mrs. Ann
Jackson, Mrs. Ceola
Jackson, Beryl Warner
Jackson, Erin
Jackson, Mildred
Jane & Zeke
Jearalds, Mrs. W. R.
Jefferies, Mrs. Catherine
Jefferies, Mrs. Mirvia
Jenkins, Polly
Jennings, Mrs. Harold
Jewel, Fern
Jewell, Mrs. Clifford
Jewell, Loretta
John, Lula
Johns, Mrs. Grace
Johnson, Mrs. Ernestine
Johnson, Mrs. Auralia Clark
Johnson, Mrs. Sophia
Johnstone, Anne
Jones, Mrs. Sam
Jules, Mrs. Katherine
Karns, Mrs. Gertrude
Kaslin, Mrs. Jean
Kaus, Mrs. Dimples
Kay, Kitty
Kearns, Mrs. Jerry
KeLone, Tonia
Keller, Adele
Keller, Louise
Keller, Mrs. L. C.
Kelley, Mrs. Fanny
Kelley, Mrs. Mabel
Kelley, Mrs. Dorothy
Kennedy Sisters
Kennedy, Mrs. B.
Kenton, Hester
Kerns, Mrs. Sticks
Ketchum, Mrs. Sally
Keyho, Mrs. Bee
Kilbain, Helen
Kilbinger, Mrs. Lula
Kimball, Mrs. Blanch L.
Kimmel, Verne
Kimmel, Mrs. Ullu
King, Alma Helena
King, Mickey
Kirk, Lettie
Kistler, Tiny
Klein, Mrs. Mary
Kline, Mrs. Bertha
Kling, Mrs. Marie
Kling, Mrs. Pete
Kline, Mrs. Mary
Knecht, Clara
Knitsely, Mrs. R.
Kokesch, Camille
Kork, Bobby
Kovshusia, Marsha
Krisler, Sue
Kriswell, Mrs. Lillian
Kuhn, Mrs. Shirley
Ladare, Marie
LaGrove, Vernie
LaGrova, Jacqueline
LaStrand Sisters
LaVenia, Caroline
LaVina, Caroline
Laing, Mrs. Norma
Lambert, Mrs. Lottie
Lanont, Mrs. Geo.
Lamoureux, Eva
Lane, Betty

- Snodgrass, Mrs. Thomas
Sparks, Billie
Spencer, Mrs. Virginia
St. Clair, Jean
St. Leon, Lillian
Stand, Vera
Stanley, Mrs. Daisy
Stanley, Nina
Starkey, Mrs. John
Starling, Mrs. Myrtle
Stebblar, Mrs. Hannah
Stella, Miss
Stevenson, Mrs. Madeline
Stevens, Mamie
Stewart, Ann
Stewart, Betty
Stewart, Catherine
Stilz, Chine
Stokes, Edna
Stokes, Mrs. Ray
Stoneman, Mrs. Joe
Strand Sisters
Stuart, Bette
Sube, Helen
Sullivan, Mary
Summers, Laura
Sutton, Mrs. Irene
Tackette, Marie
Tarbes, Mrs. Kathryn
Tarrant, Mrs. C.
Taylor, Mrs. Jamie
Taylor, Mrs. W. C.
Teska, Mrs. Bertha
Thebe, Marion
Thomas, Iva
Thomas, Juanita
Thomas, Mrs. Flo
Thomas, Peggy
Thompson, Mrs. Anna
Thompson, Mrs. B. W.
Thompson, Mrs. Minnie
Thomson, Mrs. Beatrice
Thompson, Mrs. Pauline
Thornton, Dollie
Thiency, Viola
Tigere, Mrs. E. J.
Timmers, Mrs. S.
Timoni, Pffie
Torvane, Julia
Trainer, Mrs. H.
Trivandey, Anna
Tron, Plecta & Daren
Tucker, Bobbie
Turner, Mrs. Gertrude
Turner, Mrs. Vera C.
Turner, Mrs. Jack
Tyndal, Thelma
Tyree, Mrs. Earl
Uclear, Mrs. Babe
Ulsby, Mrs. R. L.
Vain Jean
Van Allean, Bertha
Van Lidth, Evelyn
Van, Marie
Vaughn, Mrs. Evelyn
Vogstad, Mrs. Cans
Voils, Margaret
Von Losen, Emily
Wiang, Beatrice
Wade, Mrs. Myrtle
Wagner, Mrs. Betty
Wagner, Mrs. Sara
Waight, Naomia
Wallace, Agnes
Wallace, Mrs. Ester
Wallace, Mrs. G.
Wallace, Mrs. J. L.
Walz, Adelm
Ward, Lecta
Warner, Barbarina
Warner, Baker
Warriner, Bobby
Wasko, Mrs. Alicia T.
Weaver, Little
Weaver, Patty Jane
Weaver Jr., Mrs. E. W.
Webb, Mary
Webber, Mrs. Alm
Webster, Mrs. J. H.
Wehrle, Annabelle
Weisman, Mrs. C. N.
Welch, Mrs. C. Z.
West, Joan Paula
Weston, K. & Gloria
Wheeler, Mrs. Cara
White, Betty
White, Doris
White, Gonzell
White, Mrs. Geo. D.
White, Mrs. Harry B.
Whitehead, Mae
Wiggins, Bertie
Williams, Donna
Williams, Mrs. Betty
Williams, Mrs. J.
Williams, Eleanor
Williams, Greta
Williams, Gean
Williams, Peggie
Williams, Kaye
Williams, Mrs. Irene
Williams, Mrs. Julia D.
Williams, Mrs. Lottie
Williams, Mrs. Myrtle
Williams, Mrs. Orville
Williams, Mrs. Orville
Williams, Mrs. Polly
Williams, Kitty
Williams, Wilma
Wilson, Dianne
Withers, Mrs. H. M.
Wolfe, Mrs. C. E.
Wolfe, Effie
Woodall, Mrs. Babe
Woodruff, Mrs. Jean
Worl, Mrs. Geraldine
Worman, Mrs. N.
Worham, Mrs. Jack
Wright, Juanita
Wright, Mrs. Thelma C.
Young, Mrs. Helen
Zira, Madam
Zoder, Evelyn
Zulong, Mrs. Ella
Abbott, Claude L.
Abbott, Geo.
Abbott, Robert E.
Abend, Ben
Abrams, Nate
Aces, Three Flying
Ackerson, Davie
Aero, Walter
Adams, A. A.
Adams, Frank
Adams, G. N.
Adams, Herald
Adams, Joe
Adams, John
Adams, Max
Adams, Ned
Adams, Roy E.
Adams, W. E.
Adkins, Minnie F.
Adkins, Tommie
Adkinson, Gordon
Adler, Felix
Adler, Felix B.
Aege, John R.
Aiton, Thos.
Akers, Taylor
Alberts & Alberts
Alberts, Leo
Albright, Austin
Alderson, Walter
Aldrich, Sam
Alexander, S. C.
Alexander, Wm. Earl
Alford, Bob
Alfredo, Al & Alice
Ali, Walter
Allen, Chas. X.
Allen, J. C.
Allen, J. H.
Allen & Parker
Allen, Chauncey M.
Allen, Chickie
Allen, Joe
Allen, King
Allen, Mert H.
Allen, O. D.
Allen, Robert E.
Allison, Tex Jack
Allman, A.
Albert, Morris
Alred, Paul H.
Alvis, Ray C.
Alzona, Karl
Ambelas, Duke
Amber, Walter
American Concert Co.
Anders, F. L.
Anderson, Attilia
Anderson, H. E.
Anderson Jr., Harley
Anderson, R. W.
Anderson, (Bill)
Anderson, Stanley
Anderson, Timmy Leo
Andre, Jack
Andresen, O. M.
Andrews, Cliff
Andrews, (Shoes)
Andrews, Dudley
Andrews, Frank
Andrews, James
Andrews, John H.
Angel, Al
Angel & Fuller
Ansher, Sam
Anthony, Buddy
Anthony, Robert
Applebaum, Sannnie
Appley, Raymond
Applegate, Sammy
Arbuch, Rex
Archer, Vernon
Archer, Willard
Arculeer, A. F.
Arenz, Shaun
Arenz, Sam
Arenz, Thomas
Argo, Cecil
Arley, The Four
Arley, Danny
Armentrout, Willard
Armstrong, Chas.
Arnest, Arthur
Arnheim, Eddie
Arnold, Woodrow
Arrate, Billy
Arran, Jack
Arthur, Bruce
Arthur, Duke
Arturo & Evelyn
Arush, Edward
Ashe, Earnest
Asher, Frank
Ashley, Owens
Ashworth, Arthur L.
Astero, Manito
Atkins, Geo.
Atkins, R. J.
Atterbury, A. D.
Augustard, Arnt
Augustino, Louis
Aussicher, Bob & May
Austin, Hot Shot
Avery, Tommy
Ayers, Bob
Ayers, Doc H. B.
Ayers, Homer
Baby, Earl
Bachel, Wm.
Badger, Harry
Badget-Foot, Chief
Baer, Arthur O.
Bagwell, James
Bailes, Pat
Bailey, Al Hap
Bailey, E. E.
Bailey, Wm.
Bailey, W. M.
Baillie, John
Bailes, Pat & Paula
Baite, Eugene
Baker, Bernice G.
Baker, Bill
Baker, Jack & Jo
Baker, Joe
Baker, L. C.
Baker, R. G.
Bakus, Herbert
Balden, Luther
Baldy, Joe Sures
Balingier, Mickey
Ball, Jack
Ball, Mrs. H.
Balmer, Jack
Balzer, Ray
Bammel, Clifford
Bangs, Jerry
Banks, Russyl
Banks, Wallace
Barry, R. R.
Barbeau, Ernie
Barcl, Clark
Bardic, Milton
Barfield, Eugene
Barlow, Billy
Barlow, Dick
Barlow, Harold
Barlow, Wayne
Barlow, Harold
Barlow, Bob
Barne, Wm. D.
Barnes, Clint
Barnes, E. Markley
Barnes, Dr. W. B.
Barnes, Lew
Barnett, Chester & Viola
Barnett, H.
Barnett & Schultz
Barnett, Eddie
Barnett, T. C.
Barnsdale, Richard
Barocoff, Sam
Barr, Harley
Barr, Jack
Barr, Steve
Barry, Rex
Barrows, Thomas
Barry, L. M.
Barth, Julius
Bartlett, R.
Barton, Geo.
Barton, J.
Barton, Jack
Barton, Allison
Barton, Walter
Cotton
Barton, Wm.
Basham, Lloyd
Bassinger, D. L.
Bates, Carl
Bath, Hubby
Baughman, B. J.
Baughman, Theodore
Bayles, Spot
Beach, Jack
Beall, Robert
Beau, Billy & Mabel
Beard, Wade
Beatty, Joe
Beatty, O. J.
Beatty, Sam
Beaver, Little
Bedoe, John
Bedonie, Salem
Bedow, Henry
Bee-Bee
Becano, Paul
Begley, Eddie
Behee, Bob
Beciano, Leo J.
Beiche, Spearman
Beleno, Ray
Belew, Max
Belew, Ray
Bell, Archie
Bell, D. Harry
Bell, Harvey
Bell, Jack C.
Belmonte, Stanley
Benbow, Wm.
Benham, Richard
Benjamin, Al B.
Bennett, Gordon
Bennett, Russ
Bennett, Samie
Bennington, R. L.
Bentley, Sam & Betty
Bentley, S. D.
Benton, Arch
Benway, Pete
Bergen, Ben
Berger, Harry
Berger, E. J.
Bernard, Leo J.
Bernst, E. L.
Bernst, E. L.
Bernst, E. L.
Bernstein, Lew
Binky
Berry, Bert H.
Berry, C. O.
Berry, Jack
Bertrand, Joe
Bertram, Eugene
Bestup, Louis
Best, Sam
Beverly, John
Bey, Ben
Biddle, Bill
Biddle, William
Biddle, Fred W.
Bilderer, Michael
Big Chief Comedy Co.
Bigshy, Tex
Bikes, O. L.
Bimbo, Sam
Binard, Barney
Bisbee, J. O.
Biscow, Isador
Bish, Donald

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Main body of the letter list containing names and addresses of performers and venues, organized in columns.

The Final Curtain

BACKUS—Willie, 63, for 25 years popcorn concessioner at Port Huron, Mich., as the result of a fire which destroyed his home there December 24.

BAGGOTT—Ruth, 45, former wife of King Baggott, pioneer movie actor, at her home in Hollywood December 23 of blood poisoning. Survived by her son, Robert King Baggott.

BASSETT—Mrs. Edward, 56, actress, who had a leading role in *Lightnin'*, which ran three years on Broadway, in Pittsburgh December 30 of pneumonia. She played in stock in and around San Francisco in her early life. She was a sister of Nellie Burke. Her husband was one time a champion figure skater and her father was a circus clown.

BIRD—Mrs. E. Marion, 56, formerly featured in burlesque as Charmian, at Lawrence Memorial Hospital, Medford, Mass., December 27 following a heart attack. She was one of the first to introduce stripping on the burlesque boards in America. She was a favorite at the Old Howard, Boston, and other circuit burlesque houses years ago. Survived by her husband; a daughter, Margaret Bird; two sons, Russel and Cecil, and her mother, Mrs. Margaret T. Carroll, of Providence. Funeral services in Providence December 30. Burial in St. Francis Cemetery, Pawtucket, R. I.

BLONDEN—Marie, in a hospital at Miami December 25 following a paralytic stroke Thanksgiving Day. Was the wife of the well-known animal trainer. Survived by husband and son. Body was cremated and shipped to France for burial.

BROWN—Charles (Brownie), 62, formerly known in vaudeville when he and his wife were teamed as Charles and Bessie Brownie, and recently property man at the Novelty Theater, Topeka, Kan., at his home near that city December 17. He was a member of IATSE and was active in that organization's affairs.

CALMANN—Rudolph, 70, former orchestra leader, December 20 in the Jewish Hospital, Philadelphia, of heart disease after a week's illness. Calmann conducted orchestras in Philadelphia for 45 years and played at one spot, Asher's, for 20 years. He leaves his wife, Clara.

CAUDELL—Joseph L., 40, operator of the Hannah Pickett Theater, Rockingham, N. C., December 22 at his home there after a brief illness of pneumonia. Caudell formerly operated theaters in St. Pauls and Rockingham, both in North Carolina.

CHERRY—Edna Beatrice, 59, wife of Captain Dan Cherry, high diver, in an auto accident December 19 at Vernon, Tex. Survived by her husband, one daughter, a granddaughter, one sister and three brothers. Burial in Mt. Olivet Cemetery, Ft. Worth.

DENNING—Mrs. Hattie, 35, wife of James Denning, both formerly of Bunts Amusement Company, at Hebron, O., December 7. Her husband was also formerly with C. M. Goodell Greater Shows, Gooding Rides and clowning with Colorado Grant's Dog and Pony Show. Last six years he had been a concessioner at Buckeye Lake Park, Buckeye Lake, O.

DERLICH—Fred D., 70, well-known musician, popular as a pianist when Canton, O., music halls flourished years ago, December 26 at Mercy Hospital, Canton, shortly after he had been hit by a truck. Funeral services and burial at Canton.

DOUTHWAITE—Guy, 50, Los Angeles theater operator, at Palm Springs, Calif., December 26 of heart attack. Douthwaite started the first Drive-In Theater west of Newark, N. J., several years ago and was a partner in a similar open-air theater near Los Angeles. Survived by his widow, Mary; a brother, Archie; a sister, Mrs. Harry White.

FRY—Clarence, 78, veteran troupier and musician, of Fort Madison, Ia., at the home of a daughter in Chicago December 22. He traveled for more than 50 years, playing in most all important cities of the United States and Canada. He was leader of the orchestra at the Princess Theater, Winnipeg, Man., in 1884, and at the old Olympic Theater, Chicago, in 1896. At one time he was leader of the orchestra in the Family Theater, Butte, Mont. Some of the companies he traveled with were James T. McAlpin's Hans Hanson Company, W. A. Eller's Attractions, Peck & Fursman's Daniel Boone Company, Western Theater Company, McIntyre & Heath's Minstrels, *Uncle Josh Sprucey* Company, Rentfrow's Manhattan Stock Company, Lincoln Carter's *Down Mobile* Company and the Harley Sadler Company. Fry was on the road until 1928, when he was forced to give up on account of ill health. Survived by his son, James B. Fry.

GOSSETT—Joseph A., 62, manager of the State Theater, Canton, O., after an illness of several weeks. His widow, a son and daughter survive.

GOULD—Frank A., manager of the Cotton Street Theater, Reading, Pa., of Pneumonia December 11 at Reading Hospital.

HARE—Paul, cornetist with Jimmy Dorsey's Orchestra, in a transport airplane wreck near Saugus, Calif., December 28.

HICKES—Edward, 63, band leader, at his home in Fayette, O., December 14 of heart ailment. He had been in the show business about 48 years. For six seasons he was with Sun Bros.' Circus. Survived by his widow, formerly Anna Sizer, of the Sizer Sisters, song and dance team, and a sister, Mrs. C. C. Roosa.

JENNIER—George, clown, who had been with various circuses, of pneumonia at City Hospital, Louisville, Ky., December 26. He became ill December 24 while at Ray Glau's home there. His brother, Walter, has a seal act. Burial in Evergreen Cemetery, Louisville.

KIMMEL—Henry T., manager of the New Ritz Theater, Panama City, Fla., December 26. Burial in Winston-Salem, N. C.

KRAUSE—Mrs. Mamie, 65, veteran carnival operator, at her home in Detroit December 26 following a fall. Born in Logansport, Ind., she started her first carnival 20 years ago in partnership with her nephew, Charles J. Ziegler. Following the death of her sister, Catherine Ziegler, concessioner with the Barkoot Bros.' Shows, she established her own carnival, the Krause Amusement Company, which has operated ever since, mostly near Detroit. For some years she played fairs in Michigan, Illinois and Indiana. Last year she operated two carnival units, taking in her daughter, Mrs. Beulah (Frank) Miller as partner. Mrs. Miller will continue the carnival. Survived also by her husband, Frederick Krause. Burial December 29 at Roseland Park Cemetery, Detroit.

LAI—William S., 29, Variety Club leader in Pittsburgh, in that city December 24 following a brief illness. Survived by his mother and three brothers.

IN LOVING MEMORY OF
My Darling Wife, Sweetheart and Pal,
MAMIE D. LESSER
Who passed away January 6, 1936.
Always on My Mind. Never To Be Forgotten.
A Broken-Hearted Husband,
LE ROY D. LESSER.

MARTIN—William H. (Bill), 65, veteran billposter, in Detroit December 26 from a heart and kidney condition. He was formerly with the Forepaugh-Sells, Barnum & Bailey, Gollmar Bros., Coop & Lent, Wheeler Bros. and other circuses. For the last 20 years he has been with the United Billposting Company, Detroit. He was a member of the Masonic order and the billposters' union. Survived by a sister. Burial at Port Huron, Mich.

MOSS—Bert, 55, widely known in theatrical and night club circles thruout the United States, December 29 in Harper Hospital, Detroit, from pneumonia. Moss operated the Addison Hotel, Detroit, for several years, during which time he developed the Florentine Room into one of Detroit's most popular night spots. He later operated the Griswold Hotel and the Penthouse of the Park Avenue Hotel, Detroit, where he also managed the Blue Room Cocktail Bar. He also managed night clubs in New York, Chicago, Cleveland, Miami and on the West Coast. His widow and one daughter survive.

MOTIL—Emma Clark, 71, former president of the International College of Music and a leading teacher of piano in Chicago for 40 years, at her home in Chicago. Burial in Chicago.

MUNTZER—Mrs. Mary Myrtle, 52, who trouped with her husband, Fred, for 35 years with many of the major carnivals in the United States, Canada and Mexico, recently in Evansville, Ind. Funeral services at the Robert Smith Memorial Chapel, that city, with burial in Oak Hill Cemetery there.

NAVARO—Ralph A., 70, linotype operator of *The Billboard*, December 31 in Cincinnati of injuries received when struck by an auto. He set type matter for the first issue of *The Billboard*, dated

November 1, 1894. Not having its own mechanical departments at that time, *The Billboard* farmed out the work, the composition going to the Cincinnati Directory, of which Navaro was an employee. Navaro had been on *The Billboard* staff for 26 years. Survived by his widow, Matilda Navaro, one son and one daughter. Burial in Spring Grove Cemetery, Cincinnati.

NOACK—Mrs. Anna, 90, mother of the late Mrs. W. Frank Delmain, December 20 at her home in Houston.

PELTIER—Howard, 50, vaudeville actor, at Mt. Clemens Veterans' Hospital, Mt. Clemens, Mich., December 20. He was professionally known as Howard Kane, of Kane and Hazleton. Jane Hazleton, his widow and partner, survives. Burial in Rhinebeck Cemetery, Rhinebeck, N. Y.

PICKENS—S. F., brother-in-law of Aline Potter Morency, of Max Gruberg Shows, suddenly at Mineral Wells, Tex., November 29, it has just been learned. He was well known to showfolk, having been house detective at Baker Hotel, Dallas, the last six years.

ROONEY—Charles, 47, owner of the riding act known as the Riding Rooneys and for many years featured with the Ringling shows, in Chicago December 24 of a heart attack. Survived by his widow, Minnie H. Rooney, owner of a trapeze act known as the LaVenia Sisters; his father, Hugh Rooney; a brother, Ed Rooney, of Ringling Bros. & Barnum & Bailey Circus, and two sisters, Mrs. John Ethridge and Mrs. Carl Romig. Burial at Baraboo, Wis., his birthplace.

ROSS—George W., 91, Scottish dancer and singer, in Frederickton, N. B., of pneumonia recently. He was a pioneer band and orchestra musician and had been owner, trainer and driver of trotters, with base at Frederickton fairgrounds track. He had been presenting Scottish songs and dances in kilts for 70 years.

SCHALKHAMMER—Dr. Sebastian, former opera singer, in San Francisco December 27.

SCHATH—Anthony J., 77, former member of the Cincinnati Symphony Orchestra, member of the Philharmonic Orchestra of Cincinnati and a charter member of the Cincinnati Musicians' Association, in Cincinnati December 26. Survived by his widow, two daughters and two sons.

SCHORCHT—Prof. Frederick, 91, one-time member of the German Kaiser's imperial band and former professor of music for approximately 35 years, at St. Mary's College, Oakland, Calif., in San Francisco December 28. Survived by a son and daughter. Funeral service in San Francisco, with interment in Olivet Memorial Park, San Mateo, Calif.

SCOTT—Loretta Mae, seven-week-old daughter of Mr. and Mrs. James Scott, December 30. Mother was Ferris Wheel operator for Mrs. William Wells on Winters' Shows last season.

SHROYER—Eva, 65, aunt of Mrs. C. D. Scott, of the Dixie Exposition Shows, December 19 at Sidney, O. Survived by her husband, George; a son, Rex, and a daughter, Enid.

STRECK—Arnold, 30, projectionist at the Grand Theater, Wausau, Wis., December 26. Survivors include his widow, son and parents.

SWALLOW—Beatrice (Leslie), formerly of the Hagenbeck-Wallace Circus, at her home in Jamaica Plain, Mass., December 20. Survived by her husband, Frederick F. Swallow. Funeral services at the Kingsley Funeral Home, Jamaica Plain, with burial in Pine Grove Cemetery there.

SWOR—Mrs. Susan M., 87, mother of John, Jim and Bert Swor, minstrel and vaude performers, at her home in Dallas December 12. Survived by three sons. Burial in Oakland Cemetery, Dallas.

TANNER—Charles C., 62, owner of the Tanner sight-seeing busses, in Los Angeles December 27. He was well known in the film industry, for which he often supplied cars for location parties.

TEAGUE—Frank, 33, layout artist for the Walt Disney animated cartoons, in a transport airplane wreck near Saugus, Calif., December 28. He was returning to Los Angeles from a Christmas stay with his parents at Alameda, Calif.

TIERNAN—John H., 68, formerly well known to the minstrel fraternity of some 35 to 40 years ago as a song and dance man, at his home in Albany,

N. Y., following a brief illness. Survived by his widow, four daughters and one son.

TUCKER—Harry, 71, veteran columnist on *The Richmond Times-Dispatch* and formerly of the staff of *The New York Tribune*, December 30 at his home in Richmond, Va. He was one of the organizers of the Circus Saints and Sinners Club. Survived by his widow; four sons, Harry Jr., Ben C., James B., and Stewart B., house manager of the Byrd Theater, Richmond, and one daughter, Mrs. E. Lee Foster.

WALL—Lawrence P., 49, at his home in Chicago December 26 from asthma. He was a booker in the Milton Schuster office, Chicago, about eight years ago and previously had worked in dramatic and musical shows. Survived by two sisters and a brother. Interment at Calvary Cemetery, Evanston, Ill.

WALTON—Fred, 70, English character actor, December 27 in Los Angeles of pneumonia. His real name was Frederick Heming and he had been in Hollywood working in films since 1924. Among his last pictures were *The White Angel*, *Portrait of a Rebel*, *Little Lord Fauntleroy* and *Lloyds of London*.

YATES—Clara Annette, 61, wife of Henry W. Yates, member of the RKO studios production staff, December 23 in Los Angeles.

Marriages

ALDRIDGE-HAYDEN—Harry Aldridge and Betty Hayden, night-club entertainers, in Philadelphia December 25.

BERNSTEIN-COOGAN—Arthur I. Bernstein, manager of Jackie Coogan, and Lillian R. Coogan, mother of Jackie Coogan, at Las Vegas, Nev., December 30.

BURCHARD-ARMITAGE—Clarence C. Burchard, Boston music publisher, and Marie Theresa Armitage, New York music editor, in New York December 23.

CONNORS-KIRK—Frankie Connors, tenor at the Fox Theater, Detroit, to Nina Kirk, for the past year connected with the ballet at that theater, secretly nearly a year ago, it has just been revealed.

GALE-SMITH—Al Gale, of the vaudeville act Tracy, Gale and Leonard, now playing Colosimo's, Chicago, to Dorothy Smith, of the team of Dorothy and Lillian Smith, dancers in the current floor show at College Inn, Chicago, in that city December 26.

HOLT-THRING—Tom Holt, theatrical manager, and Lola Thring, daughter of the late F. T. Thring, in Melbourne, Australia, recently.

MIDDLETON-HEAD—Wallace Middleton, of the Middleton-Sackin Booking Agency, and Josephine Head, dancer, at Yuma, Ariz., December 24.

PFLAUMER-HASS—Theodore Pflaumer, radio man, and Marie Haas, dramatic actress, in Philadelphia December 19.

RUSSELL-BACKON—Bobby Russell Jr., black-face comedian with Lillian Bell's Funmakers and formerly with Silver Bros.' Circus, to Virginia Backon, at Reidsville, Ga., December 24.

SCHULBERG-RAY—Budd Wilson Schulberg, film writer and son of B. P. Schulberg, producer, to Virginia Lee Ray, film player, December 31 in Los Angeles.

STRAWN-CHAYES—Arthur Strawn, Columbia Pictures scenarist, to Rose Martel Chayes in Los Angeles December 29.

TOLAR-HANNA—Morgan (Whitey) Tolar, member of the Conley Trio with Conley's Comedy Circus the past four years, and Mabel Hanna, nonprofessional, of Memphis, in that city December 25.

TROUTMAN-HOLMES—Clarence Troutman, of Pittsburgh, and Terry Holmes, dancer, in Pittsburgh recently.

WHITEHALL-HALL—Don Whitehall, of Grosse Pointe, Mich., to Bobette (Babs) Hall, of *The Smoothies*, heard over Station WWJ, Detroit, and formerly in vaudeville, December 22.

WINNINGER-SAUERWALD—Josef F. Winingner, member of the Milwaukee Symphony Orchestra and nephew of Charles Winingner, radio and screen actor, to Alfrieda Sauerwald, Wisconsin College of Music teacher, December 26 in Chicago.

Births

A son, Robert Marshall, to Mr. and Mrs. Hy Steed in Detroit December 23. Father is program director for Station WMBC, that city.

A son to Mr. and Mrs. George Davis (See BIRTHS on page 71)

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

ABC Trio (El Chico) NYC, nc.
 Accosta, Olga (El Gaucho) NYC, nc.
 Ace, Red (Red Horse Tavern) Follansbee, W. Va., nc.
 Adams, Crawford & Paulette (Park Central) NYC, h.
 Adair (French Casino) NYC, nc.
 Adams, Margaret (Benny the Bum's) Phila, nc.
 Adelina & Theodori (Original Maisonette Russe) NYC, nc.
 Ah San Lu (Mahoney's Palace Cafe) Hartford, Conn.
 Ahi, Princess (Colosimo's) Chi, re.
 Alabasi, Countess (Village Casino) NYC, nc.
 Albee Sisters, Four (Lyric) Indianapolis, t.
 Alex, May (Kit Kat) NYC, nc.
 Alexander, Joan (Piccadilly) NYC, h.
 Allen, Bernie (5th Avenue) NYC, h.
 Allen, Ted (Chicago) Chi, t.
 Allen, William (Place Elegante) NYC, nc.
 Ambrose, Billy & Ruth (Blackhawk) Chi, re.
 Anderson & Allen (Casino Parisien) Chi, nc.
 Andree & Samuels (Gaiety) Brussels, cb.
 Andre, Janice (Paradise) NYC, re.
 Andre, Pierre (Congress) Chi, h.
 Angelo & Porter (Edgewater Beach) Chi, h.
 Anson, Bill (Royal Frolics) Chi, nc.
 Apollon, Dave, Continental Varieties (Maj.) Dallas, Tex., 4-7, t.
 Aragon, Mercedes (Colosimo's) Chi, nc.
 Archer, Gene (Chesapeake House) NYC, re.
 Arden, Anita (Paradise) NYC, re.
 Arden, Donn (Chez Ami) Buffalo, nc.
 Arnold, Jack (Bali) NYC, nc.
 Arlynne & Borden (Gloria) Columbus, nc.
 Armando & Maria (Bright View) Rochester, N. Y., nc.
 Armida (Tower) Kansas City, t.
 Armstrong, Louis, & Band (Orph.) Omaha 4-7, t.
 Armstrong, Maxie (Black Cat) NYC, nc.
 Arnauld Bros. (Savoy) London, h.
 Arturo & Evelynne (Bali-Bali) Chi, nc.
 Ashburns, The (Levaggi's) Boston, re.
 Avery, Randolph (Oriental) Chi, t.
 Avner, Bill (Place Elegante) NYC, nc.

B

Babi, Hadji (Plymouth) Boston 4-7, t.
 Baccini, Maria (Place Elegante) NYC, nc.
 Banama Dancers (Cotton Club) NYC, h.
 Bailey, Mildred (Blackhawk) Chi, re.
 Baines, Pearl (Kit Kat Club) NYC, nc.
 Baker, Belle (Hollywood) NYC, re.
 Baldwin & Bristol (Clover Leaf Club) Pueblo, Colo., 2-9.
 Bale, William G., Manchester, Ia., Jan. 8; Spring Grove, Minn., 11; Pine Island, Minn., 12; Mazepa, Minn., 13.
 Bankoff & Gannon (Colosimo's) Chi, nc.
 Barbary, Lea (Gay '90s) NYC, nc.
 Barlow, Dorothy (Palmetto) Detroit, nc.
 Barnes, Ruthie (State-Lake) Chi 31-8, t.
 Barr, Dave (Leon & Eddie's) NYC, nc.
 Barrett, Sheila (Drake) Chi, h.
 Barrett, Virginia (Nixon) Pittsburgh, c.
 Barrie, Eve (Wivel's) NYC, re.
 Barry, Capl (Adelphia) Phila, h.
 Bartell & Hurst (Shoreham) Washington, D. C., h.
 Barton, Mary (Jimmy Kelly's) NYC, nc.
 Basino, Mario (Place Elegante) NYC, nc.
 Baughman's Traveltours: Lakeland, Fla., 8-11.
 Beasley, Irene (State) NYC 4-7, t.
 Beatty, George (Pal) Chi 4-7, t.
 Beaucaux, Melba (Colony) Phila, nc.
 Beck, Melton & Beck (Savarin) Buffalo, c.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell, Bobbie (Ballyhoo) Columbus, O., nc.
 Bell, Dorothy (Basque) NYC, c.
 Bell & Grey (Hollywood Club) Louisville, Ky.
 Bell, Jim & Nora (Royal Frolics) Chi, nc.
 Bell's Hawaiian Follies (Orph.) Champaign, Ill., 9-10, t.; (Eldorado) Eldorado, Ill., t.; (Indiana) Bedford, Ind., 12, t.
 Bemis, Bill & Beverly (Chez Paree) Chi, nc.
 Benga, Peral (French Casino) NYC, nc.
 Bennett, Eddie (Place Elegante) NYC, nc.
 Bennett, Ethel (Old Rumanian) NYC, re.
 Bengt, Ben (Fair) Eustis, Fla., 5-9; (Fair) Bowling Green 11-16.
 Benson, Mildred (20th Century) Phila, nc.
 Bentum, Bench (Funland Park) Miami, Fla.
 Berg, Alphonse (Chicago) Chi, t.
 Berman, Bobby Burns (Lookout House) Covington, Ky., nc.
 Bernard, Rose (Wheel) NYC, nc.
 Berry, Bob (Edison) NYC, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Beyer, Ted (Village Casino) NYC, nc.
 Biglo & Herald (Plymouth) Boston 4-7, t.
 Bigelow & Lee (Yacht) NYC, nc.
 Billy & Arlene (Plymouth) Boston 4-7, t.
 Birch, Magician: Jackson, O., 11; Portsmouth 12; Ashland, Ky., 13; Frankfort 14; Georgetown 15; Louisville 16.
 Blair, Francis (Jungle Inn) Youngstown, O., nc.
 Blake, Barbara (St. Moritz) NYC, h.
 Blanchard, Eddie (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.
 Blue & Garum (Versailles) NYC, re.
 Bohn & Van (Leon & Eddie's) NYC, nc.
 Booth, John (Brown) Louisville, h.
 Borg, Inga (Jimmy Kelly's) NYC, nc.
 Borring & Lazar (Wivel) NYC, re.
 Bowne, Jerry (Biltmore) NYC, h.
 Braatz, Mickey (Zell's) NYC, nc.
 Bradley, Vic (Yacht Club) Chi, nc.
 Brandon, Lee (Colosimo's) Chi, nc.
 Brannon, Billie (Verillos) Phila, c.
 Brent, Lillian (Casa Grande) Washington, D. C., nc.
 Brito, Phil (Mount Royal) Montreal, h.
 Brooks Twins (Club Vogue) NYC, nc.
 Broomfield & Greeley (Ubangi) NYC, nc.
 Browe, Harold (San Diego) Detroit, nc.
 Brown Bros. (La Roy) Portsmouth, O., 8-9, t.
 Brown, Evans & Mary (Murray's Buffet) Richmond, Ind., nc.
 Brown, Ralph (Ubangi) NYC, nc.
 Brown Sisters, Three (Pal) Chi 4-7, t.
 Browning, Fitzgerald & Collins (Leon & Eddie's) NYC, nc.
 Bruce, Betty (French Casino) NYC, nc.
 Bryan & Winsome (Zell's) NYC, nc.
 Bryson, Clay (Montclair) NYC, h.

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.

Bucans, Bernice (Colosimo's) Chi, nc.
 Burnham, Castle & Scott (Uproar House) NYC, nc.
 Bynton, Dorothy, Girls (Lyric) Indianapolis, t.
 Byrnes & Swanson (Royal Frolics) Chi, nc.

C

Caceres, Emilio (Chez Ami) Buffalo, nc.
 Cail & Stuart (Brass Rail) Lawrence, Mass., re.
 Caldos & Baline (Commodore) NYC, h.
 Caligary Bros. (College Inn) Chi, re.
 Campo, George (Casino Parisien) Chi, nc.
 Cangiosi, Toto (Place Elegante) NYC, nc.
 Caperton & Columbus (Pierre) NYC, h.
 Carlos & Marchan (Commodore) NYC, h.
 Carlyle, Betty & Sue (Le Mirage) NYC, nc.
 Carr, Harriet (Esquire) Toronto, nc.
 Carrer, Chas. (Loew) Montreal 4-7, t.
 Carroll Sisters (Clover) NYC, nc.
 Carroll's Mardi Gras (Pal.) Columbus, O., 4-7, t.
 Carson, Laura & Marie (Piccadilly) London, h.
 Carter, Johnny (5th Ave.) NYC, h.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Casino, Del (Hollywood) NYC, re.
 Cassall, Jean (Riviera, Inn) Stowe, Pa., nc.
 Castle Boots (Gillis) Kansas City, nc.
 Castranellis, The (Oriental) Chi, t.
 Centennial Revue (Orph.) Lincoln, Neb., t.
 Candler, Evelyn (Hershey Ice Arena) Hershey, Pa.
 Chander, Fat (Troadero) Chi, nc.
 Charita (Hipp.) Toronto 4-7, t.
 Charlie Boy (Hipp.) Toronto 4-7, t.
 Chumbeos, Florence (French Casino) NYC, nc.
 Claudet, Marguerite (Jermyn) Scranton, Pa., h.
 Clauson, Charles (Cafe Bali) NYC, nc.
 Clayton, Pat (Barrel of Fun) NYC, nc.
 Clifford & Wayne (Anchorage) Phila, nc.
 Coleman & Clark (College Inn) Chi, re.
 Coleman, Arline (Holland Tavern) NYC, nc.
 Coley, Curtis (Club Diamond) Wheeling, W. Va., nc.

Del Rio, Jose (Club Paree) Hartford, Conn.
 Delfina, Vera (El Chico) NYC, nc.
 Dell, Bobbie (Riviera Inn) Stowe, Pa., nc.
 Dell Raes, The (Plymouth) Boston 4-7, t.
 De Marlo & La Marlette (Club Paree) Hartford, Conn., nc.
 De Roze (Adelphia) Phila, h.
 Degroff, Harriet (College Inn) Chi, re.
 Denning, Ruth (Village Barn) NYC, nc.
 Deslys, Leo (Bali) NYC, c.
 Detroit Red (Small's Paradise) NYC, cb.
 Dimitri (Hollywood) NYC, re.
 Dimitri & Virgil (Gaucho) NYC, nc.
 Dion & Sparkettes (Avalon Club) Cleveland, nc.
 Diplomats, Four (Dickie Wells) NYC, cb.
 Divorcees, Seven (Bali) NYC, nc.
 Dixon, Dixie (Paddock Club) Louisville, Ky., cb.
 Dixon, Ethel (Drake) Chi, h.
 Dolan, Patsy (Leon & Eddie's) NYC, nc.
 Dolan, Peggy (Shelton) NYC, h.
 Donahue, Ralph (Gloria) Columbus, O., nc.
 Donatello Bros. & Carmen (State-Lake) Chi 31-8, t.
 Donn, Berta (Valhalla) NYC, re.
 Dorie, Mme. (Nini's) NYC, nc.
 Doris, Miss (Versailles) NYC, nc.
 Dorne, Dorothea (Book Cadillac) Detroit, h.
 Dot & Dash (Frolics) Toledo, O., nc.
 Dover, Joan (Philadelphian) Phila, h.
 Downey, Mary Jane (Barrel of Fun) NYC, nc.
 Downey, Morton (Chez Paree) Chi, nc.
 Drake, Connie (Deauville) New York, na.
 Drayson, Danny (Leon & Eddie's) NYC, nc.
 Drew, Dursilla (Kit Kat) NYC, nc.
 Duffins, The (Met.) Boston, 4-7, t.
 Duke, Paul (St. Regis) NYC, h.
 Dukes, Three (Chez Ray Ventura) Paris, nc.
 Duncan, Jackie (Martin's Tavern) Lima, O., nc.
 Dupont (Versailles) NYC, re.
 Duran, Adeline (El Chico) NYC, nc.
 Durelle (Ritz-Carlton) NYC, h.
 Duthers, Lou & Jean & Joan (Oriental) Chi, t.
E
 Easton, Bob (Loew's State) NYC, t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Collette & Barry (Commodore) NYC, h.
 Collins, Larry (Palmer House) Chi, h.
 Conklin & Coleman (Paramount) NYC 4-7, t.
 Conrad, Anita (Flamingo Club) Orlando, Fla.
 Conrad, Lew (Cocoanut Grove) Boston, nc.
 Conrad, Henry & Starr (Florodora) NYC, nc.
 Conti, Mickey (Savoy-Plaza) NYC, h.
 Cook, Leonard (Continental) Phila, nc.
 Cook, Ted (Tower) Kansas City, t.
 Cooper, Una (Colosimo's) Chi, nc.
 Coral Islanders (Montclair) NYC, h.
 Coral, Tito (Hipp.) Toronto 4-7, t.
 Corkins, Shirley (Queen's Terrace) NYC, nc.
 Corlies & Palmer (Saddle & Cycle) Palm Springs, Calif., nc.
 Cortez, Al & Toni (Clover) NYC, nc.
 Cosmopolitans, The (Savoy-Plaza) NYC, h.
 Cotton, Larry (Biltmore) NYC, h.
 Coudriet & O'Dea (Seventh Ave.) Pittsburgh, Pa., h.
 Courtney, Ann (Montclair) NYC, h.
 Craft, George (Tillie's) NYC, re.
 Craven, Fran (Bertolotti) NYC, re.
 Crider & Nelson (Ohio) Xenia, O., 6-7, t.; (Russell) Maysville, Ky., 9, t.; (Ottawa) Ottawa, O., 10, t.; (Logan) Logan, O., 14, t.
 Crocker, Mill (Torch Club) Cleveland, nc.
 Crone, Roberta (Backstage Club) Cleveland.
 Cross & Dunn (Benny the Bum's) Phila, nc.
 Crusaders, The (Congress) Chi, h.
 Cuban Nights (Hipp.) Toronto 4-7, t.
 Cummings Sisters (Peacock Alley) Detroit, nc.
 Cunningham, Fairy (Cocoanut Grove) Minneapolis, nc.
 Curtis, Billy (Piccadilly) NYC, h.
 Cyclones, Three (Plymouth) Boston 4-7, t.

D

Dade, Elmer, Girls (Montgomery Royal) Brooklyn, N. Y., re.
 Dales, Jack (El Dorado) Detroit, nc.
 Dale, Helen (Howdy Club) NYC, nc.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Damur, Hene (Brass Rail) NYC, re.
 Dandies, Four (Larue's) NYC, re.
 Daniels, Billy (Black Cat) NYC, nc.
 Dario & Diane (Grosvenor House) London, h.
 Darrow, Chick (La Casina) Jamaica, L. I.
 Darvo, Blanche (Oetzen's) Brooklyn, nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) New York, na.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Davis, Lois (Eldorado) Detroit, nc.
 Davis, Rufe (College Inn) Chi, re.
 Dawn, Dolly (Taft) NYC, h.
 Dawn & Darrow (Town Casino) Miami, nc.
 Day, Helen (Oetzen's) Brooklyn, nc.
 Dean, Carol (Hollywood) Galveston, Tex., nc.
 De Bold Twins (Embassy) Phila, nc.
 DeCardos, Six (Fox) Detroit, t.
 Del Mar & Renita (Davenport) Spokane, Wash., h.
 Delovelys, Six (Piccadilly) NYC, h.
 Dee, Dottie (Clover Club) Portland, Ore., nc.
 Deering, Delyce (Bossert) NYC, h.
 Defrees, Lois (Dizzy Club) NYC, nc.
 DeFlores, Felipe (El Chico) NYC, nc.

Ebony Rascals, Four (Club Callente) NYC, nc.
 Elder, Hal (Bat Gornly) Lake Charles, La., nc.
 Elliott, Leonard (Park Central) NYC, h.
 Ellison & Gilrone (Club Belvedere) Des Moines.
 Enrico & Bruno (College Inn) Chi, re.
 Enrico, Don (State-Lake) Chi 31-8, t.
 Enrica & Novello (Book-Cadillac) Detroit, nc.
 Erierson, Iris (Club Belvedere) Des Moines.
 Errico, Edna (Yacht Club) Chi, nc.
 Errol, Leon, Show (Roxxy) NYC, 4-7, t.
 Esmond, Mircle (Zimmerman's) NYC, re.
 Esquires, Four (Rosevelt) NYC, h.
 Estasen, Ana (El Gaucho) NYC, nc.
 Estelle & Leroy (Rainbow Room) NYC, nc.
 Evans, Bobby (Brass Rail) Union City, N. J.
 Evans, Stanley (Basque) NYC, c.
 Evans, Steve (State) NYC 4-7, t.
 Evert, Ray & Leola (Red Wagon) St. Louis, nc.

F

Farmer, Chic (Bali) NYC, c.
 Farrar, Jane (1523) Phila, nc.
 Farrell, Bill (Place Elegante) NYC, nc.
 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 & Del Rey (Savarin) Buffalo, c.
 Ferguson, Bobby (Jungle Inn) Youngstown, O., nc.
 Fern, Vera (Arcadia) Phila, nc.
 Ferrier & Mona (Park Lane) NYC, h.
 Fielder, Ralph (Village Grove Nut) NYC, nc.
 Fields, Happy (Place Elegante) NYC, nc.
 Fields, Shirley (Oetjens) Brooklyn, N. Y., re.
 Florenzias (Astor) NYC, h.
 Fisher, Nick (Montclair) NYC, h.
 Fiske, Dwight (Savoy Plaza) NYC.
 Fiske, Emily (Ball Bali) Chi, nc.
 Fitz & Cahill (Tower) Kansas City, t.
 Fitzgerald, Lillian (Uproar House) NYC, nc.
 Fleming, Frank (Lincoln) NYC, h.
 Fleurette (Piccadilly) NYC, h.
 Florenz, Paul, Girls (Drake) Chi, h.
 Flowerton, Consuelo (Le Mirage) NYC, nc.
 Flynn, Catherine (Benny the Bum's) Phila, nc.
 Folies d'Amour (Colonial) Dayton, O., t.
 Folies Parisienne (Capitol) Washington, D. C., 4-7, t.
 Follies Revue (Washington Club) East Liverpool, O., nc.
 Fontaine, Evan Burrows (Adelphia) Phila, h.
 Ford & Barnes (Ball-Bali) Chi, nc.
 Fowler, LaMae (Dixon's Cafe) Omaha, c.
 Frances & Carroll (Benny the Bum's) Phila, nc.
 Frances, Beverly (Palmetto) Detroit, nc.
 Franco & Maria (Troadero) Chi, nc.
 Franks, Jerry (Hollywood) NYC, re.
 Franz & Fuller (Saks) Detroit, nc.
 Fred & Ginger (Uproar House) NYC, nc.
 Froeba, Frank (Onyx Club) NYC, nc.
 Frohman, Bert (Paradise) NYC, re.
 Froos, Sylvia (Paramount) NYC 4-7, t.

Fuld, Leo (Piccadilly) NYC, h.
G
 Gae, Donna (Stevens) Chi, h.
 Gaines, Lella (18) NYC, nc.
 Gainsworth, Marjorie (St. Moritz) NYC, h.
 Galante & Leinarda (Cassanova) Los Angeles, nc.
 Gale, Shirley (Earle) Washington, D. C., 4-7, t.
 Gales Sextet (Blue Moon) Milwaukee, c.
 Gardella, Tess (New Yorker) NYC, h.
 Garner, Marion (Bismarck) Chi, h.
 Gaston (Monte Carlo) NYC, nc.
 Gaville, Rex (Place Elegante) NYC, nc.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gaynor, Marilyn (Bertolotti) NYC, re.
 Geiford, Jackie (Michigan) Detroit 4-7, t.
 Georges & Jaina (Blackhawk) Chi, re.
 George, Eileen (Colosimo's) Chi, nc.
 Gerrily, Julia (1214) Phila, nc.
 Gibney, Marian (State) Pontiac, Mich., 1-13, t.; (Murphy) Wilmington, O., 14-15, t.
 Gilardi, Gus (Burkes) Dunmore, Pa., c.
 Gilbert, Ethel (Gay '90s) NYC, nc.
 Gillette & Richards (Yacht Club) Chi, nc.
 Gilmore, Patricia (Mon Paris) NYC, nc.
 Gina & Glano (Gloria Falast) NYC, cb.
 Giovanni, John (Murray's) Tuckahoe, N. Y., re.
 Girard, Adele (Lincoln) NYC, h.
 Givens & Karol (Westminster) Boston, h.
 Gleason, Art (Victory) Tampa, Fla., 9, t.; (Capitol) Atlanta 10-16, t.
 Glorified Follies (Earle) Phila 4-7, t.
 Glory, June (Hi-Hat) Chi, nc.
 Glover & Lamae (Esquire) Toronto, nc.
 Glynn Sisters (Times Square Club) Rochester, nc.
 Goodelle, Niela (Versailles) NYC, re.
 Goll, Wanda (Vogue) NYC, nc.
 Gomez & Winona (Congress) Chi, h.
 Gonzales & Rangel (McAlpin) NYC, h.
 Goodman, Charles (Biltmore) NYC, h.
 Gory, Gene & Roberta (State) Pontiac, Mich., 7-10, t.; (Maj.) La Crosse, Wis., 12-14, t.
 Gorman, Chat (2 o'Clock Club) Baltimore.
 Grace & Nico (Casino Parisien) Chi, nc.
 Graham, Inez (Colony Club) Chi, nc.
 Granoff, Bert (Bismarck) Chi, h.
 Grasi, Rudi (Casino Parisien) Chi, nc.
 Green, Mitzl (Congress) Chi, h.
 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, nc.

H

Hackett, Janette (Esquire) Toronto, nc.
 Hacker, Monty (Polk) Lakeland, Fla., 8, t.; (Victory) Tampa 9, t.; (Capitol) Atlanta, Ga., 10-16, t.
 Haines, Virginia (Riptide) Miami Beach, Fla., nc.
 Hale, Geo. Everet (Colosimo's) Chi, re.
 Hale, Teddy (Pal.) Chi 4-7, t.
 Hardie & Mills (Gloria) Columbus, nc.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harper, Ruth (Mount Royal) Montreal, Que., h.
 Harriet Smith Girls, Eight (Adelphia) Phila, h.
 Harrington, Pat (18) NYC, nc.
 Harris, George (Mayfair) Boston, nc.
 Harris & Shore (Congress) Chi, h.
 Haviland, Henry (Palm Gardens) Columbus, O., nc.
 Hawkins, Sid (Bali) NYC, nc.
 Haydock, Vincent (Flamingo) Orlando, Fla., nc.
 Hayes, Georgie (Gaiety Cabaret) Brussels, cb.
 Heller, Shirley (Colony Club) 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.
 Henning, Pat, & Elizabeth Raye (State-Lake) Chi 31-8, t.
 Hildegarde (Waldorf-Astoria) NYC, h.
 Hild's Society Circus (Lyric) Indianapolis, t.
 Hirsch, Jack (Old Rumanian) NYC, re.
 Hoffman, Gertrude, Ballet (College Inn) Chi, re.
 Houghton, Dorothy (Colony) Chi, nc.
 Hoyle, Marshall (Kit Kat) NYC, nc.
 Holland & Hart (Dorchester) London, h.
 Hollis & Joy (Bob White's Grill) Buffalo, na.
 Hollis, Marie (Paradise) NYC, re.
 Holly, Edna Mae (Ubangi Club) New York, na.
 Hollywood Hotel Revue (Albee) Providence 4-7, t.
 Holtz, Lou (Grosvenor House) London, h.
 Howard, Gus (Bali) NYC, nc.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hughes, Ramona (Club Minuet) Chi, nc.
 Hurok, Jemma (Sherry-Netherlands) NYC, h.

I

Indefatigable Charles (St. Regis) NYC, h.
 Iona, Andy (Congress) Chi, h.
J
 Jackson & Brown (Uproar House) NYC, nc.
 Jackson, Irving & Reeve (Clover) NYC, nc.
 Jackson, Lawrence (President) New York, h.
 Jacobs, Peggy (Torge) Jamestown, N. Y., h.
 Jakobi, Anita (Paramount) Glasgow, Scotland, t.
 James, Fred (Kit Kat) NYC, nc.
 Janet, Mme. (Nini's) NYC, nc.
 Janis, Edna (Ritz-Carlton) NYC, h.
 Jans, Leonard (Torch Club) Canton, O., nc.
 Jardon, Ed (Times Square Club) Rochester, N. Y., nc.
 Jenner, Julie (Paradise) NYC, re.
 Jensen, Marve (Plymouth) Boston 4-7, t.
 Jewell, John (Plymouth) Boston 4-7, t.
 Johnson, Mae (Black Cat) NYC, nc.
 Johnny & George (Yacht Club) NYC, nc.
 Jones, Bobby (So-Ho Club) Springfield, Ill.
 Jones, Jonah (Onyx Club) NYC, nc.
 Jordans, Six (Maryland) Cumberland, Md., t.
 Joyce, Betty (Dizzy Club) NYC, nc.
 Julie & Benetieve (Versailles) NYC, re.

K

Kalama, Willie (Castle Farm) Lima, O., nc.
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kaloah (Cotton Club) NYC, nc.
 Kalmus, Bea (Clover) NYC, nc.
 Kane, Katherine (Ritz-Carlton) NYC, h.
 Kann, Alex (Versailles) NYC, nc.
 Kar, Li (Ballyhoo) Columbus, O., nc.
 Karele & Andre (Hollywood) NYC, re.
 Karson & Fay (Jermyn) Scranton, Pa., h.
 Kauff, Ben (Beverly) NYC, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Royale Frolics) Chi, nc.
 Kay, Jean (Park Central) NYC, h.

Kay, Katza & Kay (Savoy) London, h.
 Kelly, Juanita (Ball) NYC, c.
 Kelsey, Billy (Anselmo) NYC, re.
 Kennady, Billie (Howdy Club) New York, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kennedy, Pat (Colony Club) Chi, nc.
 Kenny, Phyllis (Park Central) NYC, h.
 Kentucky Serenaders (Rainbow Grill) NYC, nc.
 Kermit & Demris (Riverside Club) Ft. Worth, Tex., nc.
 Khan, Hachem (Original Maisonette Russe) NYC, nc.
 King, Jean (Victoria) NYC, h.
 King's Jesters (Bismarck) Chi, h.
 King Sisters, Four (Biltmore) NYC, h.
 Kirkland, Paul (Met.) Boston 4-7, t.
 Knight, Eleanor (Hollywood) NYC, re.
 Knox, Agnes (Piccadilly) NYC, h.
 Kope, Florence (Stevens) Chi, h.
 Kraddock, Four (Ritz-Carlton) NYC, h.
 Kramer, Ida (Swanee) NYC, nc.
 Kraemer, Will (Blue Lantern) Detroit, nc.
 Kruger, Jerry (Ernie's) NYC, nc.

L
 Lambert, Don (Onyx) NYC, nc.
 Landis, Jean (Hollywood) NYC, re.
 Lane & Dixon (Yacht Club) NYC, nc.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lane, Tom (Florodora) NYC, nc.
 Lane, Tree & Edwards (Yacht Club) Chi, nc.
 La Dolores (Gaucha) NYC, nc.
 La Milonguita (Yumuri) NYC, nc.
 Lamont, Laddie (Neber's Hof Brau) Camden, N. J., nc.
 La Mont, Jene (Frontenac) Detroit, nc.
 La Page, Paul (K-9) Baltimore, nc.
 La Rochelle, Cecile (Port Arthur) Providence, R. I., re.
 Lesa & Fedora (Penthouse) Baltimore, nc.
 La Rue, Bobby (Ballyhoo) Columbus, O., nc.
 La Toru (Cogan's Grill) Erie, Pa.
 Laurie, Jack (Variety) NYC, nc.
 Laurel, Arthur (Levaggi's) Boston, re.
 La Vallita (Valhalla) NYC, re.
 La Verne & Evangeline (New Orleans) New Orleans, nc.
 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.
 Lawton, Jerry (Edgewater Beach) Chi, h.
 Lawton, Judith (Piccadilly) NYC, h.
 Lazelles, Aerial (Palomar) Seattle, Wash., 3-11, t.
 Lazier, Freda (Club Diamond) Wheeling, W. Va., nc.
 Le Sieru (Ball) NYC, nc.
 Lea, Sharon (Petrolem) Hobbs, N. M., nc.
 Lee, Betty (Orph.) Memphis, t.
 Lee, Bob (Wivel) NYC, re.
 Lee, Gail (Clover) NYC, nc.
 Lee, Jerric (Jungle Inn) Youngstown, O., nc.
 Lee, Loretta (Buffalo) Buffalo 4-7, t.
 Lee & Roule (Saks) Detroit, nc.
 Lee Sisters (Oetzen's) Brooklyn, nc.
 Lemercier, Zavier (French Casino) NYC, nc.
 Lenora's Debutantes (Philadelphia) Phila, h.
 Lenti, Steve (Place Elegante) New York, h.
 Leonard, Gary & Macia (Arcadia) Phila, re.
 Leonard, Ada (Colosimo's) Chi, re.
 Leonard, Harold (Biltmore) NYC, h.
 Leonard, Jack (Palmer) Dayton, O., t.
 Lesar & Fedoro (Pent House) Baltimore, nc.
 Leslie Sisters (Hofbrau) Lawrence, Mass., nc.
 Le Maire & Reynolds (Winter Garden Ice Arena) St. Louis.

Le Roy, Del (Frontenac) Detroit, nc.
 LeRoy, Hal (Drake) Chi, h.
 Lester, Jerry (Chez Paree) Chi, nc.
 Lewis, Ann (Cotton Club) NYC, nc.
 Lewis Sisters (Commodore) Detroit, nc.
 Lewis & Moore (Pal.) Chi 4-7, t.
 Lizeed Arabs (Stanley) Pittsburgh 4-7, t.
 Libonati, Jess. Trio (Lyric) Indianapolis, t.
 Libuse, Frank (Hi-Hat) Chi, nc.
 Liebling, Tod (St. Paul) St. Paul 3-10, h; (Sherman) Chi 11-25, h.
 Lindy Hoppers, Six (Pal.) Chi 4-7, t.
 Lineback, Lucien (Colonial Club) Jackson, Miss.
 Lisbi, Connie (Anselmo) NYC, re.
 Lischeron & Adams (Adelphia) Phila, h.
 Little Sachs, Three (Barrel of Fun) NYC, nc.
 Little Words, Three (Small's) NYC, cb.
 Lloyd, Shirley (Lexington) NYC, h.
 Lodi Troupe (Riverside) Milwaukee, t.
 Long, Nick & Eunice Healy (Chicago) Chi, t.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lopez, Carlos (Village Casino) NYC, nc.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 LoScalzo, Michael (Montclair) NYC, h.
 Love, Muriel (Colosimo's) Chi, re.
 Love, Violet (Trocadero) Chi, nc.
 Lowe, Verne (Ballyhoo) Columbus, O., nc.
 Loyall's Stallions (Pal.) Chi 4-7, t.
 Lucky Boys, Six (Orph.) Memphis, t.
 Lucky Sisters (Small's Paradise) NYC, cb.
 Lydia & Jorresco (Versailles) NYC, re.
 Lyman, Tommy (21 Club) Phila, nc.
 Lyons, Geo. (Drake Hotel) Chi, h.

M
 McCabe, Sara Ann (Casino Parisien) Chi, nc.
 Mack, Lyle (Oasis) Detroit, nc.
 MacLean, Ross (Adelphia) Phila, h.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mae, Edna (Paradise) NYC, re.
 Mahoney, Billy (Crystal Gardens) Paterson, N. J., nc.
 Malcolm, Helen (Ambassador) Washington, D. C., h.
 Malina, Luba (Zelli's) NYC, nc.
 Mallen, Dave (Le Mirage) NYC, nc.
 Mangini Bros. (College Inn) Chi, re.
 Manhattan Scandals (Loew) Montreal 4-7, t.
 Manners, Gene & Bernice Lee (Paradise) NYC, re.
 Manya & Drigo (Netherlands Plaza) Cincinnati, nc.
 Mara, Vanda (Original Maisonette Russe) NYC, nc.
 Marcus Show (Shubert) Cincinnati 4-7, t.
 Marden's Riviera Follies (Orph.) Minneapolis 4-7, t.
 Marianne (St. Moritz) NYC, h.
 Mario & Flora (Waldorf-Astoria) NYC, nc.
 Marlon, Sid (Pal.) Columbus, O., 4-7, t.
 Marita (El Gaucha) NYC, nc.
 Mark, Tex (Van's Club De Rio) Chi.
 Markoff, Mischa (Russian Yar) Milton-on-Hudson, N. Y.
 Marsh, Howard (Mayfair Club) West Orange, N. J., nc.
 Marta, Joan (Club Diamond) Wheeling, W. Va., nc.
 Marva & Rosita (Leon & Eddie's) NYC, nc.
 Marvel & Fried (Colonial) Jackson, Miss., nc.

Marvellos (Bismarck) Chi, h.
 Marvillas, The (French Casino) NYC, nc.
 Masters, Chas. (Hipp.) Toronto 4-7, t.
 Mathews, Babe (Ubangi Club) NYC, nc.
 Mathues, Art (Wilson's) Phila, nc.
 Maurice & Kallice (Melody Gardens) Elmira, N. Y., nc.
 Mairine & Norva (Stevens) Chi, h.
 Maxellos, Five (Colonial) Dayton O., t.
 May, Marty (Met.) Boston 4-7, t.
 Maye, Jackie (Torch Club) Cleveland, nc.
 Mayo, Sheila (El Bolero) NYC, nc.
 McCoy, Bob (Biltmore) NYC, h.
 McCoy, Elena (Jimmy Kelly's) NYC, nc.
 McKenna, Katherine (Merry-Go-Round) Brooklyn, nc.
 McMahon, Larry (Village Barn) NYC, nc.
 McNailes, Four (Trocadero) Chi, nc.
 Mel & Melma (Gaiety) Brussels, cb.
 Melba (Harry's New York Cabaret) Chi, nc.
 Meller, Joan (Old Roubamanian) NYC, re.
 Meller, Raoul (Cafe de Paris) London, c.
 Mercedes (Gillis) Kansas City, nc.
 Merwin, Bill (Red Gables) Indianapolis, nc.
 Millard & Marlin (Plymouth) Boston 4-7, t.
 Miller, Beth (1523) Phila, nc.
 Miller, Glaser & Adams (Du Pierrot) NYC, nc.
 Miller, Marty (Turf Club) Pittsburgh, nc.
 Mills Bros. (Oriental) Chi, t.
 Mills, Tommy (Beverly) NYC, h.
 Minor & Root (Ambassador) NYC, h.
 Mitchell, Charlie (Man About Town Club) NYC, nc.
 Mitchell, Vivano (Cocoanut Palms) East Detroit, nc.
 Montgomery, Anne (Brill's Newark) N. Y., nc.
 Monte, Hal (Peacock Alley) Detroit, nc.
 Montes, Nena (El Toreador) NYC, nc.
 Moore, Peggy (Royal Frolics) Chi, nc.
 Morales Bros. & Little Daisy (Paradise Palms) Detroit, nc.
 Moran, Patricia (Levaggi's) Boston, re.
 Moreno, Conchita (Chesapeake House) NYC, re.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morris, Will, & Bobby (Shrine Circus) Toronto.
 Morrison, Jack (Leon & Eddie's) NYC, nc.
 Morrison, Tex (Bismarck Hotel) Chi, h.
 Mortenson, Mort (Dyer's) NYC, nc.
 Morton, Eddie (Ballyhoo) Columbus, O., nc.
 Mossman & Godda (Gillis) Kansas City, nc.
 Mundin, Nona (Ball) NYC, c.
 Mundin, Herbert (Earle) Washington, D. C., 4-7, t.
 Mura, Corinna (Blackstone) Chi, h.
 Muriel, Mimi (Maurice) NYC, re.
 Murray, Edith (Ball) Chi, nc.
 Murray & Fayne (Plymouth) Boston 4-7, t.
 Murray & King (Ritz-London) NYC, cb.
 Music Hall Boys (Ritz) London, h.
 Myra (Tillie's Chicken Grill) New York, nc.
 Mystics, Two (Leon and Eddie's) NYC, nc.

N
 Nadeau, Mlle. Rose (Mahoney's Palace Cafe) Hartford, Conn.
 Nadine & Kirk (Merry-Go-Round) Brooklyn, nc.
 Nagel & Morre (Empire) Syracuse, N. Y., t.
 Nally, Veva (Saks) Detroit, nc.
 Nash, Nick (Barbizon-Plaza) NYC, c.
 Nazarenko, Iasha (St. Regis) NYC, h.
 Nazarro Jr., Nat (Lido) Montreal, nc.
 Nadi, Aldo (Waldorf-Astoria) NYC, h.
 New Yorkers, Three (Stork Club) NYC, nc.
 Newell & Thorpe (Leon & Eddie's) NYC, nc.
 Newell, Vivian (Royal Frolics) Chi, nc.
 Newman, Harry (Gabriel's) NYC, re.
 Nice, Florio & Lubow (Riverside) Milwaukee, t.
 Nicols, Nikki (Colosimo's) Chi, re.
 Nichols, Howard (College Inn) Chi, re.
 Nils, Noma (Swanee) NYC, nc.
 Nils & Nadyne (Brown Derby) Boston, nc.
 Nino & Negrita (Yumuri) NYC, nc.

THE NONCHALANTS

"STILL WORKING IN EUROPE."
 Personal Direction
MUSIC CORPORATION OF AMERICA.

Nolan, Paul (Ambassador) St. Louis 4-7, t.
 Nord, Caroline (McAlpin) NYC, h.

O
 O'Connor, Eileen (Casino Parisien) Chi, nc.
 O'Neill, Cackles (Zelli's) NYC, re.
 O'Neill, Peggy (Barrel of Fun) NYC, nc.
 O'Malley, Pat (Drake) Chi, h.
 Oakland, Will (Murray Hill) NYC, h.
 Ogden, Patsy (Yacht Club) NYC, nc.
 Ogden, Peggy (Benny the Bum's) Phila, nc.
 Olive, Dorothy (Leon & Eddie's) NYC, nc.
 Olmstead, "Minto" (Number One Bar) NYC, nc.
 Orlik & Lolik (Russian Troyka) Washington, D. C., nc.
 Olsen & Johnson (Pal.) Cleveland 4-7, t.
 Orllins, Toddy (Nut Club) NYC, nc.
 Ortega, Eva (El Gaucha) NYC, nc.
 Ortega, Rosita (Yumuri) NYC, nc.
 Oshins & Lessy (Callente) NYC, nc.
 Owen Sisters (Colonial) Jackson, Miss., nc.

P
 Page, Ann (Village Grove Nut) NYC, cb.
 Palm, Margie (Michigan) Detroit 4-7, t.
 Pancho & Dolores (Valhalla) NYC, re.
 Pansy the Horse (Grosvenor House) London, h.
 Pape & Conchita (Hamrick) Seattle, Wash., 4-11, mh.
 Parker, Cecile (Steuben) Boston, re.
 Parks, Barbara (Gibson) Cincinnati, h.
 Patterson, Trent (Venezia) NYC, c.
 Paul, Charles (Montclair) NYC, h.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pedro & Luis (Memorial) Mt. Vernon, O., t.
 Pedulla, Hugo (LaRue's) NYC, re.
 Pegue, Paul (Gloria Palast) NYC, nc.
 Pepper, Evelyn (Stanley Grill) Montreal, Can., nc.
 Pepper, Jack (Colonial) Dayton, O., t.
 Pepper, Mack (Cocoanut Grove) Phila, nc.
 Perona, Anthony (Gabriel's) NYC, re.
 Ferry, Katherine, & Her Girls (Cotton Club) NYC, nc.
 Petch & Deauville (Loew) Montreal 4-7, t.
 Petty, Ruth (Oriental) Chi, t.
 Pickford, Murrey (Torch Club) Canton, O., nc.
 Pierce, Burton (Biltmore) NYC, h.
 Pierce & Harris (Savoy-Plaza) NYC, nc.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Pope & Thompson (American Music Hall) NYC, mh.
 Powell, Jack (St. Regis) NYC, h.

Proctor, Ferne (Romance Inn) Angola, N. Y., nc.
R
 Raoul & Naida (Commodore) Detroit, nc.
 Radigan, Aileen (Village Casino) NYC, nc.
 Radio Rogues (Met.) Boston 4-7, t.
 Randolph, Amanda (Black Cat) NYC, nc.
 Ransom, Blanda (18) NYC, nc.
 Raul & Renee (Ye Olde Tavern) Ft. Wayne, Ind.
 Ray & Naldi (Ritz-Carlton) NYC, h.
 Ray, Joie (Variety) NYC, nc.
 Ray, Linda (1523) Phila, nc.
 Ray, Thelma (Ball-Ball) Chi, nc.
 Ray, Vivian (Leon & Eddie's) NYC, nc.
 Ray & Trent (Palmer House) Chi, h.
 Racy, Mary & Naldri (Casino Parisien) Chi, nc.
 Rave, Prince & Clark (Esquire) Toronto, nc.
 Readinger Twins, The (St. Regis) NYC, h.
 Reardon, Caspar (Hickory House) NYC, re.
 Reat, Petti & Lester (Kedzie) Chi 9-10, t.
 Reed & Blane (Wellington) NYC, h.
 Reed, Billy (Leon & Eddie's) NYC, nc.
 Reed & Gesner (Lake Ave. Grill) Rochester, N. Y., re.
 Rees & Moran (Maria's) NYC, nc.
 Regine & Shanley (Chez Ray Ventura) Paris, nc.
 Rekkofs, The (French Casino) NYC, nc.
 Renault, Francis (Palmer Beach) Detroit, nc.
 Rene & Gale (Chateau Moderne) NYC, nc.
 Renee, Jean (Riviera Inn) Stowe, Pa., nc.
 Rexola, Johnny, & Co. (Orph.) Memphis, t.
 Revere, Amy (Commodore) NYC, h.
 Rey, Alvino (Biltmore) NYC, h.
 Reynolds, Babe (Leon & Eddie's) NYC, nc.
 Reynolds & White (Hipp.) Toronto 4-7, t.
 Rhodes, Donald, Revue (Plymouth) Boston 4-7, t.
 Rhodes, Dorothy (Kit Kat) NYC, nc.
 Rhonard Troupe (French Casino) 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.
 Rider Sisters (Hi-Hat) Chi, nc.
 Riera, Virgen (Small's Paradise) NYC, nc.
 Rimacs, The (Hipp.) Toronto 4-7, t.
 Rios, Rosita (El Chico) NYC, nc.
 Riser, Panchito (Yumuri) NYC, nc.
 Robbins, A. (Casino Parisien) Chi, nc.
 Robbins Family (Congress) Chi, h.
 Robbins Trio (Earle) Washington, D. C., 4-7, t.
 Roberti, Monya (Benny the Bum's) Phila, nc.
 Roberts, Dave & June (Club Rendezvous) Springfield, Mo.
 Robin Sisters (Park Central) NYC, h.
 Robinson, Carson (Berkeley) London, h.
 Robinson, Evelyn (Ubangi) NYC, nc.
 Robinson, Paul (Club Rio) Allentown, Pa., nc.
 Robinson Twins (Colosimo's) Chi, nc.
 Rocco, Three (Kit Kat) NYC, nc.
 Rodney & Gould (Colonial) Dayton, O., t.
 Rodrigo & Francine (Wm. Penn) Pittsburgh, h.
 Rollet & Dorothea (Colonial) Jackson, Miss., nc.
 Rollins & Masters (Esquire) Toronto, nc.
 Rolph, Wynne (Wivel's) NYC, re.
 Roltner, Bob (Lookout House) Covington, Ky., nc.

**Romanova, Natacha (Nini's) NYC, nc.
 Romero, Carmen (Casino Parisien) Chi, nc.
 Ross & Duval (Philadelphia) Phila, h.
 Ross & Pierre (Orph.) Memphis, t.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Ross & Edwards (Riverside) Milwaukee, t.
 Ross, Geraldine (Bismarck) Chi, h.
 Ross, Martin (Beverly) NYC, h.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Rowe, Dorothy (Bossert) Brooklyn, h.
 Roxanne (Floradora) NYC, nc.
 Royce, Thelma (Melody Grill) Los Angeles.
 Rubio Sisters (State) NYC 4-7, t.
 Ruby, Jean (Harry's New York Cabaret) Chi, nc.
 Rulowa, Zena (Club Belvedere) Des Moines.
 Rulson, Tamara & Dee (Club Belvedere) Des Moines.
 Roselle, Mildred (Queen's Terrace) Woodside, L. I., N. Y., nc.
 Russell & Christine Co. Petroleum) Hobbs, N. M., nc.
 Russell, Frank (Gay Nineties) NYC, nc.
 Russell, Paul (Ballyhoo) Columbus, O., nc.
 Rush, Ann (Ambassador) NYC, h.
 Ruthania & Malcolm (Park Central) NYC, h.
 Ryans, Three (El Coronado) Houston, Tex., nc.**

S
 Sabie, Mickey (Man About Town) NYC, nc.
 Sae, Letty (Leonard's Toyland) Boston, nc.
 St. Claire & O'Day (Amer. Music Hall) NYC, t.
 Sallie's Puppets (State) NYC 4-7, t.
 Salters, Dorothy (Kit Kat) NYC, nc.
 Samuels, Al (Casino Municipal) Cannes, France, 1-7.
 Sandino & Fairchild (Chez Ami) Buffalo, nc.
 Sanford, Teddy, & Jack Twain (Villepique'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.
 Saunders, Sylvia (Oakland Charleau) Oakland, N. J., c.
 Savage, Jean (Southern) Baltimore, h.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Sawyer, Rose & Buddy (Midnight Sun) Buffalo, N. Y., nc.
 Saxe, Tony (Lincoln) NYC, h.
 Schuyler, Sonny (New Yorker) NYC, h.
 Sedley, Roy (1214) Phila, nc.
 Selma, Buddy (Harry's New York Cabaret) Chi, nc.
 Shafer, Eddy (2 o'Clock Club) Baltimore.
 Shalita & Carlton (Bismarck) Chi, h.
 Sharpe, Robert (Le Mirage) NYC, nc.
 Shaver, Buster (Stanley) Pittsburgh 4-7, t.
 Shaw, Burt (Lincoln) NYC, nc.
 Shaw, Helen (Florodora) NYC, nc.
 Shaw & Mead (Gloria) Columbus, nc.
 Shaw, Son (Clover) NYC, nc.
 Shaw, Jack (Club Royal) McAllen, Tex., nc.
 Shelby, Bubbles (1523) Phila, nc.
 Shelton, Red (Loew) Montreal 4-7, t.
 Sheridan, James (Club Normandle) NYC, nc.
 Sheridan, Eleanor (Stork Club) NYC, nc.
 Sherman, Muriel (McAlpin) NYC, h.
 Sherman, Shava (Chateau) Cleveland, O., nc.
 Shore, Willie (Hi-Hat) Chi, nc.
 Sili, August (Ritz) Scranton, Pa., t.

**Simmons, Lee (Ubangi) NYC, nc.
 Simpson, Carl (Wm. Penn) Pittsburgh, h.
 Smith, Alma (Ubangi) NYC, nc.
 Smith, Billy (Nixon) Pittsburgh, c.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith, Earl H. (Lafayette) Kankakee, Ill., h.
 Smith, Lillian & Dorothy (College Inn) Chi, re.
 Smith & Sully (Dizzy Club) NYC, nc.
 Sokolska (French Casino) NYC, nc.
 Solts, Aerial (Shrine Circus) Toronto.
 Sophisticates, Three (Colosimo's) Chi, nc.
 Southland Rhythm Girls (Leon & Eddie's) NYC, nc.
 Spanish Aristocrats (Trocadero) Chi, nc.
 Spencer, Florence (French Casino) NYC, nc.
 Speeds, Three (Savoy-Plaza) NYC, h.
 Spenser, Amy, & Roger Sinclair (Black Cat) NYC, nc.
 Spices of 1937 (Stanley) Utica, N. Y., 4-7, t.
 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.
 Stevens, Frances (Adelphia) Phila, h.
 Stevens Sisters (Loew) Montreal 4-7, t.
 Stone, Dick (Essex House) NYC, h.
 Strickland, Peggy (Le Mirage) NYC, nc.
 Suki-Suki (Leon & Eddie's) NYC, nc.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Sully & Thomas (Orpheum) Memphis, t.
 Summerfield, Wesley (Fifth Ave.) NYC, h.
 Sunshine Sammy (Pal.) Chi 4-7, t.
 Sutton, Ginger (Wivel's) NYC, re.
 Swann, Russell (Berkeley) London, h.
 Sweeney, Bud (Chalfonte) Pinehurst, N. C., nc.
 Swifts, Three (French Casino) NYC, nc.
 Sydel, Paul (Paradise) NYC, cb.
 Sykes, Harry (Granby) Norfolk, Va., 7-9, t.
 Symington, Eve (Waldorf-Astoria) NYC, h.**

T
 Taft, Ted & Mary (State-Lake) Chi 31-8, t.
 Tanya (Jimmy Kelly's) NYC, nc.
 Tappen, Maxine (Essex) NYC, h.
 Taylor, Dorothy (Airport Tavern) Cleveland, O.
 Taylor, June (Palmer House) Chi, h.
 Tania & Kirsoff (Sherry-Netherlands) NYC, h.
 Tennill, Frank (New Yorker) NYC, h.
 Tennis, Eleanor (Congress) Chi, h.
 Theodore & Denesha (Murray's) Tuckahoe, N. Y., ro.
 Thomas, Audrey (Kit Kat) NYC, nc.
 Thomas, Buddy (Red Gables) Indianapolis, nc.
 Thomas, Eddie (College Inn) Phila, nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thompson Twins (Torch Club) Canton, O., nc.
 Thorsen, Art (Biltmore) NYC, h.
 Thury, Iona de (Tokay) NYC, re.
 Timberg, Herman (State) NYC 4-7, t.
 Tio, John (Adelphia) Phila, h.
 Titi & Mengol (Gaucha) NYC, nc.
 Titus, Betty (Red Gables) Indianapolis, nc.
 Todd, Dorothy (Riverside) Milwaukee, t.
 Tomack, Sid, & the Reiss Bros. (Royal Frolics) Chi, nc.
 Tomasso, Oris (Place Elegante) NYC, nc.
 Torrence, Joe & Edna (St. Francis) San Francisco, h.
 Tracy, Gale & Leonard (Colosimo's) Chi, re.
 Tracy, Loren (Petrolem) Hobbs, N. M., nc.
 Trado Twins (Michigan) Detroit 4-7, t.
 Tranger, Don (Villa Valencia) Springfield, Ill., nc.
 Trask, Billie (Lincoln) NYC, h.
 Tuscher, Sid (LaRue's) NYC, re.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

V
 Valdez, Vern (Ballyhoo) Columbus, O., nc.
 Vallee, Sunshine (Anselmo) NYC, re.
 Valley & Lee (Vienna Grill) Montreal 1-14, cb.
 Valley, Virginia (Ball) NYC, nc.
 Vance, Carol (Bertolotti) NYC, re.
 VanCello & Mary (Lyric) Indianapolis, t.
 Van Deusen, Bert (Gillis) Kansas City, nc.
 Variety Boys (Floradora) NYC, nc.
 Velas, Ester (Roosevelt) NYC, h.
 Veloz & Yolanda (Palmer House) Chi, h.
 Verne, Miriam (Paramount) NYC 4-7, t.
 Verrill, Virginia (Paradise) NYC, re.
 Vival, Victoria (Ubangi) NYC, nc.
 Villani, Mario (Anchorage) Phila, nc.
 Vinton, Doris (Seventh Ave.) Pittsburgh, h.
 Vincent, James, & Norbert Ludwig (Empire State Tower) NYC, nc.
 Vincent, Romeo (Blackhawk) Chi, c.
 Vine, Billy (Embassy) Phila, nc.
 Von Loesen, Emily (Chez Paree) Chi, nc.
 Voodoo Dancers (Ball) NYC, nc.

W
 Wacker, Bob (Lexington) NYC, h.
 Wages, Johnnie (Moose Club) Erie, Pa., nc.
 Waldmans, Ted & Al (State-Lake) Chi 31-8, t.
 Waldron, Jack (Hollywood) NYC, re.
 Walker, George (Carloca) Montreal, Can., nc.
 Walker, Ted & Ethel (Lotus) Washington, D. C., c.
 Wallace Sisters (Number One Bar) NYC, nc.
 Walsh, Mary Jane (Fieldstone) Scranton, Pa., h.
 Walton, Bert (Pal.) Columbus, O., 4-7, t.
 Walton & Joanne (Philadelphia) Phila, h.
 Waltons, The Three (State-Lake) Chi 31-8, t.
 Wamby, Donna (Rialto) Chi, t.
 Ward, Frankie (Penthouse) Boston, nc.
 Ward, Will (Gay '90s) NYC, nc.
 Ware, Dix (Commodore) Detroit, nc.
 Warren, Roni (Club Paree) Hartford, Conn., nc.
 Warren, Sally (Embassy) Phila, nc.
 Warwick, Millie (Embassy) Phila, nc.
 Washington, Geneva (Kit Kat) NYC, nc.
 Waters, Ethel (Pal.) Chi, h.
 Watson, Betty (Callente) NYC, nc.
 Wayfield, Katherine (Queen Mary) NYC, re.
 Weeks, Ranny (Brunswick Casino) Boston, nc.
 Weidner, Helena (Maple Diner) Hartford, Conn., re.
 Weiner, Michael (Old Roubamanian) NYC, re.
 Weiser, Leo (Michelia Tavern) Niles, Mich.
 Weldon & Honey (Paradise) NYC, re.
 Wellington, Marcelle (Queen's Terrace) NYC, nc.
 Wences, The (Ritz-Carlton) NYC, h.
 Wessells, Henri (Cotton Club) NYC, nc.
 West, Jack (Gay '90s) NYC, nc.
 Weston, Sammy (Green Derby) Cleveland, O., nc.
 Weylin Knightcaps (Weylin) New York, h.
 Whalen, Jackie (Eldorado) Arcola, N. J., nc.
 White, Ann (Village Casino) NYC, nc.
 White, Eddie (Palumbo's) Phila, cb.
 White, Jack (13 Club) NYC, nc.
 White, Lawrence (Mon Paris) NYC, nc.
 White, William (Queen Mary) NYC, re.
 White's Maniacs (Cotton Club) NYC, nc.

Whitey & Ed Ford (Tower) Kansas City, t
Whiting & Daniels (Northwood Inn) Detroit, Mich.
Whitney, Jayne (Rainbow Grill) NYC, nc.
Wicke, Gus (Gay Nineties) NYC, nc.

Dantzig, Eli (St. George) Brooklyn, h.
Dare, Ronald (Hilton) El Paso, Tex., h.
Darrell, Pat (Wonder Bar) Zanesville, O., nc.

King, Tempo: (Mammy's Chicken Koop) NYC, re.
King's Jesters: (Bismarck) Chi, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.

Pitman, Jack: (Port Arthur) Providence, R. I., re.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Adams, Jackie: (Piccadilly Club) Baltimore, nc.
Adams, Johnnie: (Dutch Gardens) Dayton, O., nc.
Adcock, Jack: (College Inn) Phila, nc.

Fair, Allan: (High Hat) Pittsburgh, Pa., nc.
Fairfax, Frankie: (Ubangi) Phila, nc.
Familiant, Mickey: (Silver Lake Inn) Clevelan- ton, N. J., re.

McGarn, Grace: (Chinese T Gardens) Detroit, re.
McDermott, Tom: (Gillis) Kansas City, nc.
McGill, Billie: (Logier's Cozy Grove) Detroit, re.

Salinger, Al: (Benny the Bum's) Phila, nc.
Schooler, Dave: (Piccadilly) NYC, h.
Schreiber, Carl: (Pershing) Chi, h.

Bannen, Al: (Henry) Pittsburgh, h.
Barber, Charles: (Basque) NYC, nc.
Barnett, Art: (Detroit Athletic Club) Detroit, nc.

Gardner, Richard: (Casa Madrid) Louisville, nc.
Garrett, Jimmy: (Casino Parisien) Chi, nc.
Gentry, Tom: (Adolphus) Dallas, h.

Manuti, Al: (Man About Town) New York, re.
Maples, Nelson: (Beverly Crest) Pittsburgh, nc.
Mareno, Frank: (Sweeney) Baltimore, c.

Stevens, Bernie: (Bagdad) Providence, nc.
Strollers, The: (Chateau Moderne) NYC, nc.
Strom, Roy: (5th Ave.) NYC, h.

Black, Bob: (Pere Marquette) Peoria, Ill., h.
Black, Hal: (Sarasota Terrace) Sarasota, Fla., h.
Blaine, Jerry: (Park Central) NYC, h.

Hail, Ewen: (Plaza) San Antonio, h.
Hal, Munro: (Ivanhoe Gardens) Chi, nc.
Hall, George: (Tatt) New York, h.

Martin, Freddy: (Aragon) Chi, h.
Masters, Frankie: (Stevens) Chi, h.
Matthews, Steve: (Longview Farms) Pitts- burgh, re.

VanWinkle, Joe: (Melody Grill) Kokomo, Ind.
Varone, Joe: (Seneca Terrace) Rochester, N. Y., nc.
Varsity Club Ork.: (Albuquerque) Albuquerque, N. M., cc.

Caceres, Emilio: (Chez Ami) Buffalo, nc.
Calloway, Blanche: (Ace of Clubs) Phila, nc.
Calloway, Cab: (Cotton Club) NYC, nc.

Hi Mar: (Bungalow Inn) Norristown, Pa.
Hill, Harry: (Inglatera) Peoria, Ill., b.
Hill, Teddy: (Ubangi) New York, nc.

Nagel, Joe: (Moon Glow) Syracuse, N. Y., re.
Namara, Jimmie: (Esquire) Toronto, nc.
Navara, Leon: (Roosevelt) New Orleans, h.

Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.
Wald, Jean: (Broadhead) Beaver Fall, Pa., h.
Waldman, Herman: (Peabody) Memphis, h.

Carlton, Duke: (Goetsch's) Merrill, Wis., nc.
Carroll, Frank: (Maher's) Bronx, NYC, cb.
Carter, Miles: (Showboat) St. Louis, b.

Imperial Trio: (Imperial) NYC, h.
Ivan's Band: (Pines) Somerset, Pa., nc.
Jaffe, M. C.: (Ben Franklin) Phila, h.

Pablo, Don: (Rendezvous) Battle Creek, Mich., Jan. 9, nc.
Paige, Paulene: (Little Ritz) Center Square, Pa., c.

Whalen, Jimmy: (Bertolotti) NYC, cb.
Whidden, Jay: (Washington-Youree) Shreve- port, La., h.

Danny & His Boys: (Aell's) NYC, re.

King, Henry: (Fairmount) San Francisco, h.

Pineda, Juan: (Monte Cristo) Chi, c.

Zarin, Michael: (Waldorf-Astoria) New York, re.
Zatour, Joseph: (Biltmore) NYC, h.
(See ROUTES on page 70)

NEW NAME FOR BARNES SHOW

Sells-Floto Title Combined With Al G. Barnes for 1937

Circus to be considerably enlarged—European novelties among additions—two feature cat acts—"Old Mexico" is spec—Thornton again equestrian director

LOS ANGELES, Jan. 2.—Current rumor of "big news" with regard to Al G. Barnes Circus occasioned *The Billboard* correspondent to contact Manager S. L. Cronin. Mr. Cronin definitely stated that the title for the show in 1937 will be Al G. Barnes and Sells-Floto Combined Circus. It was also stated that the show will go out considerably enlarged. Pat Valdo, just returning from a European tour in search of unusual feature acts, has several European novelty acts, first time in U. S., to be featured with the newly titled show. Bob Thornton, who has been equestrian director of the Barnes show for seven years, has been re-engaged and is at winter quarters breaking a new zebra act.

Bert Nelson is also at winter quarters breaking in new animals. He is to have the largest group of cats that has been seen with any circus, it was stated.

Recently engaged is Bill Foix, noted animal trainer, formerly of the California Zoo, where he broke and worked cat groups, also was trainer at the Gays Lion Farm. He will break a new act. This will make two feature cat acts with the show.

The Cristiani Troupe will be with the show coming season. They recently returned from Hawaii, where they were with the E. K. Fernandez American Circus.

A brand-new spec will be offered. It will be titled *Old Mexico*. Mr. Cronin informed that one of Mexico's most noted ballet masters has been engaged and that there would be all new wardrobe made by persons that will come from Mexico City. There will be several new singers, and featured will be large singing and dancing ensembles.

Work at quarters started full speed January 1 and an unusual paint job will be done on all equipment. The train, it is stated, will have much eye appeal.

Barnett Show Back In Quarters at York

YORK, S. C., Jan. 2.—Repair work has started at Barnett Bros.' Circus here. The show, which closed a long season in Southern Florida last month, returned here with equipment in good shape. Soon after arrival Manager Ray W. Rogers ordered a complete overhauling of all equipment.

A large group of employees was on hand for the Christmas feast.

There were very few changes in personnel during the season, most of the executives and employees having remained in Manager Rogers' employ for many years.

The season was declared to have been satisfactory and the late Florida tour was fair.

Webb Connects With Barney Show

KANSAS CITY, Mo., Jan. 2.—Joe B. Webb, who had the Joe B. Webb Circus on the road last season and prior to that was with Seal Bros.' Circus, is to be with the Barney Bros.' Circus this year. Will be assistant manager and legal adjuster.

Webb, who has been wintering here, will soon leave for Glendale, Ariz., winter quarters of show.

Amar Show Reopens in Paris

PARIS, Dec. 21.—The Nouveau Cirque—semi-wooden construction cirk arena—of the Amar Brothers, which has been shifted to a new location at the Porte de Versailles, reopened on Saturday with a big circus program. Police refused to extend permit for operating in the Montparnasse quarter of the city, but present site appears equally well located as transportation facilities are ample.

Look for the "Show Family Album" in the Classified Advertising Section.

Crandell Leases M. L. Clark Title

CINCINNATI, Jan. 2.—Leroy C. Crandell, who operated the Royal Bros.' Circus latter part of last season, has leased the title of the M. L. Clark & Son's Circus for 1937 from E. E. Coleman in Dayton, O. Title has not been used for last five years.

Show will open near Crandell's quarters at Monroe, La., on or about April 1.

Clovis Engagement Good For Polack Bros.' Show

CLOVIS, N. M., Jan. 2.—Polack Bros.' Circus closed here for the holiday season. The engagement, under auspices of the Elks, turned out to be better than expected, considering the time of the year. The show will open the 1937 season January 16 at El Paso, Tex., auspices of the Shrine, reports Don LaVola.

Irving J. Polack, manager, and the missus had Christmas dinner as guests of Mr. and Mrs. Duke Mills, of Sacramento, Calif. Louis Stern, manager and co-partner, left by plane to visit relatives and friends in his home town, New York. While there he will complete arrangements for the show's appearance at the World's Fair.

Promoters Mr. and Mrs. G. O. Dupuis, Mickey Blue, Mr. and Mrs. Herman Q. Smith, Mrs. Ossey Owens and Mrs. Alys Brown and daughter, Ellen, are enjoying the sunshine of El Paso. Mr. and Mrs. Carl Sonnitz are in Phoenix, Ariz. Their daughter is visiting them from Hollywood, where she is attending school.

Vivian Nelson, acrobat, served Christmas dinner in El Paso to Sam Polack, Al Katzen, Pete McMahon, Rellen Johnson and Ira Lee Goodwin, all of the show.

The following spent the Christmas holidays visiting friends in El Paso: Mr. and Mrs. Felix Morales and family, Mr. and Mrs. Frank DeRitzkie and family, Mr. and Mrs. Clarence Hood and family, Mr. and Mrs. Everett Conway and Mr. and Mrs. Henry Mott.

Belle Wheeler, Don Hammond and Robert Owens are visiting in Long Beach and Sacramento, Calif. Mr. and Mrs. Don LaVola and son, Fred, are in Denver.

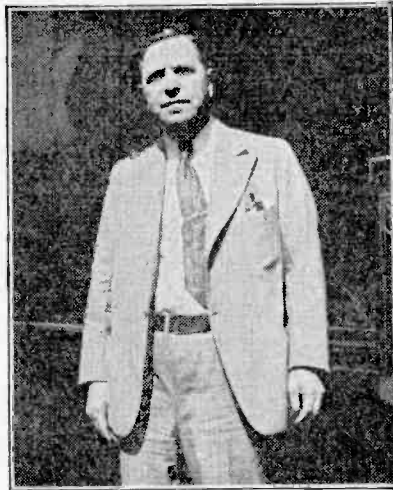
R-B Christmas Dinner Attended by More Than 300

SARASOTA, Fla., Jan. 2.—More than 300 members of the winter-quarters crew of the Ringling-Barnum Circus and their friends gathered in the big mess hall at the quarters here for the annual Christmas dinner.

The hall was appropriately decorated with Floridian Christmas decorations. Outside the main door a giant illuminated Christmas tree was erected.

Joe Dan Miller, commissary superintendent, presided over the festivities. A full-course dinner was served, with roast turkey occupying the place of honor.

Music was provided by the quarters orchestra, the program opening with *The Ringling Brothers' March* and continuing with an overture of operatic airs. Then as a special feature a group of selections was presented, each one dedicated to one of the superintendents on the circus staff.



CHARLES SPARKS, who will take the Sparks-John Robinson Combined Circus on the road this season, opening in Macon, Ga., in April. A deal was recently made with Sam W. Gumpertz for the titles. Sparks' Downie Bros. title will be shelved under the present plans.

Flashes From Peru

PERU, Ind., Jan. 2.—Many circus folks gather in the lobby of the Bearss Hotel.

The winter quarters at the Hagenbeck-Wallace farm has been buzzing, getting everything in readiness for the tour of the indoor winter dates. First date is Denver.

Visitors and many others that were seen by the writer, Joe Lewis:

Mr. and Mrs. Tucker, who have been spending the holidays in Detroit, passed thru on way to Hot Springs. Frank Orman and family departed for an extended trip to Florida. Rudy Rudynoff and Gordy Orton working the Liberty horses for the big winter dates.

Howard Bary, in advertising department of the Al G. Barnes Circus, was here on business. Nick Carter and his candy butchers will depart by auto to Denver. Perry Plank, last season on Al G. Barnes Circus, is now night clerk at Bearss Hotel. Gloria Hunt arrived to rehearse at quarters for the winter dates.

Pat Kramer, formerly ticket seller on the Hagenbeck show, is seen every day in the lobby. Butch Burkhart, of Cole Bros.' Circus, left for a vacation in Sarasota, Fla. Otto Griebing, who closed his holiday engagement, arrived from St. Louis. He is sporting a Chevrolet car. Mr. and Mrs. Eddie Woekener depart for Los Angeles to remain on the West Coast till the Al G. Barnes Circus opens.

Alva Jones arrived from Valparaiso and will remain here till after the winter dates. *The Peru Tribune* carried a very fine comment on the writer, who entertained the Rotarians at their clubhouse. George Cutshall, boss ticket seller of the Cole show, who resides here, was seen inspecting the new dining rooms, just redecorated. Cort Shively, manager of the Bearss Hotel, invites all to the circus lobby.

Ralph Clawson is very busy in Peru. Charles Sparks will arrive here shortly. Francis Gallup, from Mexico City, was at winter quarters several days with Ralph Clawson. Gallup has a large Mexican band, now playing in Hollywood and West Coast theaters.

Valdo Books Acts

SARASOTA, Fla., Jan. 2.—Pat Valdo left Europe December 30 and will arrive on the S. S. George Washington next Monday. He has booked acts for the Ringling Bros. and Barnum & Bailey and Al G. Barnes circuses.

IABP&B Local No. 94 Elects

DETROIT, Jan. 2.—At last regular meeting of the Billposters' Union, Local No. 94, following officers were elected: John Carano, president; Pete Lasky, vice-president; William Hines, secretary-treasurer; Charles Mitchell, business agent; Turner Perry, Frank Peebles and E. S. Solomon, trustee board.

Barney Adds Trucks, Animals

Manager John D. Foss in Los Angeles—Ted Fluery in charge of billers

GLENDALE, Ariz., Jan. 2.—There is much activity and there have been many visitors at John D. Foss' Barney Bros.' Circus quarters here. Fred Brunk and company spent a day with Mr. Foss.

Some new animals have arrived, also four new trucks, which are now in the paint shop. The publicity department is working on new designs in heralds. The billing department will be in charge of Ted Fluery, with six men. A new bill truck was purchased for the advance, this making two that will travel ahead.

Manager Foss left here after the holidays for Los Angeles, where he closed a deal for more animals, including two elephants.

Fifteen men are at present in quarters and they enjoyed a fine Christmas dinner.

Biz Good for WPA Show at Brooklyn

NEW YORK, Jan. 2.—The circus unit of the WPA Federal Theater Project closed its run at the 106th Infantry Armory, Brooklyn. Business very good. Show was under auspices of the combined veterans' organizations of that borough. Newspapers were generous with space and Manhattan papers also carried stories. Wednesday afternoon the veterans were hosts to many orphans at the matinee. Friday night was the biggest gate of the engagement, the veterans putting on a special pageant "massing of the colors."

Publicity department succeeded in having three of the show's personnel on *The New York American's* New Year's Day broadcast. Show moves to Bronx Coliseum January 9 for a run, reports Wendell J. Goodwin, general press representative.

Daniels Show at Rockford, Ill.

ROCKFORD, Ill., Jan. 2.—Lee N. Daniels closed his Side Show when Beers-Barnes Circus ended season in late November near Augusta, Ga. Circus is in quarters in Augusta and repainting and rebuilding will soon start.

Daniels' show is stored in Rockford, Ill. New canvas will be ordered for Side Show and concessions, also four new banners. There will be a new pit show. Side Show truck is being redecorated and transformed into flashy parade truck. Truck is used to haul the Daniels' house trailer.

Ed and Josie Simpson, impalement act, left for Oswego, N. Y. Mlle. Devorux trained bird circus is playing schools in the South. Jackie-Francis is at home in Pittsburgh, Pa. Sailor Fisk, Side Show canvas boss, and Morris Hansen, grease-stand man, are with Mr. and Mrs. Daniels in Rockford.

De Veres in California

PASADENA, Calif., Jan. 2.—Carl and Olive De Vere recently arrived here for the winter after closing with Schell Bros.' Circus in Texas. They have been with the Schell show since 1930, Carl doing 24-hour work and Olive handling banners. Last three seasons they have handled Chevrolet account. Show opened March 5 and enjoyed one of the longest seasons of any motorized outfit.

While showing Houston the De Veres visited Slat's Beeson at his cafe and also took in the Christy quarters, where they saw Bert Rutherford and Harold Christy. In San Antonio they ran into Jack and Peggy Koffron, of the Seal show, and when in Phoenix they visited John Foss, owner-manager of Barney Bros.' Circus, at near-by Glendale. In Phoenix they caught the opening of Brunk's Comedians and saw Carl Sonnitz, who was working a date with Polack's indoor circus.



With the Circus Fans

By THE RINGMASTER

C.P.A.

President. Secretary.
FRANK H. HARTLESS, W. M. BUCKINGHAM,
 2930 West Lake Street, Thames Bank,
 Chicago, Ill. Norwich, Conn.
 (Conducted by **WALTER HOHENADEL**, Editor
 "The White Tops," care Hohenadel Printing Com-
 pany, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 2.—Members of the Den W. Stone Top entertained a group of performers from the Elks' indoor circus at dinner between shows at the Eastland Hotel, Portland, Me., evening of December 18. The guests included Mr. and Mrs. George Hanneford, Kay Francis Hanneford, Mr. and Mrs. Ernest Clarke and Ernestine Clarke; Mr. and Mrs. Lewis E. Reed, of Adele Nelson's elephants, and Jane Boland and Joseph Krebs, of the Unicus Troupe flying act. The following fans and their wives were present: Frank D. Fenderson, Frank S. Allen, Allen Quimby, Philip Milhiken and State Chairman Lawrence C. Brown. One of the members, James Tomlinson, is spending the winter in Warm Springs, Ga., therefore was unable to be present. After the dinner they all attended the evening performance and enjoyed a fine program. Lawrence Brown during the week attended the six night performances and four of the matinees. Three shows were given on Saturday, the closing day. After the closing Saturday night the Elks' circus committee tendered the performers a buffet supper.

In the greeting ad of the Wallenda Tent, of Madison, Wis., published in the holiday issue of *White Tops*, the names of J. I. McFarland, Lodi and William Hommel, of Madison, were omitted. The names in question were written on a separate sheet of paper and were unintentionally overlooked.

Burt L. Wilson, returning to Chicago from the Southwest, had a pleasant visit with Paul Jerome in Oklahoma City and also spent two evenings with Micky McDonald at Tulsa. In St. Louis he called on Otto Griebing, who was working at Stix, Baer & Fuller department store. This was Griebing's fifth year at this place.

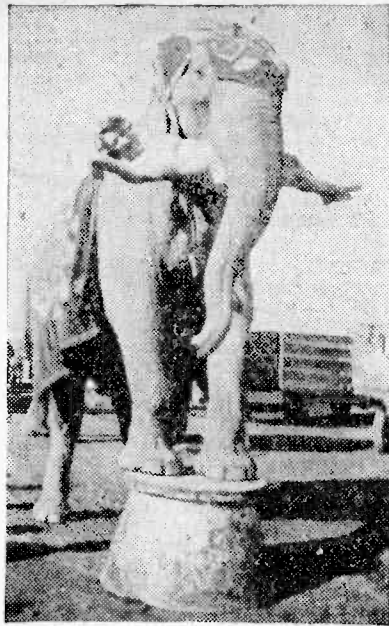
Circus Fans passing thru Chicago will find a pleasant place to have lunch by joining the Atwell Luncheon Club on any week day at the Hotel Sherman Coffee Shop. The writer, dropping in there December 30, found the following present: Harry Atwell, Jess Murden, Bob and Jack Hickey, Arthur Hopper, Roy Barrett, Harry Bert, Homer Hobson and Circus Fans Burt Wilson and Clint Beery.

Look for the "Show Family Album" in the Classified Advertising Section.

OAK
 Brand
HYDREX
BALLOONS
 GET THE CROWDS!
 GET THE MONEY!
 Highly effective for publicity and promotion stunts. Great money getters as a resale souvenir.
 The Oak Rubber Co.
 Ravenna, Ohio

DAN RICE CIRCUS
 WANTS TO HEAR FROM
JOE HAYWORTH
 OR
KOKOMO ANDREWS
 AT ONCE.
 Wednesday, January 6, Scott, La.; Thursday, January 7, Youngsville, La.; Friday, January 8, Maurice, La.; Saturday, January 9, Gueydan, La.; Sunday, January 10, Lake Arthur.

MOTORIZED
 Write for Show Folks Plan of Financing.
CHARLIE T. GOSS
 Twenty-Two Years in Outdoor Show Business.
 Now With
STANDARD CHEVROLET CO.,
 E. St. Louis, Ill.



HELEN HAAG, of the *Mighty Haag Shows*, which closed at Adel, Ga., December 12.

Pickups From France

PARIS, Dec. 28.—The Cirque Municipal at Amiens is presenting circus bill with the Six Polovinkines, teeterboard leapers; Nono and Leo, comedy bar; Miss Dora, contortionist, and Two Brockways, bike act.

The Lambert "Jungle" menagerie and Tissen's sea lions are at the street fair in Saumur. Marck's lions and Pezon's Menagerie are at the winter carnival in Nice.

The Five Blumenfelds, acrobats; "Toto," chimpanzee; Felot, contortionist, and Willy Weikard, juggler, are at the Casino Municipal in Cannes. Rambaud's animal circus and the Littlejohns, jugglers, are at the Casino Municipal in Aix-en-Provence. Friedel Jobsen, trapeze and Yetto, contortionist, are at the Moulin Rouge in Strasbourg.

The Three Zemanos, flying trapeze; Adriana and Charlot, bounding trampoline, and "Ponpon," clever dog, are at the Empire in Brussels. The Dolhans, wire walkers, and Two Harris, clowns, are at the Royal in Liege. Malsy and Brach, bike act, are at the Corso in Zurich.

The Bouglione menagerie at the Cirque d'Hiver suffered another loss of valuable animals with the mysterious death of a full-grown rhinoceros and a young tiger recently. Not long ago a valuable lion and other animals succumbed to unexplained causes while the Bouglione Circus was on tour. Poisoning is suspected.

Model at Paris Theater

PARIS, Dec. 28.—The Amar Bros. are exhibiting an elaborate model of their big tent circus at the Empire Music Hall. It was built by George Berger and required eight years' work. Includes big top, horse and menagerie tents, wagons and other equipment. Artists, musicians and animals are animated by electric motor and music is provided by concealed motor.

Hershey Playing Schools

CINCINNATI, Jan. 2.—Lew Hershey concluded an engagement for Sears-Roebuck store, Alton, Ill., December 24, where he demonstrated toys. He was in clown makeup. He had been there since December 1.

Hershey will resume his bookings under management of E. M. Aronson starting January 5, when he will present his program in high-school auditoriums thru Kansas, Missouri and Arkansas until the end of school terms. He doesn't expect to be with a circus, making his second year away from the big tops.

Christy Unit Returning

HOUSTON, Jan. 2.—George W. Christy, who has the Christy unit in Hawaii with the E. K. Fernandez Circus, advised his local office by cable that the show would probably close January 4 and the acts arrive at quarters by the middle of the month. Included in the unit are Nita and Merritt Belew, Mr. and Mrs. Jack Lorenz and Mary Norton.

Miami

MIAMI, Fla., Jan. 2.—Bill Ketrow, owner of Kay Bros.' Circus, has established his show in quarters here. As Bill builds his own trailers, there is plenty of activity in quarters.

Arthur Campfield, representative of a large tent maker, will arrive here shortly to take dimensions for the new Ketrow outfit.

The Maybelle Smith elephants which Ketrow sold to Charles Sparks are to be replaced by another troupe as soon as negotiations are concluded. The Smith elephants outgrew their trailers, so had to be disposed of.

The Ketrow boys, Frank and Robert, are vacationing in Hot Springs, Ark. They will soon be back on the job.

Bryan Woods is a frequent visitor at Kay Bros.' quarters. Bryan and Bill are buddies. Woods will again have his show at Norumbega Park, Boston, where he made a hit last year. His show is now giving daily performances at the North Miami Zoo.

Sam Crowell, of the concession department of the Big Show, is in town.

Harry Nelson, fresh from Sarasota, is seen rambling around.

Harry Brennan, of Ringling-Barnum Circus, is a daily visitor to Eph Gettman's.

Mrs. Gertrude Davies Lintz has her monster gorilla, Buddy, and five chimps at the North Miami Zoo.

Dr. Joseph M. Hefferan is connected with the Bryan Woods miniature circus.

Frank Miller, chief concessioner with Ringling-Barnum show, accompanied by his wife, mother and child, arrived from New York. Frank will drive to Sarasota for a conference with General Manager Sam W. Gumpertz.

Cuban Circus Closes

FLORESVILLE, Tex., Jan. 2.—The Cuban Circus closed season here December 25 and moved into quarters at San Antonio. Show, owned and managed by V. Obren, travels on nine special-built trucks and trailers, and performance is presented under an 80x110 big top, has his own light plant and carries a five-piece band and orchestra. Business was spotty.

Among the featured acts were Carlos and Berta Posada, Abelardo Soenz, Joe Obren, "Maccaca," Mikens Brothers, and the concert feature, *Cuban Follies*.

Show will open early in February on the usual San Antonio lots played by it last several seasons.

Drilling for Oil At Christy Estate

HOUSTON, Tex., Jan. 2.—Activity around Christy Bros.' estate here has been at fever heat. "This is not from circus activities," Harold Christy stated, "but is due to the excitement that is always found when drilling for liquid gold."

The oil right arrangement as published by *The Billboard* last year is now in full swing.

Brown Again With Drukenbrod

NASHVILLE, Tenn., Jan. 2.—H. Allan Brown has again signed contracts with Duke Drukenbrod to be his band leader on the Al G. Barnes Circus Side Show. It will be his ninth season as band leader for Drukenbrod.

AL G. BARNES AND SELLS-FLOTO COMBINED CIRCUS
 WANTED FOR SEASON 1937,
 Outstanding Side-Show Features of all description. All-Girl Scotch Band, Hawaiian Musicians and Dancers, Girl Novelty Acts, Unusual Freaks. Write
DUKE DRUKENBROD
 923 Fifth Street, N. W., CANTON, O.

RINGLING BROS. - BARNUM & BAILEY COMBINED CIRCUS
 Is Now Contracting With
BILLPOSTERS - BANNERMEN - LITHOGRAPHERS
 Address Applications to ARTHUR HOPPER, Director of Outdoor Advertising,
 221 Institute Place, Chicago, Illinois.

WE ARE PLEASED TO ANNOUNCE TO OUR
SHOWMEN FRIENDS
 THAT
J. A. (Jimmy) MORRISSEY
 is now associated with us, and will be glad to hear from his old friends.
 Write — Wire — Phone
BAKER - LOCKWOOD
 17th and Central, KANSAS CITY, MO.
 America's Big Tent House
 EASTERN REPRESENTATIVE — A. E. CAMPFIELD, 152 W. 42d St., New York City

CIRCUS CARNIVAL CONCESSION TENTS
 TO AVOID DISAPPOINTMENT INSIST ON "USTENT" STYLE AND QUALITY.
 THE STANDARD OF COMPARISON FOR OVER 46 YEARS.
 S. T. JESSOP, PRES.
UNITED STATES TENT & AWNING CO.
 701 North Sangamon St., Chicago, Ill.

SHOW *tents* write for prices
Fulton Bag & Cotton Mills
 Manufacturers Since 1870
 Atlanta St. Louis Dallas
 Minneapolis Brooklyn New Orleans Kansas City, Kan.

"DRIVER - TENTS - BANNERS"
 40x20, CARNIVAL MARQUEE, practically good as new. Canvasman's Repair Kits.
 CHARLIE DRIVER, Manager.
O. HENRY TENT & AWNING CO.
 4611-13 N. Clark St., Chicago, Ill.

Photo Post CARDS 4x8 & 10
 REPRODUCTIONS OF YOUR PHOTOS
 POST CARDS "MIRROR" FINISH 8x10
 100 - 1.95 — Guaranteed — 12 - 2.25
 250 - 4.00 — ONE SUBJECT PER LOT 25 - 4.25
 500 - 6.75 — Specially Designed Groupings To Order — 50 - 6.75
 1000 - 11.75 — ORCAJO PHOTO ART SERVICE 301 Keewee St. DAYTON, O. 100 - 9.75

GIRL WANTED
 Teeth and Trapeze. Not afraid of height.
 Act booked solid. Answer
 BOX 230, Billboard, Chicago, Ill.

Wanted Performers
 Doing two or more Acts. Family Acts write. State all. CAN USE more Musicians, also Clowns. CAN PLACE High Pitch. Privileges open. Mail placed. Those that wrote before, write again.
BARNEY BROS. CIRCUS
 Route 2, Glendale, Ariz.

Under the Marquee

By CIRCUS SOLLY

ONE SHOULD respect his superiors.

S. W. BAILEY, clown cop, will be with Seils-Sterling Circus this year.

WYATT DAVIES, who spent the holidays in Bogalusa, La., is working night clubs in New Orleans.

JOE SHORT cards that Joe Casino, for years with the Ringling show, is in a New York hospital.

O. K. ZABEL, who is wintering in Sarasota, Fla., will again have the stands with Seils-Sterling Circus.

SOLLY still feels that the Hagenbeck-Wallace Circus will be revived coming season.

EDDIE JACKSON has returned to Macon, Ga., after spending a month in Akron, O.

BUCK LEAHY, past season with Kay Bros. Circus, is at Del's Paradise night club, Pawtucket, R. I., doing clown emcee.

CLIFTON SPARKS, wife and son, Clifton Jr., passed thru Petersburg, Va., December 19 en route to Charlotte, N. C., and Macon, Ga., for the holidays.

WALTER SCHUYLER, after closing with Harley Sadler Circus, went to New Orleans and landed work with night clubs, advertising on streets. Will remain there until spring.

WILLIE C. CLARK, after completing season with Seils-Sterling Circus, clowning in Toyland at Sears-Roebuck store in Tuscaloosa, Ala., during holiday season.

YOU CAN'T PLAY the same territory season in and season out with the same faces and the same acts. Taking the pitcher to the well too often spells disaster. Get new territory!

J. C. ADMIRE postcards that he is not connected with Higgins' Circus Revue as mentioned in last week's issue. He is resting at his home at Brazil, Ind., until tent season opens.

H. J. (SLIM) YOUNG writes that he is busy with his show at Jackson, Mich., which will take to the road early in April. Recently added pair of Shetland ponies and two rhesus monkeys. William Star is in charge of quarters.

JAKE JACOBSON, of Downie Bros. Circus, while visiting in Cincinnati for a few days last week, called at *The Billboard*. He had been at Hot Springs and Los Angeles. Will spend remainder of winter in New Orleans.

DUTCH LeBLAIR and wife recently visited Louis E. (Robe) Collins at his home in Patterson, Mo. Collins states that the LeBlairs will have the concessions on a motorized circus coming season.

EARL M. LaNOVER, who has been in elephant and baggage stock departments with various circuses, is ill, having been bedfast for a month. He would appreciate hearing from friends. His address is 442 13th street, Toledo, O.

GEORGE DeMOTT, juggling clown, was with Charles T. Hunt's Circus at the 69th Street Joyland, Upper Darby, Philadelphia, during the Christmas season. Other clowns with show were Eddie Hunt, Leo Kerns and Walter Small.

IT IS NOT always bigness that counts. You can have a small circus that is a miniature Barnum. Ragged tops drive customers away. Keeping things spick and span is a habit. Equipment tied together with bailing wire gives a run down at the heel aspect.

WILEY E. FRANKS and wife, still affectionately known by their professional names of Frank and Frankie, operate a grocery and refreshment stand in St. Petersburg, Fla. These former acrobats and balancers appeared with circuses and in vaudeville.

BOB PRINTY, circus wrestler of Lagro, Ind., is in charge of hardware business and other interests there while his parents are on a business and

pleasure trip in Texas and Old Mexico. He has several bouts and art museum work beginning next month.

L. R. SCHARRER, Flip the Frog Boy, last season in annex of Russell Bros. Circus Side Show, worked department stores with his handwriting analyses. He will spend a few months at his home in Great Falls, Mont., after which he expects to return to the circus business.

PAUL W. DRAKE, in Akron, O., to spend Christmas holidays with his sister, has gone to Chicago, accompanied by Jack Viering, following which Drake expects to spend some time in Florida before joining the Cole Bros. Circus for its New York Hippodrome engagement.

THE TOM MIX TENT, C.S.S.A., recently organized at Petersburg, Va., initiated six members December 18. This brought membership up to 30, with a waiting list of fully that many more. No permanent quarters have been established yet, but the Tent contemplates a nice clubroom in the near future.

ARTHUR W. MILLER, general agent of Seils-Sterling Circus, spent holidays in Walnut Ridge, Ark., with friends and relatives. He visited C. M. (Red) Miller, who has the Battlefield Walk Thru Show. Red was formerly with the 101 Ranch, Hagenbeck-Wallace and Seils-Floto circuses.

YOU ARE NOT fooling anyone except yourself when you give the public a bum performance. A little more money might make it pleasing. A good afternoon exhibition causes talk and will get you a night house. If you have a pleasing show somehow or other it seems to travel thru the air ahead of you.

MRS. TILLIE ALDRICH received the following wire Christmas morning from Dec Aldrich: "Board of parole has recommended that Governor Herring of Iowa commute my sentence." Governor Herring's term will soon be over and friends of Aldrich are asked to write Governor Clyde Herring in his behalf.

BILLY MERRILL and wife were at Petersburg, Va., recently, Miami bound for a two weeks' visit. Merrill is an old Sparks' trouper, but has had the orchestra in the Hong Yong Restaurant in New York City for last three years. It is possible that he again will be with a motorized circus coming season.

ALONG with turkey dinner, scores and scores of greetings by card and message from troupers, fans and writers, the prompt arrival of *Billyboy* every Wednesday noon, and fairly good health to enjoy them all, Charley Bernard of Savannah, Ga., finished 1936 in quite a satisfied mood.

JOHN BRIGHT, of Evansville, Ind., states that Bill Emery, superintendent of Mesker Zoo in that city, recently visited quarters of Cole Bros. at Rochester, Ind., and the quarters at Peru, Ind. Cheerful Gardner returned with Emery to Evansville. They will go to Europe in March to look over some animals, returning about last of May.

SLIVERS JOHNSON is spending the "off season" at New Waterford, near Youngstown, O., and is playing occasional indoor circus dates and private affairs. He will join Jack Malloy's circus unit for a tour of Ohio theaters, after which he will return to New Waterford to prepare his funny Ford units at Midwest parks, fairs and celebrations.

FOUR WELL-KNOWN titles will be back in the circus field the coming season—Sparks, John Robinson, Seils-Floto and M. L. Clark. The widely known and popular Charles Sparks will use the Sparks and Robinson titles for his show, discarding the name of Downie Bros. Seils-Floto will be added to the Al G. Barnes Circus. Leroy C. Crandell, who had Royal Bros. Circus on road the past season, has leased the title of the M. L. Clark & Son's Circus.

RED HARRIS, clown and black-face comedian, has returned to his home in Black Creek, N. C., and will be there for several weeks. He closed in Southern Georgia with a repertoire show, with which he was feature comedian. Will be back with a circus this season, clown-

ing in big show and doing black-face concert turn.

SEILS-STERLING CIRCUS attaches celebrated Christmas in grand style at quarters in Springfield, Mo. Whitey Carroll, chef, served a bountiful dinner, turkey, goose and all the trimmings, to 24, including Mr. and Mrs. Jack Downs, of the Snapp carnival. A Christmas Eve party was held. There was a tree loaded with many gifts.

BIBLE'S ANIMAL CIRCUS presented entire program for Goodrich Tire Company's Christmas party at Akron, O., Armory December 23, playing before 20,000 children and adults. Show made a 450-mile overnight jump and appeared at Christmas party for Staley's Products Company, Decatur, Ill., under direction of Tony Berrettini. Act consists of dogs, ponies, monkeys, birds and bears.

LARRY BENNER, who has been with various circuses, will sail from Vancouver, B. C., January 9 to the Philippine Islands to join the Tait Shows for an eight months' engagement. Will present vent, Punch, magic and musical acts. En route to the West Coast he stopped off in Cincinnati and visited *The Billboard*. He has been a reader of this publication for many years.

ROBERT DICKMAN and D. H. Burd, after closing season with Eddy Bros. Circus, engaged in trucking business, hauling coal from Pennsylvania to New Jersey. Expect to be with a show again coming season. Harold Hunter, Oscar Decker and Mac Neil, who also were with Eddy show, are connected with a New York novelty house for the winter. Will be on road with Charles Schatt's concessions this season.

ROY BARRETT had a fine four weeks' engagement at a Madison, Wis., store and had an enjoyable time in that city, thanks to the many Circus Fans. Was with Mr. and Mrs. Earl Shipley in Chicago for Christmas dinner. New Year's night he worked Ivanhoe Club, night spot on North Side of Chicago, and has several others to follow. Will be at Shrine Circus, Grand Rapids, Mich., latter part of this month, with seven other Shrine dates to follow.

THE PORTLAND (Ore.) Oregonian recently carried an editorial on the passing of John Ringling, the last paragraph reading: "Well, good-by, John Ringling, whom they called 'Mr. John.' What is life if it isn't a three-ring performance where the customers have to be pleased if one would not fail oneself? But you pleased them. A town, so the advance agents say, where there is a circus lot admirable to the purpose; a town where if never rains, take down the tents. But what's this? It seems, darned if it doesn't, very much as the 11 second-hand circus wagons were heading out of Baraboo again. A clear day tomorrow."

ELIZABETH FENN had charge and helped put over a big midnight show (community Christmas tree) at Paramount Theater, Montgomery, Ala., December 24. Sold tickets on streets with assistance of two other women. William Newton Jr., of Walter L. Main Circus, presented Cupid, the pony with a human mind. Mrs. Fenn made arrangements with the Main show, wintering at fairgrounds there, for camels, on which were persons representing the Three Wise Men. They were seen on Dexter avenue.

LLOYD C. (WHITE) MERRELL, ex-bull man with Hagenbeck-Wallace, writes that he was kept busy in '36 attending circuses and renewing old acquaintances. He caught Cole Bros.-Clyde Beatty Circus four times at Chicago Stadium and once in Hammond, Ind.; the Bud Hawkins' show at Libertyville, Ill.; Ringling-Barnum three times at Soldiers' Field in Chicago; Al G. Barnes at Waukegan, Ill., and visited both the Cole Bros. quarters at Rochester, Ind., and Hagenbeck-Wallace quarters at Peru, Ind., this fall. Merrell plans to be back with the bulls on one of the big shows the coming season.

DAVE B. LEWIS, a trouper friend of Charles Bernard, for last two decades has been identified with the American Consular Service in England and France, last two years in Paris. He has passed the age at which the Consular Service continues employees in the service, but an exception to the rule has been made and he has been appointed to serve this year. In the 80s he and Andrew Downie were partners in the operation of a small circus for a brief but not profitable tour. He was identified with Anderson, Hummel and other circus managers

15 Years Ago

(From The Billboard Dated January 7, 1922)

Charles Ringling in a letter to *The Billboard* dated December 28, 1921, confirmed the report that the Ringlings had purchased all of the Santos & Artigas performing animals in Cuba. Mr. Ringling also said that a number of animal acts had been purchased in Europe for the 1922 season, including nine polar bears, nine tigers, seven lions, five leopards, two horses, one lion and one tiger performing in a riding act, large mixed group of lions, tigers, black leopards and dogs, two troupes of 12 horses each and the Schell performing lions. In answer to a report that had reached *The Billboard* regarding possible complications arising out of the receivership of the company operating Madison Square Garden that might prevent the Ringling-Barnum Show's opening there, Mr. Ringling said that there were no indications whatsoever of any trouble.

Mr. and Mrs. H. H. Tammen, of Denver, gave a Christmas check for \$100,000 to the Denver Children's Hospital for the treatment of contagious and orthopedic diseases and for a shelter for foundlings. . . . George Wagner, known in the show world as Jolly Jenaro, was at home in Milwaukee enjoying a rest after a good season of fair and vaudeville dates.

W. R. Tothill, of Chicago, announced that he would take out a new wagon show in 1922. Dan Curtis, veteran horse trainer with the Ringlings, was said to be a part owner of the new venture. . . . Prof. A. L. Morrell (the Jack-Knife King) informed *The Billboard* that he would join the Side Show of the Al G. Barnes Circus for the '22 season. . . . Charles Address and Harley Tyler had a narrow escape from death in an auto accident near Livermore, Calif.

Charles Mugivan, of Howe's Great London Circus, was visiting with relatives in Terre Haute, Ind. . . . Herberta (Slats) Beeson was one of the feature acts with Convey's Circus in Chicago. . . . Leo Hendricks, clown for many years on the Seils-Floto Circus, played the role of Santa Claus at the Coliseum, Chicago. . . . The Charles Siegrist Troupe was rehearsing a flying return act at Myers Lake Theater, Canton, O., in preparation for indoor circus dates.

Walter L. Main wrote that he had joined the Masonic Club on Euclid avenue, Cleveland. . . . Lupeta Perea, once famous aerialist, was reported to be married and living in Chicago. . . . Clyde Mallory announced that he would open the '22 season ahead of the Ringling-Barnum Circus.

Breaking Acts at Quarters Of Seils-Sterling Circus

TOLEDO, O., Jan. 2.—Word from the Seils-Sterling Circus new winter quarters in Springfield, Mo., is to the effect that Captain Fred Lenard is breaking a new eight-horse menage act, assisted by his wife, Betty. Capt. Erwin Kluder is breaking seven new lions. Charles Saltz, his assistant, is giving the elephants, recently purchased, daily workouts.

Word comes from Wichita Falls, Tex., that Bill Page is sheeting them up for the Falls Poster Service Company and that he is now a grandfather, as his daughter recently gave birth to a 10-pound boy.

In Jacksonville, Ill., Pearl Lake, boss billposter, and wife are sporting a new sedan. Pearl is working for his home town poster company.

John Russell writes from Senath, Mo., that he spent the holidays with his father. He will again hit the high spots ahead of the Murphy Stock Company in Arkansas after New Year's. Will be back with the circus.

General Manager William Lindemann writes that the show will have a much larger big top this coming season and a grand stand with new design of high-back reserved chair seats.

Arthur D. Burdge, boss lithographer, is at Hot Springs, Ark., reports F. Robert Saul.

In handling privileges and then went into business for himself as owner and manager of traveling theatrical companies in the period when the Rube Brass Band Show was a class of attraction that coined money.

The Corral

By ROWDY WADDY

E. (PEE WEE) LUNSFORD, clown last two seasons with C. L. (Jack) Raum's attractions, and the missus, Madeline, are spending the winter as companions to Mr. and Mrs. Charles C. Blue (Poltz) at the latter's home in Ludlow, Ky. Blue, who has been ill for the last few months, is a member of *The Billboard's* editorial staff.

LOU RUDOLPH, former announcer of the J-E Rodeo company, after a successful season with the X-X Rodeo, is making dog and horse shows thru the New England States with the missus, Camilla. Camilla is the cowgirl artist who painted store windows and did trick riding with the X-X the past season. At this writing she is exhibiting at the College Art Shop, New Haven. She has been contracted to exhibit at the dog and horse shows until the spring opening of the rodeo season.

LEWIS MORPHY and the missus, "Shooting Stars of the Golden West," are now in Hollywood, where they have been presenting their shooting and riding acts in vaudeville, pictures and night clubs. They also have been featured performers on several rodeos, circuses and stage shows on the East Coast.

"SILVER DOLLAR" BRADY, cow-puncher and showman of Wyoming, startled the crowd at Hotel Roosevelt in New Orleans last week by riding his big black colt thru the lobby. Brady is on a good-will tour of Deep South in interests of well-known distilling company.

SMOKY STATTLEMAN infos that he will again be with the Fort Peck Rodeo Company in 1937.

COWBOY STANDINGS for the 1936 Grand Champion Cowboy title, as announced December 10 by Fred S. McCargar, secretary Rodeo Association of America, were as follows: John Bowman, 8,887; Leo Murray, 8,297; Everett Bowman, 7,692; Pete Knight, 6,719; Doff Aber, 4,659; Earl Thode, 4,324; Eddie Woods, 4,612; Clay Carr, 4,328; Eddie Curtis, 4,230; Harry Hart, 4,192; Breezy Cox, 4,013; Carl Arnold, 3,798; Bill McMackin, 3,628; Slat Jacobs, 3,611; Oral Zumwalt, 3,474; Lonney Rooney, 3,428; Harry Knight, 3,257; Bill Sievers, 3,193; Canada Kid, 3,022; Smokey Snyder, 2,924; Hugh Bennett, 2,705; Jake McClure, 2,697; Pat Woods, 2,681; Pete Grubb, 2,655; Frank Schneider, 2,649; Herman Linder, 2,598; John Schneider, 2,465; Tommy Horner, 2,414; Turk Greenough, 2,412; Everett Shaw, 2,378; Gerald Ambler, 2,344; Clyde Burke, 2,323; Burel Mulkey, 2,248; Melvin Tlvis, 2,251; Ike Rude, 2,182; Dick Truitt, 2,125; Richard Merchant, 2,120; Leonard Ward, 2,080. Division Leaders—Bronk riding, Pete Knight; bull riding, Smokey Snyder; bareback riding, Smokey Snyder; calf roping, Clyde Burke; single roping, John Bowman; team roping, John Rhodes; steer wrestling, Jack Kerscher; steer decorating, John Schnitder.

San Antonio

SAN ANTONIO, Jan. 2.—Charley Stricker, wild and domestic animal trainer, was in San Antonio recently exhibiting to his friends a copy of *The Billboard* that was printed in the German language.

Ben Wallace Circus unit has been playing dates thru West Texas and is now near Corpus Christi.

Spike Wagner passed thru El Campo last week and was headed toward his old San Antonio haunts.

Prince Maho is here for a few weeks. Dal Russel, on Tol Teeter pay roll, delivered Tony, giant chimp, to the Fort Worth Zoo, where it will remain all winter.

R. M. Harvey was seen here recently in conversation with Tol Teeter. Harvey left for his home in Perry, Ia., and is slated to return here in the near future.

Word is to the effect that Jack Kofron will have the Seal band next season.

Sid Antell came here for the winter and is playing some dates.

Ralph Noble and party, which in-

Cowhands Organize Under Name Of United Cowboys' Association

CINCINNATI, Jan. 2.—Reports reaching *The Billboard* declare that rodeo contestants, the cream of cowboy talent, numbering well over 200, have formed an organization under title of United Cqwbos' Association to protect their best interests.

Drafting of a constitution and selection of a complete slate of officials are now under way. Object of the organization, it is said, is to eliminate features that have been harmful to those recognized as real hands. A clear-cut program is to be laid out and presented to those who produce rodeos and expect real talent.

Drastic penalties will be imposed upon any member who disregards the rules

and regulations, it is said. A strong effort is to be made to effect agreement with producers before the 1937 season starts.

Rodeo managements have an organization called Rodeo Association of America, but this is the first time contestants have organized, altho there has been talk regarding such a move for some time.

It is assumed that officials of the new organization will publicly announce their plans as soon as completed. In the meantime the RAA members are getting ready for their annual convention to be held at Reno, Nev., in February.

with three 50-foot middle pieces; four center poles, 55 feet high; menagerie, 90-foot round top, 30-foot middle pieces. One hundred and ninety-six baggage and parade horses, in addition to ring stock, filled the stables on the lot and made an imposing display in the street parade. The year 1893 is remembered by showmen as a season of unusual conditions caused by the enormous publicity given the Chicago World's Fair, which opened early in the spring and continued thru the months that constitute a circus season. There were cheap round-trip excursions to Chicago from all parts of the United States which had the effect of trying opposition to every circus then operating.

Sells Brothers prepared for the season competition by engaging people and feature acts for a high-class ring performance, and the street parade was a lengthy and dazzling display of glittering splendor, including so many cages and open dens of animals that it had the desired effect of making the public temporarily forget Chicago's exposition as well as the competing circuses. The season opened at Columbus, O., on April 25 with wind storm and heavy rain; second day and night on a mud-covered lot. The itinerary for May was in Indiana and Illinois, with Memorial Day exhibitions in LaSalle, Ill. In evening newspapers that day news came of the Walter L. Main Circus wreck at Tyrone, Pa. During June the Sells Brothers invaded Iowa, Minnesota and the Dakotas. At Morris, Minn., June 21 during afternoon performance a tornado struck the big top and menagerie, with destructive effect on both canvases. Minneapolis was the July 4 stand and three performances were given to take care of the crowds. July 7 to August 18 was all in Iowa except three stands in Missouri; remainder of August was in Nebraska; September itinerary was in Kansas and Missouri. On the run from Milan, Mo., to Trenton the chock blocks were loosened and three cages were thrown from a flat car and crushed to splinters; two tigers from one of the cages escaped to a swamp; an exciting hunt finally resulted in the capture and caging of them and other animals that had been in the broken cages. On October 9 the show began a tour of Texas, covering 35 exhibition stands, ending at Longview on November 17. Eight one-day stands in Louisiana and five days in New Orleans ended a 32-week season in which they exhibited in 12 States and traveled 11,873 miles.

Billie Manning, of R-B, is wintering in Houston, where she is appearing with the day show of Poole's Happy Hour Theater.

T. F. Everett, after close of circus season, is back at his old post, manager of Lamar Sandwich Shop, Houston. Will troupe again coming season.

Schell Show in Quarters

HOUSTON, Jan. 2.—Schell Bros.' Circus, which came into the Houston vicinity several weeks ago and had planned for an all-winter tour, has been brought in and placed in the barn used by it a few years ago. Mr. and Mrs. George Engesser are remaining here for the winter.

Paris Circus Briefs

PARIS, Dec. 28.—Circus-vaude bill at the Empire has Amar Jr. presenting a big group of lions while Barwil, wire walker, works above the cage. Miss Tamara, former Ringling trapeze artist, also is on the bill, as are the ace joeys, Polo and Rene Rivels, with a big troupe of funmakers, all from the Rivels family. Rivels also present their flying trapeze number. Other circus numbers are the house clowns, Boulicot and Recordier; the equilibrists, the Reylaus, and the contortionist, Barbara La May.

New acts at the Cirque d'Hiver are the Medinis, unsupported ladders; Won Hai Troupe, contortionists and tumblers, and Louis Rixford, presenting Liberty horses.

The Four Kentons, aerial; Four Mongadors, jugglers, and Realter, roller skater, are at the Gaumont Palace. Boorn Brothers, acrobats, and Darcy Trio, jugglers, are at the Petit-Casino. Miss Maekers, contortionist, is at the Cigale.

Pat Valdo, Ringling scout, has returned from Italy and after catching Paris shows will look over the circuses in England.

Old-Time Showmen

By CHARLES BERNARD

Ephraim, Lewis and Peter Sells were the proprietors of Sells Bros.' Enormous Shows when that organization had completed a score of seasons and was ready to open the 1893 season. Peter Sells was in charge of the advance department; Ephraim and Lewis were the managers back with show; Allen Sells was on operating staff as superintendent; Col. Charles Seeley, press representative; T. B. McIntyre, equestrian director, and W. N. Merrick, musical director. S. H. Barrett and Fred Busey managed the two advance cars. Thirty-two cars were used to transport the show, viz.: Nine stock cars, 13 flat cars, 2 elephant cars, 1 baggage and 4 coaches. Twenty-nine cages of animals were displayed in the menagerie, in addition to elephants, camels and other led animals. A mule and female hippopotami were given special publicity as rare menagerie features.

The big top was 165-foot round top

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, Jan. 2.—At this time we want to thank *The Billboard*, A. C. Hartmann and Charley Wirth for their courtesy in allowing us space in which to exploit our association and the membership. They have been liberal and patient with us at all times and we wish them not only a healthful 1937, but a prosperous and worth-while one as well.

We are in receipt of the Christmas Number of *The White Tops*, official organ of the CFA, and it's a beaut. It is a real members' issue in which much talent is displayed, and now that Editor Hohenadel has finished one year of service we want to congratulate him. The little paper has certainly gone forward. The present issue is composed of 40 pages, profusely illustrated and contains a mass of circus information both contemporary and ancient. As busy as we are, we read it from cover to cover and enjoyed every minute of it. We think an improvement would be to number the pages.

The Santa Claus-Circus Christmas greeting-membership card sent out by Prexy Kilborn is a masterpiece. The drawing was done by Tex O'Rourke. If it doesn't bring in a mass of new memberships it is no fault of the idea. It is a green card 4 1/2 by 6 inches and is printed in red. It shows a picture of Santa Claus with circus acts in a halo around him and in his right hand he holds a brick entitled New Member and in his left hand he holds a trowel entitled Security. On the left-hand side it shows a brick foundation coming up on which new member bricks are laid and the whole titled CSSCA Home for Old Performers and in the lower right-hand corner a clown is banging a bass drum with Dexter Fellows Tent painted on one side of it. President Orson Kilborn's greeting reads: "The Circus Saints and Sinners' Club is dedicated to the building of a home for aged and unfortunate performers. There could be no finer way of showing the true Christmas spirit than by aiding this worthy cause. How? Get a new member."

It is impossible for us to acknowledge the flood of Christmas greetings that reached our desk. They are as varied as the points of the compass and if we were to state our preference we like, at Christmas time, that card carrying with it a spirit of religion. It is one of the holidays that we take spiritually and consequently that card that depicts the Christ-child hits us right. Next we would put the Circus Christmas card and this year there are plenty of that kind that stand out. Perhaps the leader is the card sent out by Walter M. Buckingham of the CFA. It is a reproduction in colors of the R. Sands & Company's Hippoeraean Arena herald dated April 14, 1849. Then there is Burt Wilson's Side Show card and Wallie Tyson's Christy Bros.' Circus card. Mal Fleming, as always, comes along with a picture of a two-ring circus in action. Baraboo Bill Kasiska's card has two elephants on the front and the picture is titled Elephants Never Forget and then inside he doesn't forget to extend his greetings. And there are a myriad of others, not forgetting the splendid circus card of Dexter Fellows. For all of these cards I am extremely thankful and will look at them over and over again always with the same feeling of joy and happy remembrance.

dearth of offerings by circus owners. There was the usual number of railroad-transported circus organizations that had been making annual tours during the late '80s and early '90s—Barnum & Bailey Circus, Great Wallace Shows, John Robinson's Ten Big Shows, Ringling Bros.' Circus, Walter L. Main Circus, Adam Forepaugh's Circus, Hunting's Railroad Shows, the Pawnee Bill Wild West, Gollmar Bros.' Wagon Show, J. H. LaPearl's Circus, Gentry Bros.' Dog and Pony Shows, Harris' Nickel-Plate Show and a number of others of more or less importance. Imposing street parades, well-equipped musical organizations, the leaps over horses, camels and elephants by experts, triple horizontal bar acts and other 19th century circus features that made "Circus Day" a welcome event was pretty generally on the list of offerings by circus owners.

Merrick Had Band

Prof. W. N. Merrick's big-show band had 15 musicians and there were 10 pieces in the side-show band. Performers in the Sells Bros.' program during the 1893 season included many well-known members of the profession. Among the women artists were Pauline Lee, as principal bareback equestrienne; Mrs. Frank Melville, slack wire; Flora King, fancy juggler; Jessie Dair, aerialist; four of the Stirk Family bicycle act were women. The male equestrians were William Gorman, Frank Melville, Lavater Lee and George Zorella. Capt. Joseph Woodward's seals was a featured number; Albert Weitzel's 35-horse act on the hippodrome track and the Stirk Family bicycle act were given special publicity and announcements. The DeVan Brothers, in acrobatic specialties; juggling on a bareback horse by Lavater Lee; the "Nondescript Trio"; Welby, Pearl and Keys; Zorella Brothers and Ryan in the flying trapeze return act, were numbers worthy of special mention.

The Billboard readers who can recall World's Fair year and the circuses in operation that season will remember that, regardless of Chicago's wonderful magnet to attract visitors, there was no

NEW SAVANNAH SPOT

Spark Plugs

By CY D. BOND

Gold Star Park To Be Laid Out

Owner expects to open 7-acre tract early in year—rides and games planned

SAVANNAH, Ga., Jan. 2.—Plans for an amusement park covering about seven acres of beautiful wooded land a few miles from Savannah are being made by R. T. Carlyle. The park is expected to be opened early this year.

Mr. Carlyle said the amusement center will be known as Gold Star Amusement Park and he hopes to make it one of the finest in the Southeast. Details of the park are yet to be worked out. Mr. Carlyle is to construct an artificial lake of considerable size for swan boats.

The owner of the park expects to include such equipment as Ferris Wheels, Merry-Go-Round and other rides, along with a number of games. He is in the wholesale grocery business and operates a farm adjoining the site for the new park.

Improvements in Eastwood To Be Complete for Season

DETROIT, Jan. 2.—Extensive improvements in Eastwood Amusement Park here were referred to by President Henry Wagner before his departure with Mrs. Wagner for Southern California to spend the winter.

Nearing completion is a new outdoor dancing casino, built to accommodate 10,000. Arrangement has been made with Music Corporation of America to book in name bands during the coming season, such as Ted Lewis, Ben Bernie, Eddy Duchin, Benny Goodman, Vincent Lopez and many others.

New Merry-Go-Round has been built at a cost of \$17,000 and other rides, double Loop-o-Plane and many new kiddie rides, will be ready for the opening in April.

Asbury Park Lease Sought

ASBURY PARK, N. J., Jan. 2.—A plan whereby he would take over entire management of present municipally operated amusements on Asbury Park Boardwalk has been offered to city council by Walter Reade, operator of motion picture houses in New York, New Jersey and Pennsylvania. Mr. Reade, said to be the third largest taxpayer in Asbury Park, offered the city 20 per cent of gross revenue if he is given a lease on Convention Hall and the Casino and allowed to operate them during the summer season, proposing to bring opera, theatrical companies, dance bands and other entertainment to this city's mile-long Boardwalk.

Zoo Animals Are Poisoned; Fire Follows Court Battle

MIAMI, Fla., Jan. 2.—G. F. Sirman, director of North Miami Zoo, reported several animals had been poisoned and that a building had been set on fire. The zoo was moved to its present site several months ago. Some residents have sought to have the court declare it a nuisance and bar it from the vicinity. A special master reported unfavorably on the petition.

Poison victims were two giant Galapagos turtles, a calf, two ringtail monkeys and a rare sandhill crane. Several other animals became ill. The fire, which Sirman said apparently was incendiary, started in the thatched roof of the entrance building. It was extinguished before it caused any serious damage.

PITTSBURGH — Three African and three South American monkeys were presented to Highland Park Zoo by the Variety Club as a Christmas present to Pittsburgh children.

Do Outstanding Bands Pay?

A SYMPOSIUM

(Continued from last week)

No Name Bands Here

Address by Arnold B. Gurtler, president of Elitch Gardens, Denver, before the annual convention of the National Association of Amusement Parks, Pools and Beaches in the Hotel Sherman, Chicago, on December 3.

It must be kept in mind that in treating this question I am approaching it from the standpoint of the operation method is use in our park, Elitch Gardens, Denver. We operate entirely on what is known as the park plan, and our ballroom is so constructed and located that it is not possible to operate on the general admission or social plan, since our pavilion stands in the center of activity entirely open on all sides to entry and exit except for the dance floor proper, which, of course, is inclosed by a railing or fence.

Now our experience in the past few years, in which time we have been using name bands, has not been so successful, therefore we do not favor the use of name bands for the following reasons:

First: While we recognize name bands offer a stimulus to the dance, the ever-increasing price for music does not warrant the difference.

Second: It has been our experience that very few name bands are trained for park plan work. Their musical arrangements are far too long. Here is an example. If such a band takes 12 minutes for the dance, together with the time of clearing the floor, it means that they only get in four dances per hour, so that even if double the people were on the floor the revenue would be only equal to a less popular band running eight dances per hour. You who have had experience with park plan know every minute must count, and if your band is not taking every advantage to get sufficient dances per hour, forgetting the heavy musical arrangements all bands take so much pride in now, you are going to find yourself back of the eight ball.

Third: Since this is a stimulus there is a corresponding letdown when we go back to our regular music. One band will be compared with the other and our business fluctuates accordingly.

Gamble on Popularity

Keeping in mind, as mentioned before, that name bands are correspondingly more expensive, there is still the same chance, no matter how much you pay for a band, that it may not be popular. We have had several experiences of this kind where bands, having been touted to the skies and actually having been very popular in other parts of the country, were almost total flops in our community, and with some notable exceptions the bands that have attained national recognition are generally more dif-

(See DO OUTSTANDING opposite page)

New Trailer City Will Be Adjunct To Florida's Silver Springs Court

OCALA, Fla., Jan. 2.—W. L. Carmichael, assistant manager of Silver Springs Court, left for Miami, where he is to make a study of the most modern trailer camps preparatory to construction of one of the largest trailer camps in the State, adjoining Silver Springs Court just across the Ocala-Daytona Beach highway from Silver Springs here.

C. (Ed) Carmichael, owner and manager of Silver Springs Court, has a crew of men at work clearing a six-acre tract of high ground just west of the Court where an initial unit of 20-trailer facilities will be installed immediately, with toilets, lavatories, showers and all modern conveniences, appertaining to the most up-to-date trailer camps. This original unit will be increased to 100-trailer capacity and will be known as Carmichael's Trailer City.

La Follette Joins O'Brien at Revere

REVERE BEACH, Mass., Jan. 2.—The Great La Follette (George Rueschling) is to come as assistant manager and in charge of the front of O'Brien's European Museum here next season, it was announced by W. J. O'Brien.

La Follette also will superintend the building and production of several sensational acts, including a number he featured on the road with outdoor shows. He has played all major vaudeville and legitimate theater circuits.

General Manager O'Brien will be on the ground here soon and much work will be done in preparation for the coming season.

Florida Park Boat Pilot Given Life-Saving Award

OCALA, Fla., Jan. 2.—Roger Brairton, driver on Tooney's Jungle Cruise at Silver Springs here, has been notified by Fremont Chester, secretary of the safety council, Rochester (N. Y.) Chamber of Commerce, that its awards committee has voted him its meritorious service certificate for the part he took in saving George Clark, Geneseo, N. Y., from drowning in Conesus Lake on July 2.

The award was made at a luncheon meeting of the Rochester safety council's executive committee at the Chamber of Commerce there November 19.

Brairton had to swim more than 100 yards off shore and dive into 18 feet of water to reach bottom and rescue the lad, who had been under water several minutes before Brairton reached him.

Steeplechase Pier Damaged in Storm

NEW YORK, Jan. 2.—About 50 feet of one side was damaged and the boathouse at the end of Steeplechase Pier, Coney Island, was completely wrecked when a short but violent storm hit that area Sunday night.

Heavy winds and seas tore the barge Trenton loose from her mooring and drove the heavy craft into the pier.

Long Island

By ALFRED FRIEDMAN

A somewhat popularly accepted contention among local folk is that, except for spring and the summer months, beach, resort communities are dead issues. Those who make this contention elucidate their argument by insisting that, sans bathing and shirt-sleeve weather conditions, the beaches are not unalluring.

That these facts are the general sentiments of hundreds of business people around Long Island beaches may be conceded, since little or nothing of consequence takes place at the shore during fall or winter. To this humble scrib-

(See LONG ISLAND on page 44)

Excerpts from address by the sales manager of the Dodgem Corporation at the annual meeting of the American Recreational Equipment Association during annual NAAPB convention in the Hotel Sherman, Chicago, on November 30.

No doubt you wonder where I got the title. There is quite a story to it, but I think you will agree with me that the devices we here represent are the spark plugs of the outdoor amusement industry, and here is how I found the subject.

Last September I was in the Middle West when a friend asked, "Cy, where do Joseph Lincoln and this Kelland fellow find the characters in New England that they write about?" He also said, "I spent the summer at Marblehead and on Cape Cod but could not find these wits." My answer was "I just guess you have to be a Yankee."

Down-East Philosophy

Here is a typical instance of one of these philosophies. Some weeks ago I was spending a week-end with a friend of mine at Portland, Me. He had to have his automobile tested for brakes and lights, so we drove out into the country to the garage of an old fellow he knew to have it done. While this fellow was checking up my friend mentioned that he was going to have his spark plugs cleaned. Right here the old man dropped everything, lighted his old corn-cob pipe and began:

"That's something I want to talk to you about. There ain't many people understand spark plugs and their mighty importance. I might say they're the heart of the motor. Just think of the work they have to do! Why, you can't run the engine without them and how few people ever stop to think about their spark plugs when they're out on a lonely road.

"Ain't no use in trying to repair them after you've run 'em 10,000 miles; just can't be done and there ain't no instrument powerful enough to test them right. Talk all you want, you can't convince me that spark plugs ain't the most important part of your automobile. Just suppose you was out on a lonely country road and your spark plugs give out. There you are, 100 miles from nowhere and no spark plugs. It's about one of the worst things could happen to a fellow, unless running out of gas.

"Now suppose you have a nice brand-new set of spark plugs in your car and you're running all nice; you ain't got a god-darn thing to worry about. Yes, sir, I tell you people don't understand how important spark plugs is. Get yourself the latest and best spark plugs possible, and them's the kind I sell you. Don't pay to repair 'em."

Eyes on New York

We left the garage laughing, but it occurred to me that it would make a good subject and that you showmen would appreciate it. We are in the spark plug business, whether we know it or not, for the devices we manufacture give outdoor shows pep, snap, thrill, fun and glamour. However, if spark plugs were placed in gas engines in the same relative position that many amusement devices are located there would be explosions in the crankcases instead of the cylinder heads.

In the November 7 issue of *The Billboard* in our friend Uzzell's column he mentioned that it was about time we considered the 1939 World's Fair in New York, and I think he said or suggested that this organization appoint a committee to go into the matter. This seemed to be a very timely suggestion and so I am going to spend the rest of the time allotted to me in encouraging this organization to at once seriously consider the "spark plugs" for the 1939 New York World's Fair.

If any group of men in the world has had more experience in operating at national expositions, I do not know where they are. You know the pitfalls and the successes, and I am sure the management of the New York exposition will welcome the experience and suggestions you can give them, but it must be done in a businesslike manner for the benefit of the whole. I say this from experience.

Mistakes of the Past

Some of you may remember that I was called in to straighten out concessions at the Sesquicentennial in Philadelphia after the situation had been

(See SPARK PLUGS on page 44)

American Recreational Equipment Association

By R. S. UZZELL

KANSAS CITY, Mo.—This city on the edge of the dust bowl had to take the rap on hot dry weather. It was hot not for hours and days but for weeks. Yet this Chicago of the Southwest has the buoyancy and resiliency of the West. It is making a fine comeback.

Once four amusement parks were in competition for business here. Two of them, Electric Park and Fairmont Park, are now only a memory. Winnwood Lake had a disastrous fire but will make a strong bid for bathing and dancing. This leaves Fairyland Park in an excellent position to do some real business again.

The management seems to now realize the importance of cleaning up, putting on new fronts, a new color scheme and obtaining some new attractions. How far they will or can go your author does not know. They do not have to be sold on the idea, but say it is a question of financing on which they are actively engaged.

Changes in the Scene

The concessioners have had the long strain of depression and drought, so are hard to line up on the new order of things. Some of them, however, seem willing to go to town if they can feel that all will do their part in making the place look new, streamlined and up to the new standard which is showing itself in so many amusement parks today. To paint a large park modernistically is no small outlay of money, but it is necessary to make the grade. New fronts will help, but if there is nothing new in the park people will go away and spread it rapidly after the opening. The entire park cannot be rebuilt in one year with money as tight as it is, but a substantial beginning should be made if patrons are expected to return with a liberal patronage.

Old Electric Park looks bleak and deserted. That once splendid place has practically disappeared and the site has remained unused. The death of Mike Heim and the big crash are the reasons. We are told he was once offered \$1,000,000 for the location. Not being well in his last years, one may well imagine his chagrin to see this park, once par excellence, fade from the landscape.

Because of the large auto parking field required today for an amusement park to adequately serve this city this site would not afford space for the park and parking grounds. So progress rolls along and uproots and leaves behind parks that once served the community well.

Club's Great Collection

Heart of America Showmen's Club here is an institution. It has a permanent abiding place at the Coates House, where ample clubrooms are placed at the exclusive disposal of this organization. It has really grown to be a fraternity. Their chief pride is the final resting place they provide for deceased members. Each year they strive to exceed the amount raised the previous year for this fund.

The American Museum of Public Recreation would surely like to acquire the picture gallery this organization has assembled. Should they ever become willing to part with the collection, we hope to get them for the great museum.

Naturally from the name and location of the club one could expect to see the characters and organizations of the Midwest in outdoor show life predominate in the collection. But some belong to us all, as for example, Buffalo Bill, William H. Donaldson, Will Rogers and a few others. Active preparations consumed much time of the officers for the New Year's banquet, ball, membership drive and the annual drive for the Cemetery Fund. Surely if your author resided in the Midwest he would become a member of the Heart of America Showmen's Club.

Octogenarian Is Active

R. H. Brainard, who worked so long for Heim and is now a concessioner in Fairyland Park, had a fall recently that was severe in its results. Nevertheless this octogenarian still survives and has lost none of his interest in the welfare of the park business. He continues to produce his admirable electric fountain. Sam Benjamin is advance man for a carnival but just aches to get back into park business. Harry Duncan says he is not likely to manage Fairyland longer. George Howk is active in the Showmen's

Club and has the games in Fairyland Park.

CHICAGO—The Zephyr of the Burlington Railroad is about the last word in streamline trains. The coaches are as good as Pullmans, with designated seats for each passenger. Air conditioned, free of dust and a pleasing harmony of color scheme make travel a comfort. The hostess, pleasing in personality, courteous and attentive to her duties, makes traveling easier for women and children traveling alone. The air lines taught the railways the advantages of this service.

This special thought for the comfort and convenience of patrons on the air and railway lines admonishes us to give more care to the patrons of amusement parks. One operator last summer had a hostess at his Loop-o-Plane to look after passengers. Far better than turning them out of the cars to shuffle for themselves. Clean toilets always in order and picnic facilities complete in detail have added to the good will for parks.

Comeback in the West

Fortunate is the park which affords a grand stand for spectators of athletic contests of a picnic. Once there was no way to witness these games but to stand in the sun or sit on the ground. Some of our bathing resorts are as solicitous for the welfare of their patrons as a well-ordered hotel. These days a police woman on the beach is as essential as a life guard. She supplies that finishing touch to the beach comparable to the hostess on the train.

Barring another drought and if war is avoided the West is sure to score a fine comeback in 1937. If Christmas buying is any criterion, there is more available money than for five years in all of the corn belt. All along the line park men are making new commitments for 1937. One man said it is essential to go forward or quit. This comes from one who had a big fire and who also suffered considerable wind damage last summer.

Riverview Park, Chicago, has hit on the practical plan of a cover for its Coaster cars so the passenger cannot fall out of the car. It is light but strong, being composed of aeroplane pipe. It is going to enjoy a better insurance rate, which will alone justify the expenditure. No one is going to object to it, as it in no way detracts from the ride. It is sure to be universally adopted. Here is surely a worth-while contribution to safe Coaster operation.

Prudent Terms Again

Some of our salesmen were so anxious to sustain sales volume that during the upheaval they granted ridiculous terms. It just did not make sense. Now they will find it hard going to get back to prudent terms again. With mounting rates on material and wages the weekly requirements of money to run a factory cannot be met on promises. In fairness to all concerned this situation must be remedied. None of us want to have to go out and recover property once it is sold. If it cannot stay sold and be paid for, then it is better not to sell. The purchaser should have enough interest in the article that he will follow thru and pay for it.

Rains in the West are filling the soil with water because the ground is not frozen. Quite a contrast to the winter of 1923-'24 when dust was blowing in December. Surely January, 1937, will score a higher sales volume to the parks than any January for five years.

With the Zoos

FORT WORTH, Tex.—Jeff, 150-pound chimpanzee, has been sent to Forest Park Zoo here by Tol Teeter, showman, from San Antonio. The zoo is to keep the chimp for a year, with option of buying at the end of that time. Jeff increases the chimpanzee population to three, the other two being Patsy and Jerry, both much smaller than the new arrival.

NEW ORLEANS—A black buck bridle-back antelope born in Audubon Park Zoo is second of such species to be born the past year. Frank Neelis, superintendent, reports purchase of cinnamon bear from a Lake Charles resident who captured it in that vicinity. All animals have been moved from old to new and modern \$250,000 gardens except Itema, elephant, and some younger lions. Animals have shown good effects of the heating system during cold days.

The Pool Whirl

By NAT A. TOR

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

For Greatest Number

Anthony Fiduccia, who is busily educating the more exclusive social set of New York to roller skate at his beautiful indoor rink, Skateland, on West 66th street, just off fashionable Central Park West, also owns Van Cortlandt open-air pool and adjoining inclosed roller rink in uptown New York. And, tho he is one of the comparatively newer pool owners on the scene, he certainly knows his way around. So much so that, despite the terrific opposition that he had all last summer, what with newly built municipals all around him, he came thru with the proverbial flying colors. He used perfect management thruout the season and, while he didn't do as well as he wanted to at Van Cortlandt tank, he has some stunts outlined for next season which promise to make the competish yell "uncle." One of the basic reasons for Tony's success in pool operation as well as skating-rink management is that he believes in staging contests and events in which the greatest number of patrons can participate. He never considers any attraction that calls for only a selected few to compete or engage in, and, while I admit this department some years back stressed swim races for all tanks, the writer must confess now that in many cases actual competition has proved more harm than good in that it appeals only to a selected few. However, at tanks where there is a great interest in competition or where a great many swimmers can compete at one time it would be unwise not to hold races.

I had quite a chat with Anthony Fiduccia recently. We were seated in his office at Skateland and outside on the rink there must have been a few hundred skaters, even tho it was just before Christmas, which is the slowest time for such amusement. "Tell me, Fiduccia," I queried, "is there any difference in the operation of a skating rink than in running a swim pool—in the promotion not technical end, that is?" The combo pool and rink man smiled, stating: "No difference at all—you just gotta go out and get business in both fields. If you sit back and wait for them to come in you'll be sunk!" Fiduccia continued: "Incidentally the pool business is a good background for the skating profession and vice versa. And the two go hand in hand. In other words, take my tip—and if you're a pool man looking for a sideline attraction to run in conjunction with a swim tank set up a roller rink—and stop looking. If you have the space necessary it's certain to prove most profitable." Lest you may have wondered why so much praise has been paid to this particular pool operator and lest my preceding words have failed to portray the picture they were intended to, may I add that Fiduccia runs three distinct highly successful amusement establishments—a pool and two roller rinks—in the face of tremendous obstacles and in places where others have failed. Considering the hard time many individual pool operators or owners of single rinks are having these days, too much praise can't be extended to Tony, and instead of asking over and over again, "How does he do it?" it would be best to try to follow the methods of operation that he uses.

New Tank Postponed

The mammoth newly constructed Floridian open-air natatorium being built in Miami, Fla., won't be ready as early as expected. Mort Mencher, who operates Hollywood Pool, Deal, N. J., each summer in conjunction with the hostelry of the same name, will supervise the Floridian tank this winter. Preliminary plans call for a bathing-beauty

contest to be held there next month if the pool is open at that time. But if Mort wants to put that pool over in what is a highly competitive territory he had better get some better ideas than that. Novelty is what is employed by the Miami Biltmore, Roman and Rooney Plaza pools down that way, and that's what anyone who wants to offer them opposish will have to use.

Strictly Local

Understand that all plans for building the additional New York city-owned swim tanks for next summer have been curtailed for the nonce. Commercial pools, which were terribly affected by those which did open last season, put up such a holler that the mayor and the park department just had to do something about it.

Rosenthal freres, who run Palisades (N. J.) Amusement Park pool, were offered an opportunity to operate Bronxdale, open-air tank, Bronx, New York, next summer. Messrs. Blenstock, who built the big plunge and operated it themselves for a few summers, lost it to a bank, which wants the Rosenthal touch apparently to pull it out of the red. But it looks like no soap, what with the brothers being too busy already with the interests they have.

Tho the hotel housing it has changed its name from the Level Club to the Riverside Plaza, New York, the swim pool is still retaining the former tag.

Whalom Damaged by Storm

FITCHBURG, Mass., Jan. 2.—Whalom Park here was visited by wind with gale force recently and considerable destruction was caused in the park and on the shore of Lake Whalom. Wind took away the diving-board tower and a new float installed last summer at the bathhouse. The storm tore away a number of landings and stairs in various parts of the shore. A number of small trees in the park were destroyed. Shutters on buildings were also torn off.

DO OUTSTANDING

(Continued from opposite page)
ficult to deal with in the matter of obtaining co-operation.

Personally, I much prefer an aggregation which has not yet reached the pinnacle of fame. However, I am afraid that many of us have been instrumental in educating our public to the point where they will respond only to a name band.

PARIS.—Achilles Urbain, director of Bois de Vincennes Zoo, left for Indo-China to hunt rare animals for his zoo.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W.F. MANGELS CO. CONEY ISLAND, N.Y.

WINDOW CARDS
IN FLASHY COLORS
FOR PRESIDENT'S BALL
SATURDAY, JANUARY 30, 1937
Printed on 8-Ply Cardboard, size
14x22, 50-\$3.50, 100-\$4.50 (unprinted)
BOWER SHOW PRINT 1740 1/2 STREET FOWLER IND.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

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.
WAIKIKI SKOOTER.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

EUROPEAN ACTS LINED UP

Some Are Signed, Others Noted As Prospects by Hamid on Trip

Tour with Gravatt and Elliott divulges scarcity of new and unique talent—scouting jaunt permits uncover of show biz in London, Paris, Berlin, Bremen and Hamburg

NEW YORK, Jan. 2.—George A. Hamid, head of the booking office bearing his name; Frank P. Gravatt, president of Atlantic City Steel Pier, and Frank Elliott, Mr. Gravatt's aid and minstrel show producer, returned to this country on December 24 on the S. S. Normandie, having completed a hurried European talent hunt that took them to London, Paris, Berlin, Bremen and Hamburg. That the scouting trip bore fruit is proved by the quality of attractions engaged for importation and the number of prospects being considered. Mr. Hamid left New York on December 5, the same day he returned from the amusement conventions in Chicago. Mr. Gravatt and Mr. Elliott preceded him by about a week.

According to Mr. Hamid, he found Berlin intensely active so far as show business is concerned. Guided by William Passpart, an official artists' agent of the Reich, he visited the Winter Garden and the Scala, "where the shows were excellent, but really of the same type as staged there 20 years ago." In Paris he visited leading circuses, including Cirque d'Hiver, Cirque Medrano and Cirque de Paris, finding them interesting. The city was in the midst of the dull period preceding the new year, he reported.

Circuses Are Visited

Of paramount interest to Mr. Hamid was the Hagenbeck Zoo in Hamburg, which he considers one of the greatest amusement places in all Europe. While in the British Isles he was the guest of Stanley Wathon, circus and theatrical booker, and he was piloted to the Bostock Circus in Kelvin Hall, Glasgow, Scotland; Mills' Olympia Circus, London; Hagenbeck Show, in London's Agricultural Hall, and other institutions, including brief visits to the Hippodrome, the Palladium and the Coliseum.

Mr. Hamid also found time to attend the *Folies Bergere* and Casino de Paris. While in Berlin he ran into Pat Valdo, personnel director of the Ringling Bros.-Barnum & Bailey Circus, who is on his annual scouting tour for the Big Show. In general, there is a scarcity of new and unique talent, and he quoted Mr. Valdo as saying likewise. Nevertheless, Mr. Hamid arranged to bring over the original Boxing Bear from Germany and to re-import the Erwingos, iron jaw and cloud-swing act.

More Prospective Material

He found about a dozen more acts he noted as prospective material for audiences on this side of the Atlantic and left a detailed list of instructions for his European scout, Charlie Hart, to carry out.

On board ship with Mr. Hamid, but unknown to him, was Henrietta Solti Elkhan, distinguished Hungarian actress and sister of Dave Solti, manager of the vaudeville division in the Hamid organization. Mrs. Elkhan spent two days in New York and then entrained for Hollywood to visit Henri Kosta, her son-in-law, a film director who is responsible for the current film, *Three Smart Girls*, Universal Picture.

All-Summer Event Favored For Pittsburgh Celebration

PITTSBURGH, Jan. 2.—Board of commissioners of Allegheny County is asking all social and business leaders in the county to attend a meeting here this month to offer suggestions for the scope of observance of Allegheny County's 150th anniversary during summer of 1938. Suggestions will be considered before the board fixes the 1937 budget which will include an appropriation to study plans for the proposed sesquicentennial.

Several county leaders have started agitation for a nation-wide event such as Cleveland's Great Lakes Exposition or Texas Centennial Expo. John J. Kane is chairman of commissioners.

Pittsburgh showmen are supporting a plan to make next year's celebration an all-summer event.

Cutler Hurt in California

SAN FRANCISCO, Jan. 2.—Leland W. Cutler, president of Golden Gate International Exposition, is confined to his Woodside home with a broken foot, sustained as he leaped from his horse when the animal stumbled during a canter. Mr. Cutler had been riding with his daughter, Mary, 12, near his home. When the horse fell its weight crushed several small bones in the rider's foot.



JUST A CORNER OF THE HUGE steel and concrete grand stand and part of crowds that packed it daily to witness acts and races at the 1936 Los Angeles County Fair, Pomona, Calif. Hopes of officials were more than realized when the 17-day annual rolled up attendance in excess of the 600,000 mark set.

Record Prospect for Pennsy Farm Show Denotes Agriculture Is Back

HARRISBURG, Pa., Jan. 2.—J. Hansell French, State secretary of agriculture, has predicted a record-breaking attendance for the 1937 Pennsylvania Farm Show, which opens on January 18 for a five-day run. He said that bad weather is the only possible deterrent in the outlook for an all-time record.

This forecast is based on the fact that Pennsylvania agriculture is definitely out of the depression and that in 1934, when the present attendance record of 287,000 was established, farm income of the Keystone State had only begun to recover.

Twenty-one years ago 5,000 persons attended the first Pennsylvania Farm Products Show in a rented building in Harrisburg. Ten years later attendance had increased tenfold. First show in the present Farm Show building attracted 250,000 visitors. More than 11,000 exhibits will be entered in the 1937 show in competition for 7,500 cash awards, totaling \$39,213, and for many of the most coveted trophies in American agriculture.

During Farm Show week about 40 agricultural associations will meet in annual convention in Harrisburg. Most

"Why Mine Is Best"

COLUMBUS, O., Jan. 2.—A "Blue Ribbon Fair" contest will feature the program at the annual meeting of Department of Agriculture of Ohio and Ohio Fair Managers' Association in the Deshler-Wallick Hotel here on January 12-14. A representative from each of the 10 highest ranking fairs according to 1936 attendance based upon paid admissions and number of exhibitors in relation to population of the county will be called upon for two-minute talks on "Why My Fair Is the Best in the State." Winner will be decided by applause of the convention and will be presented with a silver trophy awarded by Myers Y. Cooper, Cincinnati, former governor and honorary president of the association.

Best Profit in Wapakoneta

WAPAKONETA, O., Jan. 2.—Auglaize County Fair here in 1936 made profit of \$2,280, it was shown in the financial report at the annual meeting. Secretary Harry Kahn said this was the largest annual profit turned in during history of the fair. A good balance on hand was reported. The board spent \$3,300 on improvements in 1936.

G. L. Heralds Boost by Air

Girl representatives sent out in start of publicity for '37 Cleveland expo

CLEVELAND, Jan. 2.—First efforts at national publicizing of Great Lakes Exposition of 1937 were made this week when two flying representatives left, one for Los Angeles, the other for New Orleans. Rose C. Newman, who took United Air Lines to Los Angeles, and Helen Rubertine, who flew to New Orleans by American Air Lines, were prize winners in the ticket campaign waged by The Plain Dealer for its annual charity football game.

Following their selection, the two girls were chosen by Lincoln G. Dickey, general manager of the expo, to represent the undertaking on their flights to the Rose and Sugar Bowl games. Mayor Harold H. Burton commissioned them officially. They were furnished with credentials by Cleveland and the exposition, and in addition plenty of advertising material was handed them. This is in accord with an early endeavor to publicize the expo.

Two Spots for Pirchner

Herman Pirchner, who ran the Alpine Village on the midway last year, is talking now of taking over the Show Boat and also French Casino, which was in Streets of the World. Alpine Village was an excellent paying proposition last summer and as a result Pirchner has opened a new Hofbrau on Euclid avenue.

Folies de Nuit, French Casino show staged at the expo by Gordon and Speciale, was back in Cleveland this week playing the Circle Theater. The girlie chorus has been retained, and listed among principals are Johnny Lee and the Three Lees, Andriani Brothers, Lou Cameron and Company, Cliff Bragdon, Mauris Quinlin and Al Moore. The 30 cuties still display plenty of epidemics as at the Casino. Speciale is handling the troupe as his own undertaking. To the present, playing the sticks, he has gone into the red. Following the showing here he heads for Miami, where he hopes to recuperate losses.

More Contracts Made

Frank D. Shean, in charge of concessions and amusements as assistant to Associate Director Almon R. Shaffer, is back from New York, where he made a flying trip over the holidays. He reports new contracts. So does Norman J. Kestner, who visited Chicago during the same period, making several new connections for the coming season.

Larger Grants Are Desired For Exhibition in St. John

ST. JOHN, N. B., Jan. 2.—At annual meeting of St. John Exhibition Association George D. Ellis was re-elected president, beginning his sixth one-year term. He was vice-president many years. W. J. Wetmore and H. G. Harrison, who started as directors of the association with Mr. Ellis 16 years ago, were re-elected vice-presidents.

G. William Frost, re-elected secretary-treasurer-manager, was appointed to this post in 1932 after being assistant secretary-treasurer-manager. The association petitioned city council for a grant of \$3,000 to the 1936 fair, with \$2,000 additional if needed to pay a deficit.

The council has been offering to guarantee payment of a deficit up to \$5,000 each year. Hopes are expressed of getting larger cash grants from provincial and dominion governments for the 1937 fair.

WAPAKONETA, O.—Auglaize County Fair re-elected A. J. Gierhart, president; J. H. Frische, treasurer; Harry Kahn, secretary. E. W. Laut, a director, was elected vice-president.

MILLEDGEVILLE, Ga.—C. B. McCullar, attorney, active in Georgia fair circles and American Legion activities, is editor of a new legal magazine, *The Southern Lawyer*, which has been chartered and will be published here. It is sponsored by practicing lawyers for elevation of the profession and will operate on a non-profit basis.

WATERTOWN, N. Y.—Jefferson County Agricultural Society advised the city of Watertown that it will sell the fairgrounds here to the city for \$30,000, the amount of debts the society owes. After a decision is made on the offer, officials of the society said, they stand ready to hold another fair in 1937.

Group Talks At Ohio Meet

Conferences in Columbus to discuss fair problems—many speakers are listed

COLUMBUS, O., Jan. 2.—Group conferences will mark the annual meeting of Department of Agriculture of Ohio and Ohio Fair Managers' Association in the Deshler-Wallick Hotel here on January 12-14. On night of January 12 an open speed conference will have among speakers Judge G. W. Rittenour, president of United Trotting Association; Win H. Kinnan, T. A. Billingsley, Charles I. Gordon, Barton W. Blair, Paul H. Calvin, W. J. Galvin, Thomas J. Ryan, all of Ohio circuits; J. J. Mooney, Detroit; Homer D. Biery, Butler, Pa.; Dr. H. M. Parshall, Urbana, O.; Grand Circuit Secretary Will Gahagan, New York; J. C. W. Coppess, Greenville, O.; Andy Adams, Hillsdale, Mich.

During forenoon of January 13 Secretary Ed S. Wilson, Stark County Fair, will preside at a fair secretaries' conference, with Mrs. J. M. Scott, Carroll County, as secretary. Myers Y. Cooper, Cincinnati, will preside at a fair presidents' conference, with Dr. E. P. Clement, Lorain, as secretary. B. U. Bell, Greene County, will preside at a fair treasurers' conference, with A. C. Saford, Gallia, as secretary. These groups will each elect a member to the convention resolutions committee and propose and recommend resolutions.

Topics for Round Table

Judge I. L. Holderman, president, Dayton, will call the convention to order Wednesday afternoon at 1:15. Among topics and speakers will be *What Can Be Done To Stimulate Morning and Afternoon Fairs Where Night Fairs Are Held?*, N. E. Stuckey, O. K. Andress, John W. Yoder; *Is the Art Hall Dead, Dumb and Dead?*, A. H. Sutton, Guy L. Cutter, J. A. Raub; *Some Pertinent Problems—City-County Fairs*, E. J. Orvis, E. R. Zeigler, R. C. Haines; *Rural County Fairs*, H. C. Logsdon, L. E. Apple, Joseph Brickner; *Experiments With Local Talent as a Fair Factor*, D. R. Van Atta, W. F. Straker; *Special Days*, H. M. Satterfield, Harry Kahn, E. W. Humphreys; *How To Make Fairs Self-Supporting on Their Merits*, C. V. Croy, Frank Kirkpatrick, Walter J. Buss, P. G. Webb.

Suggested round-table subjects include use of passes for exhibitors, concessioners and others entitled to admission and re-admission for people who have paid entrance and are leaving grounds to return; advisability of furnishing hay and straw or neither to live-stock exhibitors; reducing or eliminating entrance fees for live stock and advance sale of admission and grand-stand tickets.

Notables for Banquet

At Wednesday night's banquet President Holderman will present Mr. Cooper as toastmaster, and speakers will include Governor Davey; Master L. J. Taber, National Grange; Earl H. Hanefeld, director of agriculture; President George W. Rightmire, Ohio State University; John W. Bricker, attorney-

general; Herbert S. Duffy, attorney-general-elect; W. W. Ellenwood, State fair manager, and Master Walter Kirk, State Grange.

Director Hanefeld will preside at a joint session with the State board of agriculture on the morning of January 14, and among speakers scheduled are Mrs. William J. Pontius, Prof. Harry Reese, Prof. A. W. Elliott, Prof. John L. Clifton, L. L. Rummell, Mr. Ellenwood, Fred Terry, David Bishop, Charles J. Gray, A. H. Morton, Ira T. Matteson, H. D. Williams, Keith W. Lowrey, Frank Skimming and State Auditor Joseph T. Ferguson. Mrs. Don A. Detrick, Bellefontaine, is executive secretary of the association, and W. B. Richmond, Elyria, is treasurer.

"No Foolin'"

—AN EDITORIAL—

From the Sidney (Mont.) Herald

The year 1936 saw the most successful Richland County Fair ever held here. This may seem a strange statement to some in view of what has gone before in bumper crop years when total attendances were estimated at 40,000 and up. But attendance does not necessarily tell the story. What does tell it is the expressed satisfaction of the daily crowds including outside visitors who left voicing high praise of the exhibition and entertainment.

That is what we have heard all week right and left about the fair. A dozen newspaper scribes from surrounding towns have called at this office, or met us on the grounds or the streets, and praised the whole thing to the high heavens, saying invariably that they came in skeptical mood to meet with the surprise of their lives. Not only these people—the tribe of debunkers among whom we are happy to be numbered—but the entire attendance one day after the other, marveled at the spectacle. Who would have thought that such a splendid array of agricultural exhibits could have been assembled anywhere in the Northwest this harvest time for a fair or anything else? Who would have anticipated and been prepared without surprise to witness such an extensive and interesting spread of industrial and mercantile displays and demonstrations as held the interest of the thousands and thousands of people who flocked thru the gates every one of the three days? The same thing can be said for the live stock and other departments of the exhibition. The point is, the attendance were exultant in their amazement, collectively and individually.

Business to the Core

And behind it all is this little lesson: Those who made this fair went at it in earnest. There was no foolin'. It was business to the core—and the whole thing was developed through the vigorous exercise of common sense which gave it the proper basis for success.

All who had a hand in the fair, including the county commissioners who authorized it, the fair board who gave their time and best thought and action in its development, and the manager, J. M. Suckstorf, whose initiative and understanding of public interest enabled him to organize this year's fair, both in agricultural and industrial exhibition, under all the handicaps the times imply, and the entertainment program, to excel these combined features of any previous Richland County Fair—they are entitled to unstinted credit for the splendid outcome. And with them are to be included all the community committee people whose fine co-operation made for the grand success the fair was and will remain in the memories of all who took it in.

"How Did They Do It?"

Visitors from east, west, north and south propounded alike the one and only question, the summation of all the possible queries, considering all the circumstances involved, and that was "How did they do it?" This writer kept an eye on the fair in its making, right on the ground, and while we knew it was going to be a good fair—better than the average—our astonishment was almost as great as that of these outsiders—we had to see it to believe it. And having seen it, we here give credit where credit is due. The Herald congratulates everyone who had a hand in its making on accomplishing in its presentation the greatest Richland County Fair ever held. And what you have done this year, you will do on an even greater scale next year.

Bill in for Mass. Exhibits at W. F.

New York participation in '39 provided in measure—would create commission

BOSTON, Jan. 2.—Thomas J. Lane, representative from Lawrence, has led a bill for appointment of a special commission to report relative to preparation of exhibits in the interests of Massachusetts at the New York World's Fair in 1939.

For the purpose of exhibiting arts, industries, institutions, resources, products and general development of the Commonwealth at Gotham fair the governor, with advice and consent of the council, shall appoint a special unpaid commission, tagged Massachusetts Commission for the New York World's Fair, to consist of five members, it is provided.

This group will have charge of interests of the State and its citizens in preparation and exhibition at the World's Fair of the natural and industrial products of the State and of objects illustrating its history, progress, moral and material welfare and plans for its future development, and of all other matters relating to the fair.

For this the commission is to expend, after an appropriation has been made, sums not exceeding \$25,000 after it has been approved by the governor and the council, according to the bill.

Fair Elections

PORTLAND, Ind.—Jay County Fair Association elected James B. Cummins, president; William A. Smith, O. E. Holsapple, vice-presidents; Mike Ankrom, secretary; A. A. Kist, treasurer.

SHAWANO, Wis.—Charles Piehl was re-elected president of Shawano County Agricultural Society; R. H. Fischer, Albert Klebesadel, vice-presidents; Louis Cattau, secretary; A. H. Gustman, treasurer; Julius Uecker, superintendent of grounds.

DARLINGTON, Wis.—Lafayette County Fair Association elected George Priestley, president; John McGrath, vice-president; F. F. McConnell, secretary; Frank Parsons, superintendent of concessions; Henry Pilling, superintendent of speed.

THIEF RIVER FALLS, Minn.—S. E. Hunt was named president of Pennington County Fair here to succeed Hans Anton, who was elected vice-president. Others officers are R. J. Lund, secretary, and Leon J. Mallher, treasurer, both re-elected. (See FAIR ELECTIONS on page 44)

GREAT CLAY COUNTY FAIR

Spencer, Ia.

Wants Independent

SHOWS OF MERIT

SEPT. 13 to 18, 1937

Address L. C. DAILEY, Secy.

BIG AUGLAIZE COUNTY FAIR

WAPAKONETA, OHIO

AUG. 29-30-31 — SEPT. 1-2-3

What have you? Grand Stand Shows for Night Fair, Midway Shows and Concessions.

Look for us at Ohio Fair Managers' Convention, Columbus, Jan. 12-13-14.

HARRY KAHN, Secy.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT

Finishing With a 500 Ft. Slide for Life.

Available for Fairs, Parks and Celebrations.

Address care of The Billboard, Cincinnati, O.

THE ERNIE YOUNG AGENCY

DEPT. A
162 N. STATE ST.
CHICAGO

Can furnish any type of Entertainment for FAIRS, INDOOR SHOWS and CELEBRATIONS

Write us when your attractions committee is going to meet.

G
A
H

WE are happy and proud to announce that the Catalog of Hamid Attractions, combined with the 30th Anniversary of George A. Hamid, comes off the press this week. 100 pages. 10 1/2 x 15. Four covers. Plastic tube binding. Profusely illustrated biographical section. Protected by metallic covers front and back. Book represents this company's greatest effort in catalog production. Finest roundup of talent ever gathered under one banner.

GEORGE A. HAMID, Inc.

1560 B'WAY
NEW YORK,
N. Y.

MASSACHUSETTS AGRICULTURAL FAIRS ASSN.

Seventeenth Annual Meeting—Hotel Brunswick, Boston
THURSDAY AND FRIDAY, JANUARY 21 AND 22

ALL FAIR MEN WELCOME. BEST WISHES TO THE BILLBOARD.
In Co-operation With the Vermont Agricultural Fairs Association Meeting, January 21, at 4:30 P.M.

Following the January 21 Afternoon Session There Will Be an Important Meeting of the Mohawk Fairs Circuit. Member Tracks Are Cordially Invited To Send Representatives.
MASSACHUSETTS AGRICULTURAL FAIRS ASSOCIATION.
ERNEST H. SPARRELL, President. A. W. LOMBARD, Secretary.

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

Launch New Dallas Expo

Executive staff placed on pay roll and efforts on for use of State Fair plant

DALLAS, Jan. 2.—Efforts to begin work in earnest on the 1937 Dallas expo began last week when officials of the old Texas Centennial Exposition formed a new Greater Texas and Pan-American Exposition Corporation.

Frank McNeny, named director general of the new show, was elected a director and vice-president of the corporation. Other officers are Nathan Adams, chairman of the board; Fred Florence, president; A. H. Bailey, Arthur Kramer and John Middleton, vice-presidents, and R. L. Thornton, executive committee chairman.

Biggest problem retarding active work (See LAUNCH NEW on opposite page)

Kansas Board at Banquet

WINFIELD, Kan., Jan. 2.—Walter Hunt was elected vice-president of Cowley County Fair Association at the annual banquet of the organization. The other officers elected are George Hafer, Oxford, president; G. B. Wooddell, Winfield, secretary-treasurer, and Mrs. Edith Dulaney, Winfield, assistant secretary. Ira Wilson, Dr. C. A. Martin, Stanley Shockey and T. F. Yost, Winfield, and A. B. Brothers, Tisdale, were elected directors for one year. Mr. Wooddell was chosen as official delegate from Cowley County Fair to the annual meeting of Kansas Board of Agriculture in Topeka January 11. Ira Wilson was selected as the alternate. A number of local residents attended the banquet. In his annual report Secretary Wooddell stated that the association finished the year without a deficit. Altho the 1936 fair had been budgeted for \$5,350, the officials were able to hold expenses to \$3,738.74. Receipts were \$3,613.50 or \$125 less than expenses. However, money on hand in the bank wiped out this debt and the association faces another year without financial obligation.

Nudity Ruled Out At Expo in Dallas

DALLAS, Jan. 2.—Nude dancers, "offensive entertainment and all forms of illegal gambling" are out of Greater Texas and Pan-American Exposition here in 1937, officials of the show and city have announced.

Frank McNeny, director general, made the announcement after Dallas' mayor had publicly demanded that the fair sign a contract promising those abolitions.

Once these matters were agreed upon the fair and city officials got busy trying to reach a financial agreement.

McNeny Is Director Of Dallas Exposition

DALLAS, Jan. 2.—Frank L. McNeny has been named director general and vice-president of Greater Texas and Pan-American Exposition at Dallas in 1937.

He is a real estate operator and half owner, with his brother, of a skyscraper building in Dallas.

Look for the "Show Family Album" in the Classified Advertising Section.

Fair Grounds

KENTON, O.—Hardin County Agricultural Society was an assured organization after solicitors reported signing

Fair Meetings

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.

Association of Agricultural Fairs of the Southeast, January 14 and 15, Henry Grady Hotel, Atlanta, Ga. E. Ross Jordan, secretary, Macon, Ga.

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. Kieith 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, Marlon.

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.

Louisiana State Association of Fairs, February 12 and 13, Virginia Hotel, Monroe. R. S. Vickers, secretary, Donaldsonville.

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.

64 members in the opening campaign. B. E. Bradford, Dwight C. Cessna and Grover D. Chamberlain were appointed to act as election judges when a fair society is organized shortly.

MARYSVILLE, O.—Union County Fair starts the year with cash assets of \$2,547.03, according to William C. Moore, retiring secretary, who served the society 23 years, being succeeded by Harry A. Taylor, who has been a fair director a number of years.

PORTLAND, Ind.—All preferred stock of Jay County Fair Association has been retired and turned back to common stockholders. It was announced at the annual meeting here. The association is now out of debt, with a cash balance of \$600.37.

YORK, Pa.—Report of John H. Rutter, secretary of York Fair, to J. Hansell French, secretary of State Department of Agriculture, indicated that attendance at York Fair on October 6-10 was 220,853; paid admissions, 116,397, and gate receipts, \$39,186.20.

Shaffer Looks Over Fla. Trailer Camps

MIAMI, Fla., Jan. 2.—Almon R. Shaffer, associate director of Great Lakes Exposition, Cleveland, is touring Florida on a prospecting trip, taking in all the trailer camps that he can find.

Mr. Shaffer said that Great Lakes Exposition will build a temporary camp for trailers either on the grounds or in close proximity "to take care of the great number of people who now like to travel and live that way."

While the camp will be used only during the exposition season, nevertheless everything will be done to make it homelike, comfortable and sanitary, and if a fee is charged it will be only nominal, as it is not the intention to run the camp for profit, he said.

Mr. Shaffer spent considerable time with Ollie Trout looking over sanitary arrangements, children's playground, community store, gas station and other features of the Trout camp here.

FAIR ELECTIONS

(Continued from page 43)

Plans for improving grounds were discussed and a committee, Lund, W. E. Dahlquist, O. C. Paulson and R. M. Douglass, was named to confer with the Workmen's Protective League regarding the work.

WARSAW, Ind. — Kosciusko County Fair directors named these committee chairmen: Wilbur Gill, chairman; Gael Munson, advertising; Homer Menzle, amusements; Glen Smith, merchants; L. L. Latimer, tents; Chester Bollinger, premiums; O. B. Kilmer, parades; Chester R. Jontz, program. Milo Maloy was retained as fair manager.

WASHINGTON, C. H., O.—Fayette County Agricultural Society reorganized, with Ray Brandenburg, president; Walter Sollars, vice-president; George Steen, treasurer; George Gossard, secretary.

WOOSTER, O.—Irvin J. Gresser was elected president of Wayne County Agricultural Society; Ralph Swinehart, vice-president; Walter J. Buss, secretary and fair manager.

LANCASTER, O.—Clifton Parish, Pleasantville, Fairfield County recorder, will head Fairfield County Agricultural Society, succeeding W. S. Crumley. O. S. Benadum was elected vice-president; P. G. Webb, secretary; Amos S. Thomas, treasurer.

MADISON, Wis. — Julius Krebs, Sun Prairie, was re-elected president, and Frank W. Lucas, Madison, secretary of Dane County Agricultural Society, succeeding R. G. Nuss; John Friday, Oregon, vice-president, and William Belda, Morrisonville, treasurer.

SPARK PLUGS

(Continued from page 40)

bailed up. Exclusive concessions were let to one man for all soft drinks and then an exclusive was given to a root beer and another to another drink. An exclusive was given one party for a Roller Coaster and to another for a Bobbs Coaster and still another for a Scenic Railway. I am sure the director of concessions did not know what it was all about, but if this organization had been on its toes it could have helped these fellows early in the game and this would not have occurred.

Here is another thing that happened and has happened to a more or less extent in every world's fair that has been run. What was called the "Gladway," where the amusement section was to be located, was nothing but a swamp away to one side of the exposition where people could not see it or get to it. When rain came it was a sea of mud and I don't have to tell you what happened to the concessioners. It was mostly their own fault, for there was no organization among them to confer with officials of the exposition in efforts for anything different.

When I took charge the manager of the exposition gave me the privilege of straightening out the ride concessions and allowing them to operate without one cent of profit to the exposition until the cost of construction and operation was grossed. Do you think I could operate on this scale? I'll say not. Concessioners insisted on making down payments and paying large percentages from the start. Just a mad rush to outdo the other fellow, and the consequence was that they all lost money. I am told that the Chicago exposition

was good to the amusements the first year, but that in the second, on the island, they were a flop.

Up to Manufacturers

Now I know that a committee from this organization attempted to cooperate with the Chicago World's Fair management, but for some reason did not go thru with a program. I had occasion to attend the Cleveland Exposition this year several times and think Mr. Dickey and Mr. Shaffer did a wonderful job, but again the rides especially were shunted off in an area by themselves that had the atmosphere of saying to the public, "Stay away from here—high tension wires—you'll get hurt." This was not the fault of either Mr. Dickey or of Mr. Shaffer. It was yours, for both these men were very cordial and perfectly willing to talk to us all. But in talking to every Tom, Dick and Harry they got so many ideas that they put two and two together and said, "Well, any old place will do for this rable," and the results we know.

This organization, from the beginning, has done a lot of very fine things for the manufacturers and operators of amusement devices. It worked out credit systems, safety codes, railroad rates, bettered this convention exhibit and a lot of other very fine co-operative measures. Why can't we get together and do another fine job that will make some real money for all concerned? We know that our devices are the spark plugs of the outdoor amusement industry, but the other fellow does not know it unless we tell him. Let's get together and do a real job again and not mess it up. Appoint a committee to which the New York World's Fair management will listen, and from my contact with them already I know that they are open for constructive suggestions.

LONG ISLAND

(Continued from page 40)

bler, that whole scheme of thought seems to be a little bit off the road of progress.

We point, for example, to Atlantic City, which geographically and from the climate angle, corresponds to Long Island. Bathing suit or overcoat weather, Atlantic City is, it most be admitted, "selling itself."

From the standpoint of New York City's accessibility and beauty (the latter our individual opinion) Long Island has a shade over the Jersey shore resort, yet in winter while Atlantic City dances, Long Island sits on the sidelines dreaming of gold that runs only when the weather's hot. And, oddly enough, no small part of the currency that finds its way into Atlantic City coffers, comes from New Yorkers and even Long Islanders during winter months.

The argument that the ocean is dull and drab during fall and winter, and that folks don't like to be near it then is a weak one. The Atlantic City situation for one, illustrates that. Properly dressed, and by that we mean presence of amusement features, a beach resort can be made attractive in a blizzard.

For the same reason that winter vacationers and diversion seekers will take to mountains for their recreation, so will they beat a path to the seashore. Both have their natural attractions. During the past two or three decades on Long Island beach amusement people have constructed enterprises designed exclusively for warm weather business. We don't believe that out of hundreds we can name a score that have been molded to serve year-round purposes.

Consequently, with nothing done in the past along lines of arranging for cold weather trade features, Long Island finds itself without them. It must, then, content itself from November to April with being in a position somewhat similar to the fellow who "had the store, location and was paying the rent, but did not have the merchandise."

Eventually, tho it may take much more time than it should, Long Island amusement people around the beaches will become conscious of the fact that there is money to be made during seasons other than spring and summer. When this realization comes there will be a spurt of building and alteration activity that will give the shore a mining-town aspect.

The same clients who buy hot dogs at the beach in summer would buy them in winter. Cold-drink patrons would be possibilities for warm liquids and so on down the line. Maybe if a man with courage and foresight of Bill (Atlantic Beach) Austin tackled the thing something would come of the idea. For he has the means for going at it and confidence of others to follow.

WANTED ACTS

1937 FAIRS AND CELEBRATIONS.
Sensational Circus and Hill Billy.
F. EUGENE SYKES, Harford, Pa.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

A CLIPPING from *The Portland (Me.) Evening News*, sent in by Robert Ware, Chicago Roller Skate Company, tells of remarkable success attained in Portland by James W. Greeley, an old-time rink operator with 40 years' experience. It appears that Portland had not had a roller rink in some 25 years and when Mr. Greeley decided to open there he received anything except encouragement, many believing the sport would not catch on with the younger generation. City's population is given at 75,000 and smaller towns around bring the drawing population up to 100,000. In November, as the Elm Enterprises, he opened a rink, modern in every detail, with one of the finest of maple floors, ventilating system, sound system and efficient staff coached to insist upon the best conduct from patrons. Since then, it is stated, Mr. Greeley has had capacity crowds and, while he started with 200 pairs of Chicago fiber-wheel skates, it will be necessary for him to add to his equipment early in 1937.

FLYING ACES, Pittsburgh roller-skating duo, are touring with Ross Russell's *Garden of Girls* unit, which played Western Pennsylvania territory last week.

H. D. RUHLMAN, manager of Lexington Rink, Pittsburgh, inaugurated several features highly popular with patrons. Bank Nights are held on Saturdays, on Wednesdays amateur floor shows are staged and Mondays are ladies' bargain nights. Cervone's Band has been engaged to furnish music for all evening sessions. There are matinees on Tuesdays, Thursdays and Saturdays.

THAT Sonja Henie will make another tour of the United States and Canada was disclosed by Pete Tyrrell, manager of Arena Skating Rink, Philadelphia, according to word received from Hugo Quist, her manager.

THE LINDSTROEMS, comedy roller skaters, are at the European, and Realtor, extraordinary spinner on roller skates, is at the Rex in Paris. Cecilia Colledge, Graham Sharpe and the Cliffs, English fancy skaters; Vivianne Hulthen, Sweden, and several other skating celebs took part in a benefit ice gala for theatrical artists in Palais des Sports Rink in Paris on December 16. Skating Macks, American roller skaters, are at the Carre Theater, and the Three Veronas, acrobatic roller skaters, are at the Royal Cinema in Amsterdam. The Rollwinds (Harry Avers), roller skaters, are at the Casino Municipal in Cannes.

"RINKS in this territory have been having good business," writes R. H.



RICHARDSON BALL BEARING SKATE CO.

Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

REWOODING
Ruggedness of BALDWIN Maple Wheels Cannot Be Exceeded at Any Price.
FRANCIS J. BALDWIN
240 S. Diamond Street, Ravenna, O.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Simpson, St. Joseph, Mich. "Steve Pearty is operating for the second season in Benton Harbor. In summer he operates at Paw Paw Lake, Watervliet, Mich., and in the Casino, South Haven, Mich. Last winter LaFayette Rink, South Bend, Ind., passed from hands of Eugene W. Bock to Mike Morris, who conducted the rink until the end of May, 1936. Morris then operated for the summer at Gun Lake, Mich. Gene Bock then assisted his son, Fred E., who operated in the Armory, Elkhart, Ind. Fred conducted the biz during summer in Playland Park, South Bend, Ind., then returning to the Armory in Elkhart. Bock Sr. purchased a portable and operated in Illinois and Indiana. During summer LaFayette Rink, South Bend, was remodeled and was opened on Labor Day by Owner Smokie and operated by Pete and Helen Kyppe, well-known Northern Indiana skaters. They conducted the rink until December 19, when Fred Bock purchased the plant from Smokie and placed his father, E. W., in charge. The Bocks are popular and biz will increase at Skateland, new name given the spot."

ONE OF the largest roller rinks in Eastern Ohio amusement parks is planned for Chippewa Lake Park, near Medina, for next season. It will be on site of the former box-ball concession, and building will be enlarged to 80 by 140 feet. Rink will be ready for operation by mid-April, said Leo Maytnier, Akron, operating several Eastern Ohio rinks and who will have charge of the new rink. He has been with Chippewa Lake Park several seasons as excursion and picnic agent.

RUSS GOLDEN, Akron, again in charge of the spacious Land o' Dance Rink, Canton, O., his third season there, informs that business has been good so far and that sessions are held nightly except Sundays, with matinees Saturday afternoons. Recently more than 1,000 attended annual party of Stark County Associated Churches, when more than 700 tickets were sold in advance. Private parties are held on slow nights.

U. C. J. DEXTER, successfully operating Palace Rink, Miami, Fla., has been in rink biz many years. He has conducted a rink at Crystal Beach, N. Y., 27 consecutive seasons and also operates rinks in St. Catharines, Ont., and Lockport and Niagara Falls, N. Y. Capacity of the Miami rink is about 250 couples. Special events are staged. Palace is the only rink in Miami at present.

ROY HARRAH, one of the old-time rink exhibitionists, was seen in New York recently and it is rumored that he was looking for skating girls with the idea in view of staging a comeback.

WALTER LAIDLAW, the 83-year-old "boy wonder" on skates, writes that he is working out daily on his 6 by 6 skating mat in Washington, D. C.

THE NEW downtown rink in Philadelphia will have Benny Rubin as one of its sponsors. He is well known to skaters of Philadelphia, having been connected with Chez Vous Rink for several seasons.

BILLY MORELL and wife entertained E. M. Moorar, Philadelphia, Christmas Eve, but whether E. M. was responsible for Billy missing church has not been proved. At any rate, Moorar writes that he is indebted for a swell party.

JOE'S CASINO, formerly one of Delaware's largest night spots, just south of Wilmington, has been converted into a roller-skating rink with sessions scheduled nightly. The huge hall was originally a ballroom and later was converted into a night club. This is the second rink of its kind in the State, the other being at Deemer Beach Park, near New Castle, Del.

DIAMOND DUO, roller-skating act, advises that they have been playing around Syracuse, N. Y., for 16 weeks, mostly one-week stands, for Izzy Cohen.

LOIS REYNOLDS, manager of Arcadia Gardens Rink, Chicago, has returned from a vacation at Miami Beach, Fla. During her absence Sid Cohen, who is staging a walkathon in the Coliseum, Chicago, managed the rink. Miss Reynolds said few changes are contemplated in personnel this coming year. Leon Berry will continue his special musical

programs at the organ, and Joseph Smith, who has a record of over three years as doorman, will continue in that capacity.

Innovations for Betterment

By E. M. MOOAR

The 1935-'36 season saw many innovations for betterment of roller skating. Taken as a whole, we believe few rinks went into the red. There was a noticeable tendency to clean up. Much time and money were expended in doing so, which augurs well for the future.

Rink exhibition work was revived and several oldtimers succeeded in putting over their acts to the great benefit of rinks in which they appeared. A marked tendency for more rink operators to concentrate on teaching artistic skating is noted. Flying acts and others which have predominated at night spots appear about finished, and we believe rink acts will again come into prominence.

The innovation of the Roller Derby by Leo A. Seltzer, while it did not show any material speed ability, did create, greatly to the promoter's credit, some very fine publicity by sports writers who have in the past ignored the advantages of roller skating.

Efforts started for the inception of roller events in the Olympics seem to be headed for success. However, the movement must receive unstinted support by all concerned and much time and work are ahead to bring results. The effort has a solid organization behind it and some roller veterans that will give all they can to the realization of it are doing their part and they should receive the backing of everyone concerned.

Box-office receipts will be increased and rinks will have greater prestige with the general public as well as clubs and other organizations. It will create a desire for greater achievements in both speed and figure skating, also records of reliability.

There will be those skaters who will probably ask, "Well, what does all this Olympic stuff mean to me?" The answer is to look at records made by outstanding ice skaters like Bobby McLean, Jaffy, Sonja Henie and many other Olympic stars whose Olympic records and their achievements have brought fortunes to them which (and there is possibility here) they might never have attained.

Remember also that Olympic ice skaters were largely the inspiration for the many large ice rinks now in existence. We have the roller rinks and the roller skaters and only lack the chance to prove that we also have our McLeans, Jaffys and Henies; also it might be well to add that a number of professional ice skaters are also and were originally roller skaters. In addition, their services are highly paid for and in demand.

Music for roller skating is still a problem. Those depending on records are handicapped for good skating tunes. Electric organs have to a large extent solved the problem for many large rinks; some of these are also equipped for record use and are used for matinee purposes where attendance won't permit expense of having an organist. Records with no voice feature and better skating time are badly needed and an effort should be made to induce makers to see the light. If this cannot be done then operators should see to it that the best and plenty of them are obtained. If a canvass were to be made it would show that rinks that have good music and plenty of good attractions are the ones who are getting box-office results and business.

In view of the recent statement in these columns by Fred Martin, Arena Gardens, Detroit, to the effect that an amateur championship meet will be held in March at his rink, the opportunity presents itself to all rinks to develop and send representatives. It will also present an opportunity for rink owners and managers to get together and respond to Mr. Martin's plans for organization development.

A new electric organ has been installed in Carman Rink, Philadelphia.

LAUNCH NEW

(Continued from opposite page) is obtaining a 1937 contract with the city of Dallas, under which the exposition may take over the State Fair of Texas plant that was occupied by the 1936 Centennial Exposition.

The new expo organization is also making overtures to obtain use again next year of the fair horse-racing plant, occupied during 1936 by *Cavalcade of Texas*, military camp, animal and storage barns. R. B. George, owner, has already announced a 1937 spring racing meet for that track.

Members of Mr. McNeny's executive staff have been placed on the pay roll and have been promised employees at the earliest possible date. Virtually the same as last year's staff, executives include Frank N. Watson, promotion; Ray Foley, assistant director; A. E. Moyle, finance director; George Anderson, grounds superintendent, and J. Eddie Brown, office assistant.

THE FORUM

(Continued from page 28) to build a house of his own to do it. However, Mr. Brown's idea is okeh.

DAVE T. MORRIS.

Allston, Mass.

Many interesting letters have appeared in *The Forum* regarding old-time jugglers and tricks of the profession. I have been wondering whether any readers of *The Forum* are informed as to the greatest number of balls ever juggled or whether anyone ever has juggled 9 or 10 balls. Are there many professional jugglers doing five balls with one hand? It also would be interesting to know that constitutes the world's record with two hands.

W. P. DEWEY.

Asks Records

Be Given for Ball Juggling

Belton, Tex.

I read *The Voice of the Winds* by Doc Waddell in the November 28 number of *The Billboard*. Coming from a man with the wide experience and knowledge

Sees Future Of Carnival in Waddell Article

that Doc has, this should surely be considered a true picture of what the carnival of the future will be. The casual observer is prone to predict that the carnival will soon give away to something else just as traveling vaudeville and opera of the old days have; however, it seems evident that the carnival is not only here to stay but is to become more glamorous and operated on a higher plane in the future than ever before. This article was interesting and full of evidence pointing to a progressive era in the development of the carnival. There are some readers who are vitally interested in stories of this type.

W. O. ELLIS.

Kansas City, Mo. Three years ago while visiting Hall's Circus Farm in Lancaster, Mo., I found an old ledger from some circus advance car. The first page was dated Lamar, Mo., June 1, 1905, and had the names of Essinger, Nichols, Nies, Miles and Vermette as bill-posters. There are the routes that each man took out of town and the number of daubs put up. There are the usual notations about hotels, liveries, miles each man covered, and they end with: Weather, warm; town, good. I wonder if any readers of *The Forum* know what show this was and if any of the men whose names are listed are still in the show business.

Old Billers' Ledger Found At Circus Farm

D. E. WHITNEY.

For Health's Sake Roller Skate

ROLL ON Rubber

Physicians recommend roller skating as the most healthful exercise. Develops mental joy and physical strength.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

HASC ANNUAL BALL SCORES

Week of Social and Fraternal Activities Ends in Grand Style

More than 400 attend banquet and over 1,200 the ball—memorial services at clubrooms and at graves impressive and well attended—Ladies' Auxiliary prominent

KANSAS CITY, Mo., Jan. 2.—Seventeenth annual Banquet and Ball of the Heart of America Showmen's Club was held in the Congress Room of Hotel President here New Year's Eve, climaxing a week of business, social and fraternal activities which were initiated by this organization on Christmas Eve. It was more or less a seven-day period with one hilarious celebration after another until the closing of the grand events of the year. Some of the feature events were arranged and carried out letter-perfect by the Ladies' Auxiliary, others by showmen and exhibitors and interspersed with social affairs by the organization itself.

The banquet and ball was the most successful in the history of the club.

Attendance Heavy

More than 400 attended the banquet, while those in attendance at the ball following the banquet exceeded 1,200. It was the first time the club's banquet had been held away from the Coates House Hotel here, where the club has offices and rooms.

Opening event of the holiday celebrating season was the Christmas party held in the clubrooms Christmas night. The party consisted of a dance at which refreshments and luncheons were served.

Memorial Services

Sunday following Christmas was a day set aside to honor the memory of departed members.

Services were held in the clubrooms and also at the graves of the departed in beautiful Memorial Park Cemetery. Dr. Walter L. Wilson and J. F. Rodabaugh, club chaplains, conducted the

(See HASC ANNUAL on page 51)

World of Mirth To Have New Fronts

NEW YORK, Jan. 2.—Max Linderman announced here this week that three new fronts are under construction at Richmond, Va., winter quarters. Fronts, under supervision of Charles Kidder, are being built for the Rumba, Minstrel and Girl Shows, and others are being remodeled to fit in with the modernistic atmosphere to pervade the World of Mirth Shows' new midway.

According to Linderman, Frank Bergen is busily supervising renovation of practically all the rolling stock. Earl Purtle is making striking changes in his Motordrome. Mabel Kidder is introducing innovations for the Temple of Mystery, and T. W. (Slim) Kelly is touring Florida, thence Cuba, in quest of unique side-show material. Gaylord White, of the press department, is with his parents in Perry, Ia., and Mr. and Mrs. R. F. Judy have been in here gathering ideas for a Cotton Club style revue that will feature novelty symphonic dance movements.

Altho not purchased as yet, Linderman is completing arrangements whereby his show will have an Octopus ride, Spillman Scooter Car ride and a Spillman Fun House. Other rides are being refashioned. L. H. (Doc) Cann, general agent, is with his people in Lynn, Mass., but will depart for Florida soon. Gerald Snellens, special agent, is at his Allentown, Pa., home, and Ralph W. Smith, secretary-treasurer, busy on accounting details in Richmond.

Christmas and New Year Fairs in Paris

PARIS, Jan. 2. — Rides, shows and concessions of all sorts were operated in Place de la Republique and other open spots throught Paris during the Christmas and New Year holidays. Rides and concessions operated all night Christmas and New Year's Eves and did big business, catering to the crowds unable to find places in the restaurants, cabarets and cafes.

Goodman Plans Exclusive Features

CHICAGO, Jan. 2. — Everything is progressing nicely with the organization of the new Goodman Wonder Shows. Max Goodman recently made a flying trip to Baltimore and in company with William Glick visited the winter quarters at Raleigh, N. C., where part of the equipment is being placed in order. Goodman returned to his New York offices and will make a trip to Florida and the South looking over some new



WILL WRIGHT

Will Wright Now President PCSA

He promises to endeavor to keep up the good work of his predecessors

LOS ANGELES, Jan. 2.—Despite a downpour of torrential rain Monday night, December 28, the meeting of the Pacific Coast Showmen's Association drew the largest crowd of the winter season.

The business of the evening was given over to the election of officers and directors. President Theo Forstall presided, with First Vice-President Dr. Ralph E. Smith, Second Vice-President Roy E. Luddington, Third Vice-President Ross R. Davis and Treasurer John T. Backman also on hand.

After reading of minutes of last meeting the usual order of business was suspended so that the election of officers for 1937 might be held. C. F. Zeiger, presiding judge; John D. Reilly, teller for Hilderbrand, and Joe DeMouchelle for Wright, who comprised the election board, selected Joe Glacy for Wright and George Coe for Hilderbrand to check the ballots.

The clubrooms were ordered vacated and no person was permitted to re-enter until his paid-up card for 1937 was presented. This was done so that there would be no question of any unfair practices being indulged in.

Both tickets were printed on one ballot as it had been agreed that one might vote a split ticket if he so desired.

Results of the final count up resulted in the election of Will Wright for president; Dr. Ralph E. Smith, first vice-president, re-elected; Charles J. Walpert, second vice-president; Ted Metz, third vice-president; Ross R. Davis and John T. Backman, incumbent treasurer and secretary, respectively, re-elected, and Frank J. Downie, cemetery board chairman.

After the results had been verified and announced O. H. Hilderbrand, the unsuccessful presidential candidate, was the first to reach Will Wright and tender congratulations. He received a big hand for his splendid display of good sportsmanship.

President-Elect Wright was called upon and he thanked every one for the honor that had been conferred upon him. He said he fully appreciated and realized the work that was ahead of him in the administration of the affairs of the Pacific Coast Showmen's Association for the next year and pledged his best efforts to that end and expressed the hope that the club would go forward to newer and greater achievements in 1937.

This election campaign was hotly contested. (See WILL WRIGHT on page 51)

Mel Vaught Is Elected President Southwest Showmen's Association

EL PASO, Tex., Jan. 2.—Mel Vaught, owner State Fair Shows, was elected first president of the Southwest Showmen's Association at the organization convention held here Thursday, December 31.

The convention unanimously and enthusiastically approved the "five year dream plan" of Verne Newcombe, secretary, for a ward in the El Paso Sanatorium for disabled showmen and wives. A campaign will be started for funds. Support of many El Paso doctors is assured. Co-operation of other showmen's organizations will be sought. Officials of the new association figure that the

attractions that are contemplated for the shows.

A new feature show is now in the course of construction, one that is entirely original and sensational to the carnival field, a complete announcement of which will be made at a later date.

The train of 20 cars is receiving an all-silver painting and will make an attractive appearance. The layout of the (See GOODMAN PLANS on page 51)

plan can be effected and put into operation this year.

In connection with the forming of the Southwest Showmen's Association a banquet and ball was held in Fred Borland's Lobby Cafe in Jaurez, Old Mexico, and was attended by 100 showmen and their wives from the Sun Carnival attraction. Among others were Gov. James V. Allard, Secretary of State Edward Clark, State Pension Director Orville S. Carpenter and Assistant Attorney-General Ted Morrow. They appeared for the banquet and ball and were greeted as honor guests.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

En Route South, Aboard the Gold Leaf Special. Week ended January 1, 1937.

Dear Charlie: No news of any importance to submit, due to the show heading south with no destination in view. Ballyhoo Bros.' four or five-section train (the writer has forgotten the number of sections mentioned in former letters) is slowly plowing thru the deep snow and ice.

The train left Starving Rock, Me., early Wednesday morning, with all coaches and stock cars making up the last section. The extreme cold weather drove our workmen off the flats and into the shelter of our steam-heated Pullman and day coaches. Orders were given to cut the speed to five miles an hour and idle along until the office heard from General Agent Lem Trucklow, who is racing ahead on a hand car looking for a spot. Whether the show stays open or will close, no one knows.

New Year's Day the shows' entire personnel gathered in the dining car for the annual stew and to hear yearly resolutions. Pete Ballyhoo resolved: "This year we won't pay off with brass exclusively. We will mix it with a little walk-around money." Herman Ballyhoo said: "I won't run progressive showmen away to pacify a has-been." "Billposter" Dave Trucklow (Lem's third son by his

fifth wife) resolved: "To never again mention the shows' special paper after having covered three different shows' billing with the same lithographs."

Ananias Banner, the side-show's champion talker, said: "I will never again prevaricate about our attractions. But will elaborate on the three-headed giant, the 60-foot snake, the more than half-ton fat girl and other banners we picked up at a sale but haven't had time to look at to see what the pictures are like."

Smoky Torch, trainmaster, then recited *Asleep at the Switch*, which was followed by our lot superintendent with an armful of lay-out stakes, singing *The Trail of the Lonesome Pine*. He was accompanied by the steam calliope, which was located two sections ahead. Just then someone shouted, "Slim hit the 25-cent jackpot for \$8." So everyone rushed over to bid him good-by as he dropped off the train.

MAJOR PRIVILEGE.

P.S.—Just received a wire from Agent Trucklow, which read: "Happy New Year. Booked a spot in Virginia. Hasn't had a thing in it but an awning musher, a medicine show and a few sheetwriters. Wire money. The three rolls of nickels you gave me were washers. Probably the show's bit from the arcade machines." M. P.

Modernistic Shows Making Progress

CINCINNATI, Jan. 2.—Sam Kravetz, general representative of the Modernistic Shows, Inc., was in the city this week from its home base, Middlesboro, Ky. He was on a general scouting tour looking over booking prospects and interviewing those who had expressed an interest in this new organization. It seems that the management is not of the kind that assumes the attitude that everything is okeh as soon as it gets a wire or telegram from an executive, workman, show owner or ride operator. It appears to prefer a personal contact with the parties by one of its executives before being convinced that those who display interest are entitled to the salutation, "Come on; can place you."

Kravetz stated to a *Billboard* reporter before departing that considerable progress had been made to date and that in time he had every reason to believe all departments of the Modernistic Shows would be filled with talent and attractions of the standard desired by its owners and managers.

PCSA XMAS DINNER ONE CENT A DAY PAYS UP TO \$100 A MONTH

Adds Another Feather to Club's Cap and Joy to Hearts of Many

Tipton-Forstall and assistants share honors on 14th annual feast day when members, families, troupers, ex-troupers came—two settings of festive board necessary

LOS ANGELES, Jan. 2.—Pacific Coast Showmen's Association's 14th annual Christmas dinner held in the clubrooms here Christmas Day for members and their families and all troupers or ex-troupers added another niche to the club's list of achievements. Tables were so arranged that 214 persons could be served at one sitting and the crowd was large enough to necessitate the clearing of the tables twice by an efficient crew under the direction of George Tipton, caterer. Much credit for the success of the event is due both Tipton and President Theo Forstall, who was making his last official appearance before retiring from that office.

Those assisting Tipton with the arrangements were Joe Krug, toastmaster; Joe DeMouchelle, floor manager, assisted by Steve Henry; Pat Parent acted as head waiter and was assisted by Beall Parent, Russell Terry, George Monroe, Harley Whitaker, T. T. Smith, Earl Morris, Joe Mettler, Frankie Richards, Ed Hearn, Tom Giles, Bill Nevins, E. R. Danzig, Arthur Birdsall and Art Beum.

Benny Lopez was chef, with Jack Bigelow and Dutch Schilling assisting. Others in the kitchen were Charley Sodderberg, Robert Bodkin, Frank Murphy, Adolph Peck and Bud Burke. Capt. W. D. Ament with his one-man band act and other volunteers presented a good impromptu show which was well received. Retiring officers and nominees for 1937 were introduced by Joe Krug.

A Great Feast

The dinner was most delectable with more than 350 pounds of turkey being served. The menu: Rum punch, consommé, sweet gherkins, young scallions, celery hearts, radishes, ripe olives, barbecued young Utah tom turkey, oyster dressing, spiced cranberries, sweet relish, giblet sauce, candied yams, fresh garden peas, whipped potatoes, California fruits, mince pie, new form glaze cake and coffee.

Those That Registered

Capt. W. D. Ament, Grace E. Altier, Nathan Albert, Jack Austin, Alfreda Avalon, Audrey Ayers, Mr. and Mrs. F. H. Ainsley and Ed Allenby.

Mrs. Oscar Bird, Sam Brown, Mrs. Cora Billig, Mrs. Frank W. Babcock, Mrs. Bud Burke, Max and Harry Brenard, Dr. George W. T. Boyd, Mrs. Al G. Barnes, Al G. Barnes Jr., Virginia Barnes, Rose Mary Barnes, Leona Barie, John D. Ball, Ramona, Melba and Jimmy Ball, Estelline Ball, Jack Bussell, Albertine Bussell, Chet Bryant, E. J. Brockway, Grace Bailey, Robert Barnes, John T. Backman, Harvey Beach, Oscar Bird, Claude Barie, Mr. and Mrs. H. G. Blum, Harry Blumenthal, Mr. and Mrs. A. D. Beard, Mr. and Mrs. George G. Bevard, Mr. and Mrs. Kent Brice, Mr. and Mrs. Tom Bragg and Leslie Borinstein.

Ed J. Conroy, Cliff Clark, Capt. Kent Ceret, Mike Collins, Doc B. M. Cunningham, Stella Ozudek, Patty Cook, John Czudek, Herbert Calkins, Tex Cooper, Nona Cooper, Margie Cohn, Buddy Cohn, Mrs. Mike Collins, Master Bud Collins, E. W. Coe, Ed Callahan, N. K. Curtis, "Neely" Cryer, Ed Cully, Mr. and Mrs. Ward Cleveland, Mrs. E. W. Coe and Mr. and Mrs. E. Crews.

Stanley Dawson, Bud Dunsee, Jo De Mouchelle, Pat Dray, George Dominic, Millie Dobbert, Ben Dobbert, June Dyer, Sis Dyer, Nola Darlene, Cliff Darcy, Mr. and Mrs. T. H. Dunsmuir, Mr. and Mrs. Eustache Dinwiddie, Mr. and Mrs. Kyle Dennison, Barry Doyle, Mr. and Mrs. Bennett Drayton, Herman Driskill and Mr. and Mrs. Ed Dikeman.

R. Eley, James Elliott, Mrs. J. B. Edinger, Eugene Carlton, Mrs. Emelie Earles, Tom Edgerly, Mr. and Mrs. Walt Enneking, Mr. and Mrs. W. E. Ewing, Mr. and Mrs. H. D. Ensminger and J. B. Edinger.

Mr. and Mrs. Theo Forstall, Minnie Fisher, Al Fisher, Mr. and Mrs. Frank

Linderman Has More Fair Dates

NEW YORK, Jan. 2.—Max Linderman, operator of the World of Mirth Shows, announced here this week that fair contracts are being lined up at a fast clip and that his show already has two new fair dates on its books. Orangeburg and Anderson, S. C., are the newcomers. Linderman advised that he is planning to postpone his annual Hot Springs sojourn until after the fair meetings.

Murray Gets Out Sickbed To Bury Mrs. Krause

DETROIT, Jan. 2.—Cameron Murray, general agent of the Mamie Krause Shows, has been sick for the past week with stomach flu.

Murray left a sickbed to arrange the funeral of Mrs. Krause, who was killed in an accident the day after Christmas. Mrs. Krause was the only woman actively operating her own carnival. She had a host of acquaintances thruout the show world. Numerous floral tributes, including an impressive one from the Ell Bridge Company, were sent to her grave.

Pittsburgh

PITTSBURGH, Jan. 2.—Joe Cramer, operator Peerless Exposition, is back from Germany. He left for his quarters in Athens, O.

Gus Kant reports that his novelty business during the holidays jumped seven times over a similar period last year.

Frank Cervone, George A. Hamid's local representative, is going to New York next week for business conference.

Mrs. Howard L. Rinard, of Everett, Pa., operator of rides, was a visitor here this week.

Mr. and Mrs. Henry Wolford, concessioners with Harry Winter's Exposition, are wintering in Tampa, Fla.

George Broos, of Peerless Exposition, is spending the winter in Clarksburg, W. Va.

El Paso

EL PASO, Tex., Jan. 2.—More than 350 showmen and their wives were in town for the Southwest Sun Carnival. Most of them attended the Southwest Showmen's Association convention and banquet December 30.

Louis Sisler and Malcolm Lewis, concessioners at Fort Worth, are in town. New arrivals include Bob Kidder and wife; Arky Reisner and wife, owners of Great Western Shows; Ed Schofield and wife, from Los Angeles; Harry Miller; Mr. and Mrs. Bill Davis; Al Hatfield and Carmelita Martin. Mrs. George Guill and son probably made the longest jump to get to the Sun Carnival, coming from Franklin Park, Ill.

Forrest, Charles Frank, Iven A. Fromm, E. J. Farmer, Margaret Farmer, Mrs. Ida Fromm, H. G. Farmer, Ben H. Fairless, E. B. Flanagan, Ed Fordyce, Mr. and Mrs. T. R. Fleming, Frank Fewins, Fred Ferguson, Mr. and Mrs. Frank Faraday. (See PCSA XMAS on page 53)



A HAPPY SHOW FAMILY: The Bazinet family lay claim to having been in outdoor show business for 41 years. Left to right: Lowell, William, Mrs. William and Dwight, all partners in the William Bazinet & Sons Shows.

Mr. and Mrs. Mottie Entertain Showfolk

GIBSONTON, Fla., Jan. 2.—Mr. and Mrs. Ben Mottie entertained a large number of showfolks at their camp on the bay Christmas Day. Everyone received presents from the "mammoth Christmas tree. After the handing out of gifts the evening was spent in dancing and playing games. A generous lunch was served and the sun was shining when the guests departed.

Those present were Mr. and Mrs. Howard Kimble and family, Mr. and Mrs. Jack Winters and family, Mr. and Mrs. Curly Lewis and family, members of Groth Bros. Company; Mr. and Mrs. Red Sells, Mr. and Mrs. Otis Siever, Mr. and Mrs. Jimmy Thomsen and daughter, Mr. and Mrs. Jack Winslow, Mr. and Mrs. Eddie LaMay, Fearless Franzelon, the Duvalls, the Two Aces, Laurel Dickey, W. L. Tilly and Frank Frederick. Reported by William F. Groth.

Noel General Agent Zeiger Shows

LOS ANGELES, Jan. 2.—C. F. Zeiger, executive head of C. F. Zeiger United Shows, announced here this week that he had engaged C. S. Noel as general agent and that he will take to the road next week to fill in the open weeks for the season. Many dates have already been contracted, with the opening set for a stand in Arizona in February.

Look for the "Show Family Album" in the Classified Advertising Section.

IT WILL HELP YOUR AGENT

Fair Secretaries Ask for It
1937 TILT-A-WHIRL

The Ride that assures big and certain percentages.
FOR PARTICULARS WRITE
SELLNER MFG. CO., Faribault, Minn.

THE GREAT AMAZON ATTRACTIONS

Want for season 1937 opening May 1 in Indiana. Rides that don't conflict, Merchandise Concessions that work for 10c and put out stock. Bingo, String Game, Clothes Pin and Cane Pitch sold. Want Manager for first-class Ten-in-One, also other useful people. Fine opening for small neat Cookhouse. This show will feature Celebrations, Homecomings and Fairs. Secretaries, get in touch with us. Buddy Forman, Dutch Doyt, write. Can use some ground cable if O. K. Write
JACK ORR, Mgr., Box 546, Hallandale, Fla.
P. S.—Have good proposition for man with two or three rides.

The Postal Life & Casualty Insurance Co., 51 Postal Life Bldg., Kansas City, Mo., is offering a new accident policy that pays up to \$100 a month for 24 months for total disability and up to \$1,000.00 for deaths—costs less than 1c a day—\$3.50 a year. More than 200,000 have already bought this policy. Men, women and children eligible. Send no money. Simply send name, address, age, beneficiary's name and relationship and they will send this policy on 10 days' FREE inspection. No medical examination is required. No agent will call. This offer is limited, so write the company today.

CONCESSIONAIRES' SUPPLIES

PLASTER ITEMS, SWAGGER CANES, PARADE CANES, BEACON BLANKETS, SLUM ITEMS, BASE BALLS, TEA SETS, BEVERAGE SETS.

Write for Our Catalogue.
SOUTHERN DISTRIBUTING CO.
P. O. Box 1270, Knoxville, Tenn.

WANT TO BUY IMMEDIATELY FOR CASH

No. 5 Ell Wheel, Two-Abreast Swing, Chair-o-Plane, Tilt-a-Whirl and other Rides. Give best prices and details as to year equipment bought, Motor or Gas Engine Power.
UNITED TENT & AWNING CO.
759 North Spring St., Los Angeles, Calif.
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.

MOTORIZE

Write for Show Folks Plan of Financing.
CHARLIE T. GOSS
Twenty-Two Years in Outdoor Show Business. Now With
STANDARD CHEVROLET CO.,
E. St. Louis, Ill.

Entire Carnival For Sale

FOUR RIDES IN A-1 SHAPE:
Little Beauty Merry-Go-Round, No. 12 Ell Wheel, Smith & Smith Chairplane, new Tilt-a-Whirl, New Tents, 6 Panel Fronts, Transformers, Cable Trucks. This Carnival is in A-1 shape. Will sell the four Rides or all. Must have \$5,000.00 cash to handle it, or will take partner that can manage show, as I want to retire. Address
BARGAIN SHOW,
Care Billboard, Cincinnati, O.

GREAT SUTTON SHOWS

AMERICA'S CLEANEST CARNIVAL.
Want to sell exclusive on Cook House and Frozen Custard. Will furnish Tents and Fronts for Shows.
This is a Railroad Show.
F. M. SUTTON, Osceola, Ark.

Midway Confab

By THE MIXER

CAPT. DAN CHERRY, high net diver, calls Texas his home State.

R. F. McLENDON will probably be with the Midway of Matchless Magnificence.

EVERY press agent should keep a scrap-book.

JOHN D. KILONIS—Where is the announcement promised?

MILTON M. MORRIS—What about the elgar celebration for Tampa, Fla?

WELL, what becomes of them after they play Toronto?

NATE MILLER can certainly ballyhoo a Skooter ride. He is so serious about it.

GEORGE T. McCARTHY—It is time for some news of your future activities.

DESPITE the progress in education there are men who still say: "I and the wife."

PHIL ISSER, what about the Capitol Outdoor Shows? Are you putting them out?

JOE STIY, of cookhouse fame, trains his help. He does not let his help train him like some do.

Walterboro, S. C., that he is touring in that State with his snake show.

MODERNISTIC SHOWS report they purchased a Caterpillar ride from L. E. Roth, of the Blue Ribbon Shows.

J. GEORGE LOOS has the first big event in Texas this year.

HARRY HELLER: What became of Heller's Acme Shows? Heard you joined H. W. Campbell—and then?

J. POPE HUDGINS cards from Gary, Ind.: "Booked digger concession with Blue Ribbon Shows."

A LOT of carnivals are going to be even better than their picture books.

CHAS. BERKELL has been heard from. He was formerly with James T. Clyde's World at Home. Is now supervisor at Keith's Theater, Indianapolis.

HARRY (BALTO SHORTY) FORREST cards from Tarpon Springs, Fla.: "Booked to do my clown advertising on the streets here at the Greek Fair."

CARNIVAL managers invite the public to their lots. Why then should they insult and try to gyp the dear public?

Spring, Ark.: "Mr. and Mrs. J. T. McClellan are here following a trip to Laredo and Brownsville, Tex. They will take a course of baths."

RALPH W. SMITH, secretary-treasurer World of Mirth Shows, is the silent man. He lets others have the glory.

ELSIENA, fan dancer, cards from Pittsburgh: "Was with Winters Shows. Manager Bugs Brooks and self working night clubs in this city. We figure on taking out our own girl show."

C. H. TOTHILL, Lockport, N. Y.: The next writeup you send in to the carnival department please let it appear on your shows' letterhead. One hardly ever sees a show without stationery.

WELL, what are you, railroad or motorized? It's time now to decide the method of transportation.

ALICE AND AL ALFREDO card from Pensacola, Fla.: "After leaving John R. Ward Shows at Houma, La., we decided on a vacation and are now fishing here. It was our best season in years."

MR. AND MRS. FRED MORTENSEN card from Birmingham, Ala.: "Still working indoor wrestling matches with Clara Mortensen. Doing very well." All right, Speed Ball."

LET'S not have any of that "Pay you all alike men" this season. It is as out of date as the horse and buggy. Why not be modern?

GLEN (TINY) WESTON cards from New Orleans: "Bill Henning stopped over a few days en route to Chicago. I was on the road only five weeks past season owing to stomach ailment."

THERE are a lot of towns who do not behave themselves. They are the ones generally opposed to strangers coming in to entertain them.

E. L. BLYSTONE letters from New Orleans: "Past season with United Shows of America. It was successful and I enjoyed it. Am now in a museum here as Bly the Rice Writer."

RESPECT the rights of every human and animal and you will fare very nicely during life.

OTTO STEPHEN reports that the past season he carried Merry-Go-Round, Big Eli Wheel, Glider, three shows and ten

WHEELS
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 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, Parava, 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
Analysis, 3-p., with Blue Cover. Each.08
Analysis, 8-p., with White Cover. Each.15
Forecast and Analysis, 8-p., Fancy Cover. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold & Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Outja Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Poling, 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. Sample, 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.

OCTOPUS

"World's Newest Ride Sensation"

Ride Can Be Seen in Operation at Funland Park, 7th Ave. and 24th St., Miami, Fla.
We are now accepting orders for Spring Delivery.
No Agents—No Jobbers.

Address all communications to
EYERLY AIRCRAFT CORPORATION
Salem, Oregon.
ABNER K. KLINE, Factory Representative.

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.)

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.

J. R. EDWARDS SHOWS

WANTED SEASON 1937

Cook House, Corn Game. Legitimate Concessions of all kinds.
CAN PLACE Kiddy Ride and Tilt-a-Whirl.
PHIL PHILLIPS WANTS People for Ten-in-One, Hawaiian Show and Pit Show.
CAN USE Free Act That Has Concessions.
Address All Mail to
J. R. EDWARDS SHOWS,
233 N. Buckeye St., Wooster, O.



SHOWFOLK IN CITY OF MEXICO ON A DAY'S OUTING: Shown in the interior of this pleasure boat are Mr. and Mrs. Roy Gray; Mr. and Mrs. Morten Russell, of Big State Shows, center and rear. Others in the party are Aurelio Sotelo, rated as the biggest showman in that section and operator of Sotelo Attractions, park and carnival amusements; his manager, interpreter and chauffeur. On return to States Gray reported that Sotelo and associates left nothing undone to make their visit to the city of Mexico one long to be remembered.

LOOK HOW the general agents are scattering.

CHRIS M. SMITH can lay out a midway along with those who are rated as the best in the business.

JOE REDDING has two prize English setter dogs, Prince Bourbon and Admiral of Bourbon.

WONDER whatever became of Hennies Brothers.

CLIF AND FRED WILSON will have three attractions with the Royal American Shows.

MR. AND MRS. RUBIN GRUBERG sent New Year's greetings from their home town, Montgomery, Ala.

GOOD reliable working men are wanted at all times.

SAM WAGNER—Will you have the side show with Max Goodman's Wonder Shows?

THE MUSEUM on Vine street, Cincinnati, only lasted a few weeks. It was more of a store show.

MOST carnivals could use a couple of good fun houses.

RICHARD PALMATER cards from

E. LAWRENCE PHILLIPS advises that he is going to be most active this season. Walter A. White seems to have booked a few outstanding shows so far.

TOMMY THOMAS and Tommy Allen make a great team when it comes to laying out the lot in advance for the Johnny J. Jones Exposition. They are with it.

THOSE CLUBS like good fellows, squawkers and so on are good things to have on carnivals to get employees properly acquainted.

LAWRENCE CLIFTON KELLY is a general agent of distinction. He is a business man, therefore he can do business with business men when in advance.

JACK V. LYLES in a recent communication does not announce his general agent connection, but says he is not worrying. Jack adds that he has a house but it has no wheels under it.

WEATHER permitting, we are not going to have any "bloomers" this year. All are out to sell entertainment—not grief.

J. R. COLBEI cards from Hot Springs, Ark.: "Mr. and Mrs. Louis Opsal will have their sandwich shoppe with Roy Goldstone's concessions on the McClellan Shows."

BILL WATKINS cards from Hot

ALWAYS RELIABLE



Use an ELI POWER Unit for dependable power on any Portable Ride.
ELI BRIDGE COMPANY
Builders of Dependable Products,
N. West St., JACKSONVILLE, ILL.

THE NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
SMITH & SMITH, Springfield, Erie Co., N. Y.

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.

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

concessions and that business was fair. The outfit was known as Otto Stephen Shows and is wintering in Missouri.

CARNIVALS slated to open in March and April haven't a great deal of time at that to get things in proper shape. There should be no last-minute rush and messy job.

THOMAS J. MOONEY letters from Welch, W. Va.: "After a successful season with Great Superior Shows am back at my old profession with *The Welch Daily News*. I was on the concession midway with Wheller Brown and wife."

WONDER WHAT has come over the business. Several carnivals announce that they will not carry girl shows. Many of them gave up Athletic Shows long ago.

WALLY REESE cards from Rock Springs, Wyo.: "Left the West Coast Shows on my way to the Liberty Theater, Davenport, Ia., but got snowbound here." Wally is a talker and does straight.

CARNIVALS do not have so many of those old "fuss about" women as once adorned the midways as disorganizers and gossipers-at-large. They knew everybody's business but their own.

L. G. SKEEN and John Gable card from Tulsa, Okla., that they are wintering in Shawnee, Okla., after a season with their Athletic Show on the Greater America Shows and that they will be with them again.

SOME general agents report to their bosses that they have been looking over some spots, when asked how the advance is. The fact of the matter is that they have been overlooking them.

LOUIS-LOUISE LOGSDON cards from Baton Rouge, La.: "Got a portable typewriter as Christmas present from my manager, Bob Sickles. We are still out with John R. Ward Shows and business is satisfactory."

IT IS now time for all press agents to go to the front for the good of their respective affiliations. Some of them should be working right now modernizing their copy and art for what is going to be a record year.

JAMES P. SULLIVAN is reported to be planning some additions to the Wallace Bros.' Shows of Canada. James P. is generally about the best dressed man around wherever he happens to be. He is not dudish, however. It's a gift.

IT IS hard to understand why men with ordinary business sense should want to burlesque a business with such ridiculous and meaningless titles as they give to some carnivals they put out.

FRED WEBSTER, agent Laughlin Hollywood Museum, cards from Hope, Ark.: "Down in Arkansas for the winter. Business satisfactory. Not many shows down here, only museums, a few pitchmen. Our museum carries 15 people. May jump east."

SOMETIMES a piece of publicity will break naturally for a show that the press agent knew absolutely nothing about. But the press agent will in most cases lay claim to whatever it might be.

HERBERT McCORNACK letters from Florence, Ore.: "E. R. Walker, who was athletic manager on the Nip Butts' All-American Shows, is now training in this city. He is whipping into shape for a title match for the world welterweight belt he hopes to grab some time this month."

WITHIN the next few weeks the fate of many carnivals will be decided. There are several big fair and exhibition meetings to be held, then all will know who is who in the business for 1937. There are yet some big surprises to come.

PEGGY EWELL letters from Augusta, Ga.: "Management Smith's Atlantic Shows gave a Christmas dinner to 15 members of the carnival. Fried chicken and rabbit and all that goes with a feast of this kind. Santa Claus brought Mrs. Brownie Smith a Buick and a Silver Dome trailer."

THE BILLBOARD MAIL FORWARDING SERVICE craves the co-operation of all who make use of it. **MAIL IS HEAVY.** Send in your permanent or forwarding address to *The Billboard* promptly so that there will be no delay in **FORWARDING MAIL.**



CARL J. SEDLMAYR



ELMER C. VELARE



CURTIS J. VELARE

THE ROYAL AMERICAN TRIO, as pictured above, will soon emerge from winter quarters, Tampa, Fla., with the 1937 edition of the Royal American Shows for an appearance at the first bona fide Florida fair of the current season.

GOING TO BE a big demand for good talkers. Wonder where they are coming from. They will soon have to learn to do away with the mike and go back a la natural. People are beginning to resent the din of the mike. Overdone; that is all. Novelty is off.

DOC AND BIRDIE WILLSE letter from Fort Pierce, Fla.: "Purchased a 10-acre farm three miles south of here, but we do not expect to do much farming. Just that much more space for showfolk to park their trailers. Will again have the Side Show with the Blue Ribbon Shows."

IT WAS a moment of great satisfaction to "Red Onion" to find while on the Chicago tour that Mr. and Mrs. Irving J. Polack and Mr. and Mrs. Earl (Alice Melville) Strout looked the pictures of health and contentment. Irving J. Polack has that in him which goes to make up the showman. Earl Strout is a most impressive bandmaster.

STARR DeBELLE pens from Lynchburg, Va., that Charles C. Blue and E. Lawrence Phillips worked together on

Adolph Seeman's glass house on the old Seeman-Millican Mardi Gras Carnival and that Johnny Jones Exposition was the first to present a cannon act as a midway free act.

THERE IS NO DOUBT that the members of the American Carnivals Association have the utmost confidence in the ability and honesty of Max Cohen, its general counsel. Max is thoroly sold on the general plan of the association to do much good for the carnival industry. It is now evident that he is making progress after three years of uphill plugging.

FRANK R. MORRISON said in Hot Springs, Ark., recently that Roy Goldstone planned to enlarge the McClellan Shows to 8 rides, 10 shows and 30 concessions. Show will be completely motorized and all equipment modernized in time for opening. Staff will be announced in a few weeks.

CARNIVAL "Main Entrances" are going to be of varied and sundry styles, more brilliantly illuminated and impressive than ever before. Looks as tho the days of the dinky little arch covered with pocket handkerchief size banners are over with. The least any manager could do would be to have an attractive entrance with uniformed ticket sellers and takers and with someone always on duty to see that the public gets the right and proper consideration.

EDDIE LOPEZ, last season with the Cetlin & Wilson Shows, is being employed as a quartermaster on the Moore & McCormick Gulf Steamship Lines this winter. Eddie embarks shortly from Philadelphia on the S. S. Minnequa for a tour of European ports. Will be back in the U. S. A. in time to open with Cetlin & Wilson late in April.

THE WORLD moves fast, but let it be said that the Showmen's League of America is keeping up with it. This is the Silver Jubilee Year for the League. The goal is 400 new members. The League always arrives at the post at the time set with just what it started out to do or get. There will be no exceptions this time. New members are coming in right and left. Those who never before attended any of its functions will be there when the time comes to celebrate its 25th birthday.

CHARLES F. HARRIS cards from Electra, Fla.: "Mr. and Mrs. Harris, of Harris Amusement Company, closed season in Mississippi recently and got back into winter quarters with Mr. and Mrs. P. E. Griggs and Jese Marie. Best season in four years. Had 18-pound turkey Christmas. Will start getting equipment readied and painted in a few weeks."

JOE GALLER letters from Cleveland: "Certainly enjoyed my Christmas along with Mrs. Galler. We found father and mother in the best of holiday spirits. Every moment was a supreme one. Mama had two big turkeys. The reunion was a regular family affair. Will start Bloxi January 10. After that work in winter quarters will start. Will try to make our carnival a credit to the business."

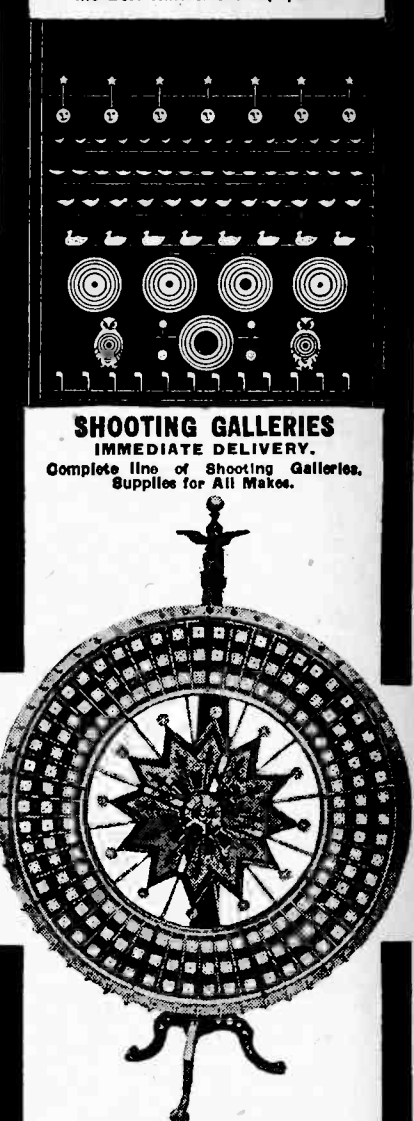
E. CLAY MAY has been on a scouting trip in Eastern territory in the interest of the Mighty Sheesley Midway and ere this should be back in Miami, Fla., where he and Mrs. May have a home. This season in the winter show capital of the East finds May's father and mother, both 79, with them, and they are reported to be having a grand time. E. C. thinks that *The Billboard* was right when it mentioned Floyd Newell as among the gentlemen of the press. "He is a gentleman and makes friends everywhere," says May. It was too bad that E. Clay May could not be at his home Christmas, but the show must go on.

W. K. REESE, superintendent of Amazon Attractions, letters from Hallandale, Fla.: "J. C. Turner informs us he will join with two concessions and that he will purchase a new trailer. Jack Carr is lining up acts for the Coney Island Side Show. Work will start in winter quarters about middle of January. Ann Marston is coming from San Francisco with clothes pin and Japanese string game."

WHERE WILL YOU BE WHEN THE BAND PLAYS? Earl Chambers, Charles Siegrist, Carl J. Lauther, Jack V. Lyles, Max Kimerer, Evelyn Frechette, Walter D. Nealand, J. J. (Chick) Allen, Jack Beach, Jimmy Donohue, Marvin (Moon) Laird, William Cain Jr., Arthur Sharpe, Glen Taylor, Mr. and Mrs. Buddy Veys, Ann Sherwood, Fitzl Brown, Leon Blondin, Ben Wishart, Ned Torti, Frank Zorda, John Paul Flannigan, Dave Lach-

EVANS

MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.



SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for All Makes.

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 Stores, P. Cs and Cases, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

man, James Paterson, Harry S. Noyes, Joe Pearl and Harvey D. Groves.

SOME OF the members of the Squawkers' Club of 1935 Royal Palm Shows follow: Wonder where they are now. Eric B. Hyde, vice-president; Thomas Garaffa, Mary Ann Alexander, Arthur Glen Alexander, John Dessick, Roy Harper, Bob Beal, Pauline Bryant, Gladys Haynes, Mary White, Sam MacRan, Sock Jenkins, James White, W. B. Stewart, Sailer Sanderson, Claude Tolliver, Janie Harned, Blondie Edwards, Ezra Martin, Andrew Diggle, Joe Leonis Jesmur, Tom Billings, Hubert Carrill, Hampton Hicks, James B. Harris, Nellie Voltaggio and Morris Voltaggio.

ALYNE (POTTER) MORENCY letters from Dallas, Tex.: "Called home on account of death of my brother-in-law November 29. Remained with my sister thru the holidays. In a few weeks will join my husband in the East. Will again be with Max Gruberg's World Exposition Shows. We like it over there and had a wonderful season. Am confident 1937 will be the best ever. With a party

GAS-COOKING CONVENIENCE

Wherever You Are
with
Coleman
APPLIANCES

INSTANT GAS FROM GASOLINE

COLEMAN Instant-Gas Stoves give you real gas cooking service no matter where you travel or how varied your cooking requirements may be! Just the stoves for trailers, summer cottages, lunchrooms, sandwich shops, carnival concessions. Make their own gas from ordinary lead-free gasoline. Light instantly, just like city gas!



COLEMAN TRAILER STOVES

Up-to-the-minute stoves for trailers; also fine for cottages, lunchstands and concessions where a compact, convenient, dependable source of instant-gas heat is needed. Hi-Power Burners light instantly. A attractively finished in porcelain and baked enamels. Everdur Metal Fuel Tanks removable for safe, easy filling. Several models at prices to suit everyone!

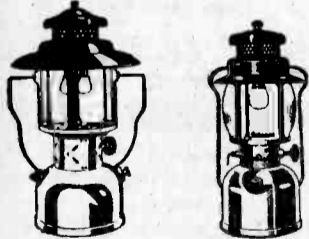


COLEMAN CABIN AND UTILITY STOVES

Cooking jobs are handled easily and economically by these sturdy stoves. They are especially fine for use in hamburger and "hot dog" stands; for the larger summer cottage, mountain cabin or permanent camp; as a short order stove in restaurants and lunchrooms; for the home laundry. Powerful Band-A-Blu Burners. Made in two- and three-burner models. Everdur Metal Fuel Tanks; baked enamel finishes.



COLEMAN BURNERS
Coleman Burners are made to fit practically every heating need—for use under hot plates, coffee urns, boilers, steam tables; in pop corn and lunch stands—wherever quick, clean heat is needed. Carnival, concession and traveling show people favor them particularly because they furnish dependable gas heating service day after day. Stand hard use. Operate from Coleman Fuel Supply Tank.



COLEMAN LANTERNS

"Lights of a Thousand Uses"

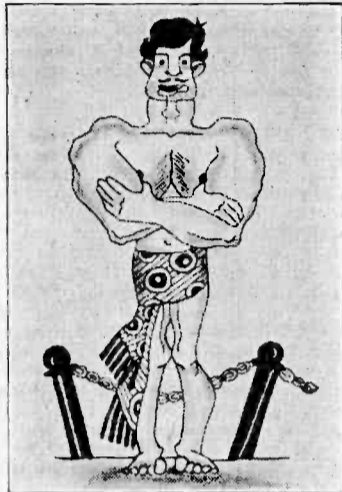
Coleman Lanterns are the best lights a carnival, circus or traveling show can carry. Provide powerful, steady light in any sort of weather. They're economical—one filling of fuel will burn for hours. They're safe! Sturdily built of brass and steel. Genuine Pyrex glass globes protect mantles from wind, rain, insects. Kerosene and gasoline models.

FREE Send for illustrated literature describing in detail these Coleman Stoves, Burners and Lanterns. See how Coleman Appliances save you time and money. In the meantime, see them at one of the 30,000 Coleman Dealers in every part of the United States. Send a post card today.

THE COLEMAN LAMP AND STOVE CO.
Dept. BB17 Wichita, Kans.; Chicago, Ill.; Los Angeles, Calif.; Toronto, Canada.
(717)

of friends visited the grave of Pearl Mahoney Johnson at Oakland Cemetery and placed flowers on her grave. Lots of show people here. Was under the care of a doctor but feeling fine now."

MOVING on and off the lot by the big carnivals is a real picture of perfection in organization. When the time comes to get off the lot the signal is given. Some managers say "take it away," others "let's go" or "looks like we got it all" and so on. Then each unit begins to dismantle one after the other, wagons are spotted, various light units go out here and there. No one seems to be giving any orders, yet everything is moving in the direction of the train so to speak. There is no raving, ranting and cussing. Each one employed knows just what he or she is supposed to do and they do it. Some who lack the system or know the rules struggle all night with it and maybe by the middle of Sunday they might have a baggage car and a few trucks loaded. Meantime the 30 to 40-car trains in many instances have been unloaded and half set up in the next town from 50 to 100 miles away. What a difference in men, means and manners.



SOAPY GLUE SAYS: "No guy with Skillo feet is going to make a 'stick' out of me if Tilly Few Clothes keeps her health and is successful with her candy floss concession."

A RECENT PICTURE on hand shows members of the *Frechette Crime Does Not Pay* unit, now playing theaters. They are H. G. Arenson, booker; Evelyn Frechette, feature; Marvin Dent, sound advertising man, brother of C. R. Dent, half owner of the crime show; Jimmy Ellison, emcee, last season with Conklin's All-Canadian Shows, and several characters in wax. Frechette and her booker visited *The Billboard* office last week. She has developed into a real showwoman. Mr. and Mrs. C. R. Dent are now showing sex pictures in Florida.

BILL STOREY letters from Attala, Ala.: "Showfolk that visited us during Christmas week were R. G. McHendrix, Sam Hawkins, Macabee Herbert Pass and family, all from Majestic Shows. Bama furnished a nice dinner Christmas Day to the following: Tom Bozza and wife, Mack House and wife, E. K. Garlic and wife, Johnnie Reed and wife, Gille Magill, Red Brooks and wife, Chit Harrison and Red Wood. We expect to take out five stores in the spring. My wife and mother and I have just recovered from the flu. Expect to start painting and repairing soon."

ANDREW S. SANDERS letters from Hot Springs, Ark.: "About 300 carnival people here. W. J. Dunne, Side-Show operator, gave a Christmas party to showfolk at a local tourist park. Bert Moss, chef, served a buffet supper. Those present: Mr. and Mrs. Tom Wilson, Mr. and Mrs. John Crenshaw, Mrs. Tom Schmidt, Harry Maxwell, Mr. and Mrs. T. Neals, Mr. and Mrs. Roy Goldstone, Otto Robish and Leonard Hand. W. J. Dunne acted as toastmaster. Music and entertainment were furnished at intervals during the evening. Dunne and Hand will be with the O. J. Beatty Shows."

DICK COLLINS letters from Manchester, England: He moans the death of William J. Hillier. States that if he had stuck to the carnival business he might have become a press agent. Dick declares that he made an affidavit in England that Walter D. Nealand is the best American carnival press agent and that he will not withdraw that affidavit.

He regrets very much that two so important Englishmen should be lost to their native country, such as David Windsor and himself. Dick stated that he was boating it from England via the Panama Canal Zone; Gulfport, Miss.; Mobile, Ala., on to Savannah, Ga.

R. J. WHITE has some more Do You Remember and comment: Remember Tom W. Allen Shows, Smith Greater Shows, C. (Pop) Smith, Col. Francis Ferari Shows, Nat Narder Shows, Jarvis-Seeman Shows, Doc Barry, Pop and Mom Turner and wreck of the Con T. Kennedy Shows? Those were the days of real trouping and all good big shows. But nothing like the huge ones of today such as Royal American, Beckmann & Gerety, Rubin & Cherry, United Shows of America, Johnny J. Jones Exposition and World of Mirth Shows. The big trouble with many carnival owners and managers seems to be that they are still living in the horse and buggy days and have not progressed with the times. There is a great future for up-to-date shows for showmen who can see ahead of the times and advance ideas.

HENRY HEYN says: There will likely be about 250 carnivals out this year. They will no doubt be augmented by more if the numerous pilots to be of suddenly put together operas are not too busy waiting for their ships to come in, and also those who are waiting for the horse that never comes in. And if the weather is fine, I suppose that's your idea, too.

"Well, after all there's nothing like a crowded midway as a background for gayety and romance," so said a big motion picture producer a while back.

A drunken driver can chase lots of pedestrians, but a drunken employee will scare away more customers.

Incidentally, lot surveyors and baseball umpires, strangely enough, have a common interest in that both are sometimes amusingly credited with dealing from the bottom of the deck.



TILLY FEW CLOTHES SAYS: "I wanted Soapy Glue to give me an easy rocking chair as a Christmas present to place in my concession. He refused, saying that when I joined a carnival that my front-porch days were over. However, he did give me a back for my dress."

BUSINESS MEN are not moochers. Advertising and news are two distinct entities. The *Billboard* is ever alert to print the news, but it never has and never will make its news columns and advertising columns one and the same. It would seem that there should exist in the minds of some men in show business a realization of the fact that a "moocher" is one of the lowest forms of the human species. He is lower than the beggar. The "moocher" cooks up alibis to grab something for nothing, while the beggar holds out his hat or hand as a beggar and makes no pretense to be a business man. It is to be regretted that there are so many in the carnival business who expect all for nothing and give nothing in return and are forever holding the "lead-on torch" that they are great guys and it is only a matter of time when they will make all things even in a material manner. They are the bunk. Just a word to a lot of the phonics in the business (who should be out): A. C. Hartmann, editor of all outdoor departments of *The Billboard*, knows what it is all about from every angle. He can spot the phony almost before he has read the first line of a letter or telegram from one. You guys who are not genuine are making chumps of yourselves but are not going to make one of Hartmann.—"Red Onion."

15 Years Ago

(From The Billboard Dated January 7, 1922)

After closing their season at the Cotton Palace and International Exposition, Waco, Tex., Great Patterson Shows shipped to their winter quarters at Paola, Kan. Arthur T. Brainerd, who had been associated with the show for years as assistant manager, was named general manager, while Thad Rodecker was retained as general agent and traffic manager, making his second year under the Patterson banner. . . . Raymond E. Pullen reported that he had sold his interest in the Washington Exposition Shows to Bert S. Repass & Company.

Executive offices of the T. A. Wolfe Superior Shows for the remainder of the winter season had just been established in Rochester, N. Y. . . . A. F. Sheahan announced his retirement from the Atlanta Mercantile Supply Company to join the Arthur Davis Amusement Company, indoor circus and other event promoters.

. . . Mr. and Mrs. Rubin Gruberg, of Rubin & Cherry Shows, played host to more than 100 members of the organization at a monster Christmas dinner at winter quarters, Savannah, Ga. . . . Moonlight Shows announced retention of Jimmie Moore as general representative.

Work around the winter quarters of Sheesley Shows had resolved into a fixed routine. Repairs to the flats, baggage cars and rolling stock were under direction of Gene Woodruff and Nick De Rose, with a corps of assistants, while refurbishing of the train, painting and repairing of show fronts were being looked after by Martin Rebe and Charles McDonald. . . . William Lyons, who had been connected with various wagon shows in the East and who died in Boston Christmas Day, was buried in Portland, Me., under local Elks' supervision.

Mighty Haag Shows were enjoying a swell business at Luna Park, Miami, where they were playing a week's engagement. . . . Workshops, under Fred Stebbins' direction, were constantly busy remodeling, enlarging and redecorating equipment of Smith's Greater United Shows. . . . Bright lights, music, flowers, Japanese lanterns, handsomely gowned women, happy children and men of all descriptions figured in the huge New Year's Eve party given by the Showmen's League of America in its new clubrooms to members and their families. The splendor and spaciousness of the club's new home increased the social spirit and added a niche to the already large list of SLA triumphs.

PALM READERS

Wanted

Must be capable of getting money. Open January 12. Wire

Raynell, Care of Royal American Shows TAMPA, FLA.

Wm. Pollack Poster Print BUFFALO, N.Y. POSTERS-CARDS

FOR SALE

HERSCHELL-SPILLMAN TWO-ABREAST MERRY-GO-ROUND, with Motor, Arton Organ, New Top, in A-1 condition. \$7,500.00. WALTZER, 8 Tubs, like new, \$2,500.00.

AMERICAN CIRCUS

15838 Burgess, Detroit, Mich.

SECOND-HAND SHOW PROPERTY FOR SALE. \$1.75 Men's New Wht. B'cks'n Skate Shoes. Sizes. \$ 5.00 New Flreside Toasted Peanut Warmer Machine. Cost \$30.00.

\$30.00 Knife Illusion, Great Mystery, Others. \$12.50 Indian Feathered Head Gear. Beau. Colors. \$ 1.85 Pr. Richardson B. B. Rink Skates. All Sizes. We buy Skates, all makes: Candy Floss Mchs. and Crispette Machines. WEIL'S CURIOSITY SHOP, 20 S. 2nd Street, Philadelphia, Pa.

Winter-Quarters News and Gossip

(As Reported by Representatives for the Shows)

Green's United Shows

EHRHARDT, S. C., Jan. 2.—It will be a long, long time before the Christmas celebration on Doc Green's show will be forgot. After some hinting that something should be done to make each member of the show feel more at home great enthusiasm was shown and resulted in as fine a Christmas celebration as could be imagined. At 3:30 p.m. Doc Green, owner and manager of the show, gave a call for all members to repair to the minstrel top, where from one end of the 70-foot top to the other reached a large table abundantly loaded with food. In front of the stage was a large Christmas tree, well illuminated and loaded with gifts. Doc Green led in gifts because on this date was his birthday. Mrs. Lozier was ready to supply anyone with a gift who had not received one. All the ladies showed a fine spirit and helped in preparing the meal.

The show orchestra, under the leadership of Prof. Raleigh Dickens, opened with *Silent Night*, which was sung by the show's female quartet, Vera Green, Mrs. Addie Washington, Mrs. Hannah Thomas and Vivian Green. James A. Thomas gave a talk and read the greetings of the honorable mayor of Ehrhardt, L. E. Morningstar. Those present were Mr. and Mrs. Martin Lozier, Louis Tye, Mr. and Mrs. Frank Whitman, Mr. and Mrs. Bob Washington, Charlie Morris, Mr. and Mrs. M. G. Wharton, Irene Wharton, Marion Wharton, Miss Billie, Edgar Green, Slim Copeland, Mrs. Eula Wise, Mr. and Mrs. Freddie Griffin, Dan McKinsie, Frank Tanner, Mrs. Doc Green, Vivian Green, Vera Green, Mr. and Mrs. James A. Thomas, Mr. George Dunlap, Frank McDonald, Fat Dickerson, Carter T. Jackson, Red Anderson, Jack Grant, Billie Howard, Leo Vaughstone, Brownie Lowes and Mr. and Mrs. Henry Daniels. Reported by Doc Green.

R. H. Work Shows

CHARLESTON, S. C., Jan. 2.—Had a fair season. All equipment, trucks and trailers under cover and plenty of room for building and painting. Everything in readiness to start work next week. R. H. Work has been away in the interest of the show but is expected back soon. Thad Work, Cecil Westover, Alec Lydic and Roy Vincil left for Pennsylvania. Eddie Burt postcards that he and the missus will be in shortly. Mr. and Mrs. Jimmie Daugherty are in Florida. Reported by Al Gordon.

Zimdar's Greater Shows

MEMPHIS, Jan. 2.—Winter office was changed into Santa's headquarters Christmas Eve and was sponsored by the women of the show. There was a cheery Christmas tree loaded with presents. Bettie Belle Muse acted as Santa Claus. After she had handed out all the presents, candy, nuts and fruit were served. Following this carols were sung, with Bettie leading. With the serving of hot chocolate, the party closed. Christmas Day Mr. and Mrs. Zimdar gave a turkey dinner for all of the show. Edward Harrigan, chef, did the carving. Harry Zimdar made a trip to Covington, Tenn., to buy the balance of a disbanded carnival. He bought a Chair-o-Plane, two tops and other equipment. Three truck loads altogether. Jake Miller also bought three truck loads of merchandise. Buddy Munn is building a new house trailer. Sallor Harris is doing well with work at quarters. Ed Nugent and Bill Dyer were in town buying supplies. Jack Smith and Jack Wortham were visitors. Frank Bynum was a caller on his way to Jacksonville, Fla. C. S. Reed came in with some contracts. Reported by Charles Seip.

Mighty Sheesley Midway

CHARLOTTE, N. C., Jan. 2.—John E. Lampert, show's billposter, after closing with show went to Miami with his wife for a five-week vacation. Fred Fredrickson, of Penny Arcade, is spending winter at De Land, Fla. Henry T. Curtin and wife came in from Atlanta on their way to Chicago to visit Henry's mother. L. Chapman, formerly of this show with the auction store, who has been pitching at Alexandria, La., will leave for Arizona, Colorado and Nebraska to find a suitable spot to put in a good store

and settle down. George and Mabel Collins are putting in the winter at Jacksonville, Fla. Mr. and Mrs. Walter Rowan are wintering in Melbourne, Fla. Rowan is the show's mechanic. Floyd Newell, show's press agent, is in Chicago working his typewriter for a theater. Captain John and wife, C. H. Pounds and wife, John D. Sheesley and wife and Bill Pickett and wife had a fish fry at Boca Raton, Fla. Spencer, master mechanic, with a bunch of men, is busy building the Scooter for Dinty Moore. Jimmy Austin, custodian of show, left for Huntsville, Mo., to visit his sister. Gaylor Henderson and wife are spending the winter at St. Louis getting their shooting gallery in shape. Mrs. Jeanne Williams, Frenchy Charest and Romeo Perron had a Christmas dinner, with Romeo as chef. Dad Dunbar received a large box of oranges and grapefruit from Dale Pickett, of Fort Lauderdale, Fla. Willie and Mary Zeidman had a large Christmas dinner for their workmen. Willie is getting his twin Ferris Wheels, Merry-Go-Round and little Auto Ride in shape. Colorado Mack has charge of winter quarters. Reported by Ward (Dad) Dunbar.

Alabama Amusement Co.

MOBILE, Ala., Jan. 2. — Alabama Amusement Company is a winter unit of Dixie Exposition Shows and is operated by C. D. Scott, playing lots in this city, with 3 rides, 5 shows and 15 concessions. Minstrel Show, with a cast of 20. E. H. Rucker, producer and stage manager, eight-piece band and orchestra, Stormy Weathers, leader, is featured.

General Agent A. H. Murphy secured quarters for the paraphernalia not in use, with ample room for repairing and painting, as well as good modern living accommodations for the workers engaged in repairing.

The weather so far has been very mild and the show has been enjoying very good business as a whole. None but legitimate concessions are being carried. A general Christmas celebration was observed and enjoyed by the entire show, with Mr. and Mrs. John Miller keeping open house for the entire personnel, with a whole roast pig and chickens and all the trimmings. The Millers proved themselves excellent hosts. Their popular daughter, Katherine, entertained with song numbers. Mr. and Mrs. C. D. Scott kept open house and had many visitors from the C. L. Spencer Shows, which are wintering here. There was a Christmas tree and presents. Poochie Scott, the show's mascot, having as much fun as anyone with special bones and toys.

Mr. and Mrs. A. B. Miller called for an old-time confab, Miller stating that he would not go out next summer, intending to remain here. Mr. and Mrs. Arthur Scott are spending the holidays with Mrs. Scott's parents, Attorney and Mrs. L. K. Saul, of Ellenville, Miss. Mr. and Mrs. C. D. Scott are looking forward to a visit in the near future from F. H. Bee Jr., who was formerly connected with the old C. D. Scott Shows. The writer, who was special agent the past season, now has one concession and also has charge of the front of Minstrel Show. Reported by Jack DeVoe.

Al G. Hodge Shows

CROWN POINT, Ind., Jan. 2.—Everyone in winter quarters is resting and giving thanks to Mr. and Mrs. William Tucker, owners of show, who supplied a wonderful Christmas dinner. Bill Tucker carved the turkey and Mrs. Tucker distributed presents to all present. There were 12 at the dinner, which was followed by pinocle, a prize going to the winner and one to the poorest player, also. Mrs. Art Signor took the latter.

Six men are working preparing the groundwork for a throo overhauling and painting of all rides and shows. Lights will be the feature of the show. There will be special lighting effects for rides with illuminated fences around each. An order was placed last week for two tractors and two 24-foot trailers. The building in which the paraphernalia is housed is ideal: brick, fireproof, concrete floor, heat, lights, water, plenty of room and every other convenience for indoor work. Reported by Art Signor.

BROADWAY SHOWS OF AMERICA

FOR SEASON 1937

WANT SHOWS—Monkey Circus, Motor Drome, Fun House and Grind Shows of all kinds that do not conflict. Will furnish new outfits complete for Side Show, Girl Revue and Minstrel Show to capable showmen only.

WANT RIDES—Octopus, Skooter, Loop-O-Plane, Auto and Pony Track. Ride help for Caterpillar, Tilt-a-Whirl, Merry-Go-Round, Mix Up and Twin Ferris Wheels. Must be sober and reliable.

Will book legitimate concessions of all kinds, no racket.

FOR SALE—Lindy Loop and Caterpillar, in good running condition, or will trade for other rides. What have you? Bob St. Clair, write.

Address all mail and wires to BOX 22, Covington, Ky.

KRAUSE GREATER SHOWS

1937

Opening Sanford, Fla., January 25, followed by De Land, Ft. Myers, Sarasota, Ft. Lauderdale, Key West, Miami and Pahokee. All rides contracted for. Shows of merit, get in touch with us. Want organized Plant Show. Strictly legitimate Concessions, write or wire. All people contracted acknowledge this call to

KRAUSE GREATER SHOWS, Sanford, Fla.

BIG STATE SHOWS

TEXAS OWN SHOW

WANT HEAR from Shows, Rides, Concessions, Free Acts for Pay Gate. Long season, opening in March. Address

ROY GRAY, 314 La Branch St., Houston, Texas.

AL G. HODGE SHOWS, INC.

NOW BOOKING ATTRACTIONS FOR THE SEASON OF 1937.

Opening in Indianapolis, Ind., April 12, 1937. With a Good Route of Industrial Cities, All Under Strong Auspices, To Follow.

WANT Cook House, Corn Game, Frozen Custard. Will sell exclusive on these. All other Concessions open. Reasonable rates for spring dates. **WANT** A-1 Foreman for Merry-Go-Round. Must drive Tractor. Also Ride Help and Foremen for seven other Rides. **WANT** Billposter with car, Electrician who can build. Useful people in all lines. Free storage in Winter Quarters for those who book with us. Plenty room in buildings for trucks and cars. Fair Secretaries and Celebration Committees wishing a clean and moral show with a positive guarantee of same, get in touch with this show. Secretaries in Indiana and Illinois meet our manager, W. M. TUCKER, at the meetings. All replies to W. M. TUCKER, Manager, 7150 Cyril Parkway, Chicago, Ill.

COLEMAN BROS.' SHOWS

TO OPEN AT MIDDLETOWN, CONN., APRIL 22.

WANTED

Circus Side-Show, Athletic, Fun House, Motordrome, Pit or Platform, any new Novelty Show. Will furnish outfits to reliable parties. **WILL BOOK** a few Grind Stores and legitimate Wheels, High Sensational Free Act.

THOMAS J. COLEMAN, Cody Bldg., 508 Main St., Middletown, Conn.

WANTED

HASC ANNUAL

(Continued from page 46)

services. More than 200 showmen and women gathered for the occasion. Further details will appear in the next issue.

WILL WRIGHT

(Continued from page 46)

tested and it is to the credit of this organization that such a fine spirit of good fellowship prevailed.

Will Wright—Showman

Will Wright was born August 16, 1877, in Hull, England; while his father was playing in vaudeville in a local theater Wright made his first appearance as an entertainer at the age of five, appearing in a sketch with his mother and father. Since then he has continuously been in show business as vaudeville performer, manager of roller-skating rinks, theaters, amusement parks and finally the carnival.

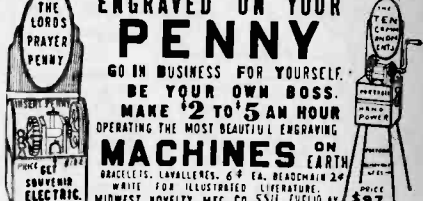
In 1910 he was manager of the Luna Park, Southend, England, and shortly thereafter came to this country. After a successful turn in vaudeville thruout the United States and Canada he entered the carnival field with Fred Beckmann on the No. 2 Wortham Shows. From there he went to Foley & Burk. Then Levitt, Brown & Huggins enlisted his services as secretary and treasurer and he was associated with that show for five years. Wright next joined Conklin's All-Canadian Shows, known at that time as Conklin & Garrett Shows, and

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

BRACELTS, LUGGERS, & ETC. REASONABLE PRICES. WRITE FOR ILLUSTRATED LITERATURE. MIDWEST NOVELTY MFG. CO. 5311 CLEVELAND ST. CLEVELAND, OH. PRICE \$97.



spent 11 years with the organization. Then he became manager of Grafts Golden State Shows. In addition to being president of PCSA, Wright is a member of Showmen's League of America and BPO Elks. He is also a 32d degree Mason and Shriner.

GOODMAN PLANS

(Continued from page 46)

midway will be along original lines and not the old stereotype way, and it is Goodman's intention to introduce new ideas with a punch and originality from the main entrance to the back end. Many experienced showmen are in correspondence with Goodman with a view to placing new shows and attractions on the midway.

All in all it looks as if the Goodman Wonder Shows will take to the road on a very high plane.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Jan. 2.—Holiday activities came to a close with a well-attended New Year's Eve party. Now back to the regular routine of affairs. Quite a few of the brothers who have been around the rooms every day were pleasantly surprised when Chairman Jack Benjamin of the house committee played host to them at impromptu Christmas dinner. Everyone in attendance pronounced it a wonderful affair.

Brother Harry Coddington, good Samaritan of the League and chairman of the relief committee, has been confined in the American Hospital for the last two weeks. He says that he is feeling fine but his legs are bothering him and added that he regretted having missed the Christmas dinner.

Brothers Jack Benjamin and Steve Dorgan are both on the sick list but showing improvement and hope to be up and about in a short time.

President J. C. McCaffery is spending the holiday season with the missus at Miami Beach. Vice-President Joe Rogers is still in Dallas and advises that he is showing gradual improvement. Past President Patty Conklin, on the West Coast for the holidays, writes that he will soon be starting east for some of the fair meetings.

Brother Louis Torti sends an invitation to his annual party, which precedes the opening of the Wisconsin fair meeting.

Brother Nat Hirsch advises that he will go into the hospital for attention just after start of the new year.

Brother and Mrs. Tom Vollmer, in town for a visit, attended the New Year's party. Mrs. Frank D. Shean stopped in to visit ere returning to Cleveland. She spent Christmas with her mother in Indiana.

Brother Courtemanche had the rooms well decorated for the holidays. This is

an annual donation by Courtemanche and one well appreciated.

Mrs. Maxie Herman spent the holidays with folks down Cincinnati way. Brother Henry F. Thode was in to add his bit to the Cemetery Fund Drive.

Brother Walter F. Driver left for Kansas City to attend the annual banquet of the HASC as official representative of the League.

Brother Frank D. Shean is already getting down to business for 1937 and presents the applications of Lincoln G. Dickey and Almon R. Shaffer, officials of the Cleveland Great Lakes Exposition. Frank says there will be more to follow. Looks like he is out for one of those gold life membership cards for 1937.

Quite a few of the boys report that they will be journeying to the South after the start of the new year.

We are holding mail for Frank Minor. Better get in touch with this office.

Vice-President Frank Conklin writes that he is spending the holidays in Monrovia, after which he will visit with Patty at Vancouver.

Greetings received from the following: Al H. Fine, Cliff and Freda Wilson, Jerry Kohn, Charles T. Goss, Patty Conklin, Mrs. and Mrs. Joe V. Palmer, Mr. and Mrs. John R. Castle, Max Linderman, Mr. and Mrs. Ralph Cautin, Mabelle and Charles Kidder, A-Z Letter Service, Dan Rice Circus, Mr. and Mrs. Carl J. Lauther, Marlo and LeFors, Mrs. John B. Warren, Joe Galler, Ringling Bros.-Barnum & Bailey Circus, Mr. and Mrs. Mel H. Vaught, Jimmy Morrissey, Mr. and Mrs. R. L. Lohmar, Fairly-Martone Shows, Mr. and Mrs. Sam Solomon, U. S. Tent and Awning Company, John Lempart, M. L. Doolan, Myrtle Lehrter, Tom and Violet Vollmer, Rube Liebman, Nieman Studios, E. F. Walsh, Ray Marsh Brydon, Mayor and Mrs. Edward J. Kelly, Conklin All-Canadian Shows, Sam Feinberg, Felix Charneski, Marvin (Moon) Laird, Mr. and Mrs. Mal M. Fleming, Bert J. and Harry B. Chipman, Al G. Barnes Circus, N. W. Engraving Company, Cole Bros.' Circus, Spillman Engineering Company, Tommy Thomas and Colonel and Mrs. F. J. Owens.

Secretary Joe Strelbich and family spent Christmas visiting with relatives in Peoria, Ill.

Jack Bigelow, Will Z. Smith, W. D. Corbett and Earl Harvey after adjournment. Well, folks, the new year is still in swaddling clothes and good resolutions may not have been broken ere this is read. We urge that the resolve to think seriously over the matter of your business, if you are a showman, be among those as yet unbroken and one that will occasion your becoming a member of any of the fine showmen's organizations. Unison and concerted effort aid the trouper in gaining many advantages. Certainly we want you, if eligible, to join the Pacific Coast Showmen's Association. Think it over and then get into the serious business of being interested in your business.



Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Jan. 2.—At a special meeting of the club Saturday night a rousing welcome was tendered President John R. Castle. It was the first meeting he had attended in some time.

President Castle gave a good account of the other club meetings he had attended during the past month and what they were doing to get new members and money for their Cemetery Fund. He recommended the placing of a monument on the Showmen's Plot and the holding an annual memorial service.

Memorial services were held the following Sunday and were conducted by Dr. Walter Wilson and Mr. Rodebaugh. A portable organ was placed in the rooms and the members of the club and their families filled the rooms to capacity. Dr. Walter Wilson read the names of the deceased showmen and touched lightly on their everyday life.

Rodebaugh conducted the cemetery services and about 200 persons heard taps sounded by Boy Scouts.

LADIES' AUXILIARY

The Ladies' Auxiliary of the Heart of America Showmen's Club held a special business meeting December 28 in order to care for final details before the week's festivities started.

After the meeting the ladies adjourned to the Harlem night club, where Mary Francis, past president, entertained. Special recognition was given the party and the ladies voted Mary Francis an A-1 member.

Installation of the new officers was held December 29 and was followed the next day by the annual luncheon and tacky party.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Jan. 2.—After the election results had been learned at Monday night's meeting the club returned to its regular order of business. The financial report was read and showed that finances are "heaping up." Standing committees also made their reports. Jack Grimes, chairman of the annual Charity Banquet and Ball, was roundly applauded for the splendid manner in which the huge job was handled. Altho his report was incomplete, it indicated that the event would realize a fine profit.

George Tipton was given a vote of thanks for the fine Christmas dinner and the manner in which it was handled. Votes of thanks also went to Joe DeMouchelle and Joe Krug for their efforts. New members: G. C. Loomis, credited to Doc Hall and C. F. Zelger; John C. Davis, credited to Harry Rodgers and Frank Redman. Reinstatement: Harry Friedman.

Communications: J. Ed Brown's letter from Dallas ran the gamut from unctuous comedy to the serious. It proved a show-stopper when read, with many waits for the gathering to indulge in the cachinations his sallies drew. Mel Smith's telegram from Frisco anent the election was a fine rhetorical gesture. Frank Warren, in his letter from Laguna Hospital, expressed appreciation for the club's remembrance of the old troupers in that institution. Henry Richman sent a letter of thanks from the Los Angeles Midnight Mission for the food contribution that George Tipton sent from the Christmas dinner. Cards were received from Dick Wayne Barlow, Ray Marsh Brydon, Fred J. Codd, J. Ed Brown, Mr. and Mrs. C. J. Lauther and Carl Jr.

New members: Ed C. Miller, credited to John J. Klein and Jack Schaller. Chick Cheever, credited to Harry Wooding and Mark Kirkendall. Eddie Connors, credited to Frank P. Redmond and John T. Backman; Peter Siebrand and Hiko Siebrand, owners of Siebrand's Piccadilly Circus, wintering at Riverside. Lateness of the hour necessitated the canceling of the diversion period. A buffet lunch and refreshments were served by Jimmie Dunn, Nick Wagner,

Miami

MIAMI, Fla., Jan. 2.—Things here are commencing to swing along. Openings every night, everywhere: Jack Dempsey's new hotel and restaurant, Ripley's Believe It or Not, mostly all the night spots, the roller derby, the dog tracks, all of the hotels and the Jal Alai games. . . . Mr. and Mrs. T. H. Wolfe motored from Fort Worth. Others from there are Gregory Ball, formerly of the Nude Ranch, and Rip Winkle, who was connected with the concession department. . . . Ray Duncan, formerly of the Sheesley Midway, but lately in the real estate business in Chattanooga, has just concluded a deal here and will become a permanent resident. He will return to the Tennessee city to conclude the sale of his properties there and then will return here to stay. . . . E. Clay May has returned from a prospecting tour in the interest of his show.

Heavy showers all of the last week seriously affected the outdoor amusement business. . . . Bench Bentum and her water act is laying off. . . . Max Gruberg arrived from Philadelphia to take charge of his hotel at Miami Beach. . . . J. C. McCaffery is leaving, but will return later to stay a month. . . . Joe Harris has been engaged as an assistant in one of the night clubs. . . . Nate Miller will trek north shortly on a booking tour. . . . According to merchants, Christmas buying broke all records. . . . The demise of Arthur Brisbane was almost the sole topic of conversation among the showfolk on Christmas Day. Mostly all show people were his constant readers. . . . R. Vincent Jackson is negotiating with the management of the Tampa Fair in

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 2.—Efforts of the association at present are being given partly to consideration of various fair meetings insofar as representation by us at those meetings is concerned. Obviously it will be impossible to be present at all or even a large number of these and the association will necessarily have to depend upon its officers, directors and membership committee to contact those in attendance with reference to and interest in and affiliation with the association.

We are considering personally attending the Richmond, Va.; Reading, Pa., and Albany, N. Y., meetings and would appreciate an expression of opinion from our members as to whether or not they consider it essential that we attend either or any of these.

Continuing the discussion commenced several issues back, we deal this week with the subject of

2. UNEMPLOYMENT COMPENSATION

"In the field of unemployment compensation the board has prepared 'draft bills' of various types to aid State legislatures in handling this fairly complicated kind of legislation. Title IX of the act lays down specific criteria which a State law must fulfill, and it is usually clear when a bill introduced in a State Legislature fails to fulfill these criteria. State legislatures sometimes act so rapidly, however (particularly when in special session), that we must be 'on our toes' to advise correction of the bill before it becomes law—assuming that the State wishes to take advantage of the grants under Title III and to obtain the credits under Title IX for its employers.

"Some discussion has arisen as to two points in the existing law which some call defective. Each was considered by Congressional committees in 1935 and each was the result of a deliberate decision. The first point is that under the present law credits against the 1936 tax can be allowed only for contributions under State laws approved by the board before December 31, 1936. Now 1936 was an 'off year' for the great majority of State legislatures. A number were called in special session and most of these passed unemployment compensation laws. But the States which did not act in 1936 found that they would lose to the federal government all the pro-

(See American Carnivals on page 58)

relation to the introduction at that event of a new amusement feature. . . . Ike Weinburg and wife arrived from New York for the season. . . . Directors of Funland are perfecting a combination ticket that will be sold to organizations at a reduced rate so that the organization can resell them at a profit. The new scheme will be inaugurated soon. . . . The biggest day's business in over three years was registered at Captain Waiter's Aquarium ship Sunday, the 27th.

Almost the entire Lusse family are spending a vacation at Palm Beach. The following members of the clan motored over to Miami recently: Joseph Lusse Sr. and wife, Joseph Jr. and wife, Richard F. and wife and Robert J. Lusse Sr. . . . Robert Plarr, of Dorney Park, Allentown, Pa., accompanied by Fred Hertz and niece were also recent visitors. . . . All trains arriving in Miami have five or six sections. . . . Mr. and Mrs. Harry Faber, ride operators at Coney Island, New York, had a gala opening of their newly built hotel at Miami Beach Thursday night, December 31. . . . Dorothy Packman, secretary to George Hamid, is here for a short stay. . . . Christmas letter arrived from Henry Meyerhoff. . . . Carver's Diving Horses will be a feature at Funland Park, opening January 4. Booked by John M. Sheesley. . . . Bob Morton left for Buffalo, N. Y. . . .

Herman Rudick, former concessioner with the Billy Rose outfit in Fort Worth, motored in, as did Carl Smith and Toots from the Joe Rogers offices at the same place. . . . Sam Applebaum, operator of concessions with the Snapp Bros.' Shows, in from Philadelphia. . . . Kemp's lion act, which is at the Lion Farm at Fort Lauderdale, will leave there to join the Hennies Bros.' Shows at Shreveport. . . . Bill Bunts, of the Bunts Shows, and Bill Davis, the roaming reporter, visited Funland and the Endy boys.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It brings outdoor showmen in closer contact and fraternal friendship, for the betterment of all concerned, and also for the wholesome betterment of showdom in general.

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, \$6; 75 cards, \$6.50; 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 3 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. Chicago 19 W. Jackson Blvd.,

Circus in Brockton Proves Heavy Draw

BROCKTON, Mass., Jan. 2.—Brockton's first indoor circus, sponsored by Shedad Grotto and produced by Frank Wirth, opened on December 28 in State Armory with the fire department forced to stop sale of more tickets at both afternoon and night shows. Advance sale for remainder of the week was very heavy, with everyone circus minded. Press department crashed every Boston newspaper with art, while *The Brockton Enterprise* gave plenty. James Heron witnessed opening performance and left for winter quarters in Poplar Bluff, Mo.

Mother of Gibb Sisters, Siamese twins, was rushed to a hospital for an operation, the twins being heavily featured in billing of the circus. Blutch Landolf reported Mrs. Landolf seriously injured in a fall at home, with many broken bones. Ora suffered smashup as car skidded coming from Syracuse. None injured. Spiller's Seals, from French Casino, New York, were added to the program.

Monarchs, past and present, from 16 grottos in Massachusetts, witnessed the circus as guests of the committee. Frank and May Wirth celebrated their 14th wedding anniversary New Year's Eve during a midnight performance. Irving Harrison, Getty and family, James Bagwell and family were among visitors.

Tarpon Springs Ceremony Renamed, Will Run a Week

TARPON SPRINGS, Fla., Jan. 2.—This city's annual celebration and religious ceremony known as Epiphany Day has been renamed Greek Epiphany Fair and Celebration and this year will be of a week's duration, with Jack C. Roberts handling promotional activities. His portable building, 60 feet wide and 200 feet long, will house sponge, agricultural and merchants' exhibits.

All space for the event has already been disposed of, and thru a tieup with WFLA, Clearwater, Fla., Roberts succeeded in featuring the local Greek Byzantine Choir on a special half-hour broadcast on December 27.

Akron Show Is Expanded

AKRON, O., Jan. 2.—Plans are under way for the second annual National Home Show to be held here soon. George Missig, manager of last year's successful show, at a recent meeting here announced that many new features in home construction, modernization and development will be on display at the 1937 show. He also announced the usual entertainment features will be presented on a more elaborate scale than last year.

Sun Carnival Biz Is Hit by Weather

EL PASO, Tex., Jan. 2.—Pleasure Trail, largest midway ever assembled in El Paso, is to close tomorrow night after a checkered week. At midweek operators were looking for a break in weather to give them a boost in week-end business. Opening day, December 28, was good but concessions were delayed by wiring troubles. Next day weather was bad, but the sun broke out Wednesday.

Under Verne Newcombe, concession manager, more rides and concessions opened than were ever seen here. Four Ferris Wheels, two Loop-o-Planes, Whip, Lindy Loop and a score of other rides started. Biggest ride attraction was the Octopus, which had them standing in line. G. B. Clawson was in charge.

Officials of the Sun Carnival, climaxed by a football game on New Year's Day between Hardin-Simmons University and Texas College of Mines, visited Pleasure Trail on opening night and okehed the setup. Two free acts, Valencia, high pole, and Capt. Frank Cushing, high diver, performed daily. More than 350 showmen were here for the opening. Seen on the lot were R. W. Brown and wife, Los Angeles; Ted Bachman, Dallas; Ike Demick, Cleveland; Bob Paul, San Antonio; Whitey Weiss, Beckmann & Gerety's Shows, and Jack Winters.

LOUIS (STRETCH) RICE has been busy putting finishing touches to an indoor circus to be held in Elizabeth, N. J., soon. He plans to leave for Miami immediately after the event.

HELP This Department by Telling Committees About It.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Pittsburgh Shriners New Records Are Expected At Denver's Shrine Circus

PITTSBURGH, Jan. 2.—More than 18,000 attended a 12-act vaudeville show and circus sponsored by Shriners here in Syria Mosque this week, netting neat profit for the organization, Promoter James N. McGrath Jr. reports.

Show was full of variety, presenting a bill of old-time two-a-day vaude. Shows were staged twice daily, free dancing following nightly performances. General admission was 40 cents.

Included on the program were Polly Jenkins and her Plowboys, rural act; Bruce Jordan, mimic; La Petite Jeannie and Sister, dancers; Monte and Carmo, midget funsters; Happy Harris and his circus; Daisy, wonder horse; Gregory and Raymond, musical maniacs; Muriel Parker, soprano; Lowe, Hite and Stanley, comedians; Ray Conlin, ventriloquist; Dorothy Martin and Company, adagio; Bee Hee Rubyette Troupe, acrobats, and George Matz and his orchestra.

Children's Show Closes Day Earlier; Acts Are Not Paid

CLEVELAND, Jan. 2.—Children's Show in the public auditorium folded on New Year's Eve with the result that about 25 performers were waiting to be paid. When the show closed, one day ahead of schedule, it was estimated that \$1,000 was owed actors, ticket takers and stagehands. Shortly before the new year the group was notified that only \$60 was on hand to be divided among them. Chief Running Elk and Indians from Seneca reservation were paid in full. Under federal protection, they had to be.

Among those waiting pay were Wayne Hale, cyclist; Tongora and Dolores Du Shane, Freddie Culp Dance Studios, Frank Covert's School of Dancing, Betty Felsen, Bell Conway, L. Delgado; F. W. Burns, animal circus; Harrison Bowes, Al and Carol Bailey, Victoria and Frank, Kenneth Waite Troupe, Billy Finkle, Princess Beppo and Family, Hadji Lessik, Charles Golding, Harry J. Wald, John Gordon, Lee Enstlinger, Louis Mamolen and Roxie Fibber.

Felix O'Neil, treasurer of public hall, estimated the city had collected \$4,200 of the \$5,000 rent due. He also holds a \$1,000 performance bond. City board of control will be asked to refund enough money to allow the acts to pay hotel and board bills. The show was organized by local people on a non-profit basis to put on an annual children's show in the hall, with whatever profit being held to sponsor further shows. Phil Garbo is president; Charles Cavano, secretary; A. G. McKinney, treasurer. John Cavano, brother of Charles, is booking agent at the hall. Harry Hirsch acted as manager in securing attractions. John Cavano said last night that he was responsible for inducing the three to form the organization and put on the show as a means of increasing the hall's revenue.

Good Season for Sykes

SCRANTON, Pa., Jan. 2.—F. Eugene Sykes, after 22 weeks of fairs and celebrations, reports a successful season, with every sponsored body making out well. "Events this year," he says, "were for the most part under firemen and baseball association auspices. We did, however, play numerous fairs in various counties which needed building up. Every event was a success, with many of them coming out of the red they had been in for the last four years."

Canton, O., Circus Fails

CANTON, O., Jan. 2.—After an intensive outdoor advertising and radio exploitation campaign, the Children's Circus billed for the city auditorium here, December 25 and 26, failed to materialize. J. B. Melton was acting as director of the event. There were a dozen disappointed troupers who were to take part in the show.

DENVER, Jan. 2.—El Jebel Temple Shrine's fifth annual circus, opening on January 4 in City Auditorium, which Denverites have come to look upon as an institution, has every indication of exceeding all attendance and financial records, altho it will run only six days instead of 10 as last year. Big blocks of tickets to local concerns mark the advance sale.

Orrin Davenport and Lew S. Parsons, of El Jebel Shrine, will bring one of the largest bills of circus acts ever presented here. Coming by special train from Chicago, the people, animals and some equipment are to be in a street parade, headed by the Shrine Band of 60 pieces and uniformed groups.

Performers include Flying Concellos and Flying Harolds, the Waites, Janet May, five Hagenbeck-Wallace elephants, Rudy Rudyoff and Liberty horses, Canestrilli Troupe, Ed and Jenny Rooney, the Antaleks, Davenport Troupe, Pullenberg's bears and Donahue and LaSalle. Clown alley will be represented by Otto Griebing, Chester Barnett, Bell Trio, Shorty Flemm, Paul Mortier, Everett Hart and Leo Kerns. Advance sale points to at least two sellouts.

Shorts

INCLUDED among free acts on the program at Texas Citrus Fiesta, Mission, Tex., were Rex Murphy's safety demonstration and Edward LeRoy's tight-wire act.

W. S. HUNT reports that he is handling advertising for El Jebel Shrine Circus, Denver, for the second year.

MORE than 3,600 children attended the Christmas party in Los Angeles under local Shrine auspices. Included among festivities was a vaudeville presentation featuring Lamont's Cockatoo act.

BINGO party in Macon (Ga.) Civic Auditorium, sponsored by Joseph N. Neel Post, American Legion, and produced by Sam Glickman, well-known concessioner, is going over big, this event being first of its kind ever held in Macon. A number of added attractions are featured nightly, and a car will be given away as a door prize.

PCSA XMAS

(Continued from page 47)

Mr. and Mrs. Eugene Francis and Mr. and Mrs. T. G. Felsenthal.

R. Gibson, Kid Glarem, Stanley Graves, Mrs. L. Guberman, Charley Guberman, Clyde and Topsy Gooding, Sol Grant, F. E. Gilligan, Itsy Goldfab, Charles L. Gray, Edna E. Gaspar, L. A. Godfrey, Johnny Gibson, Jack Gorman, Jack Grimes, Murray Guberman, Charles Wesley Group, Lonzo S. Grizzle, H. A. Growe, Mrs. Sadie Growe, Wannetta Growe, Charles Gillin, Thomas Gaspar, Mrs. Sol Grant, Mrs. L. A. Godfrey, Mr. and Mrs. Riley Gradden, Mr. and Mrs. Tom Garrity, Mr. and Mrs. Kent Gullford, Mr. and Mrs. H. B. Graham, Mr. and Mrs. W. K. Gulderman, Grant Grier, Henry Grissom and Mr. and Mrs. Frank Gurney.

Mr. and Mrs. O. H. Hilderbrand and daughter, Betty Joan; Mr. and Mrs. J. Frank Holliday, Etta Haden, Whitey Hammond, Zack Hargis, Earl Harvey, Jolly Lee Harvey, Al Hannum, U. G. (Doc) Harris, Doc Hall, Bones Hartzell, Glenna Hartzell, Mrs. Billie Hicks, C. H. Hilderbrand, Vic Haberman, Mrs. Ethel Howard, Mrs. Bones Hartzell, Mr. and Mrs. Leo J. Haggerty and Mr. and Mrs. Ed Hennessey.

Mr. and Mrs. G. Ingwald, Rudy Iverson, J. Iverson.

T. E. Johns, Thomas E. Johns Jr.,

Gloria E. Johns, Mrs. T. E. Johns, Master Roderick Johnson, George Gordon Johnson, Vorhis H. Jones and Bud Jones.

Mr. and Mrs. John J. Klein, Nathan Klein, Loren Kesterson, Emmet Kelly, Cecelia Kanthe, Edna Kanthe, Dick Kanthe, Mrs. Ed Kanthe, Mrs. Berta Kanthe, T. K. Kirkpatrick, Ike Katz, Lucille King, Eddie Knickerbocker, Frank Kitchener, Mr. and Mrs. Tiny Kyle and Mr. and Mrs. Ed Kuhler.

J. W. Leonard, Mrs. G. C. Loomis, Sam Levine, Stella Linton, Allerita Loomis and Baby Loomis, Yutch Levin, Martha Levine, Moe Levine, Pearl LeFors, H. G. Long, Marlo LeFors, Ted LeFors, Mrs. H. G. Long, Laura LeFors, Margaret Lucchessi, Harry B. Levine, A. R. Ladig, Olive Ladeweit, Harry Levy, William (Red) Lowney, A. Lessner, Mr. and Mrs. P. R. Lickens and Mr. and Mrs. E. F. Lloyd.

E. McCarty, E. M. McCarty, Charles Mugin, Mrs. Joe Mettler, Ed Miles, Ada Mae Moore, F. J. Morgan, Mima Martin, Joseph L. Marshall, Ed McCrary, Lee Mahoney, Betty McCarty, C. P. McCarty, Robert Mitchell, Mr. and Mrs. I. J. (Baldy) Miller, Ted Metz, Grace Metz, Carl C. McAdams, Betty Jean McAdams, Mrs. C. McAdams, William McMullen, D. A. McCarty, Mrs. Ruth Miller, Barton Miller, Pete McCarron, Mr. and Mrs. Stacey Mulhall, T. W. McKillup, Mr. and Mrs. Will Marcuson, Mr. and Mrs. T. D. McWhinney.

Mr. and Mrs. N. G. Nelson, Colonel Ed J. Nagle, Mr. and Mrs. G. T. Neidhart and Ed Noel.

Mr. and Mrs. Chris Olsen, Ross W. Ogilvie, Douglass Ogle and Joe O'Keefe.

Mr. and Mrs. Howard E. Parker, O. Parent, W. S. Dad Parker, Mrs. Bob Perry, D. Pearlstein, Adam Pfaff, L. D. Pearlstein, Helen Pearlstein, Floyd Puckett, Mr. and Mrs. Den Priemeier and Jim Potter.

Cleo Quarles, Clinton Qualls, Leonard D. Quarles, Mike Quinn and Mrs. C. Quarles.

William Roberts, John D. Reilly, Harry A. Ross, Nina Rogers, Mrs. J. D. Reilly, Ethyl Rosen, Mrs. Harry Rodgers, H. R. Rennie, C. E. Rice, Mr. and Mrs. R. B. Rosard, Mr. and Mrs. Cleve Ridgeley, Mr. and Mrs. Ben Raymond, Mr. and Mrs. Ed Raines, Frank P. Redmond, A. Roemer, Mr. and Mrs. Ed Rayner and Mr. and Mrs. T. D. Rulo.

Dr. and Mrs. Ralph E. Smith, Walter Sayres, Mr. and Mrs. Harry Seber, Roy Sullivan, Fred Sievert, Mrs. T. T. Smith, James A. Scruggs, Buddy Schwartz, Bobbie Stewart, Earl Stolz, George Silver, Fred Stewart, Fred L. Shafer, G. A. Simmonds, Jack Schaller, Tony Schaller, Virginia Schaller, June Schaller, Will Z. Smith, John Schaller, Keith J. Sutton, Joe Steinberg, Walter Silverberg, Mrs. Fred Stewart, W. P. Sinclair, Mr. and Mrs. Bob Scott, Mr. and Mrs. E. R. Scothorn, Winston Scott, Mrs. Esther Sinclair, Frank N. Scott, Mrs. Buddy Schwartz, William Sherlock, Mrs. J. Steinberg, Arthur Stahlman, Dan Stover, Mrs. Paul Schoene, Mrs. Earl Stolz, Paul Schoene, Ed and Tom Sturtevant, Bud Sims, Mr. and Mrs. G. Stanley, R. G. Searcy, Mr. and Mrs. F. C. Schumann and Mr. and Mrs. J. K. Schierman.

Sadie Thorn, Blossom Tipton, J. S. Taylor, Peggy Taylor, Harry Taylor, Charles Tobin, Mr. and Mrs. Russell Terry, Mr. and Mrs. Ben Thayer, Tom Titus, Mr. and Mrs. Grant Tyler, Mr. and Mrs. Frank Talley and Mr. and Mrs. Ed Toole.

Mr. and Mrs. T. J. Usher, Harry Usselt, Mr. and Mrs. Henry G. Urquhart.

Vernon (retired ventriloquist, now blind), Mr. and Mrs. Lee Vance, Mrs. Herman Van Dee, Dutch Van Dee, Sim Van Meter, G. H. Vanderburg and Mr. and Mrs. George Vanderpyle.

Walter Williams, Phil Williams, Mr. and Mrs. Bob Winslow, Mrs. E. N. Workman, Arlie Whitaker, Ralph Wilson, Mr. and Mrs. H. J. Weber, Gladys Waddell, Elmer N. Workman, Esther Williams, Lloyd (Mickey) Wilson, Mrs. V. Walker, Phyllis Walker, Mr. and Mrs. Will J. Wright, Leonard Wakeling, Vera Walls, Harold Wenzler, Dick Wilbur, Mrs. Betty Wilson, Ollie Walker, Mrs. H. E. Wooding, Mr. and Mrs. G. T. Warneke, Mr. and Mrs. V. H. Wahlstadt, Mr. and Mrs. Henry Wolgamuth, Mr. and Mrs. D. E. Wilkes, Mr. and Mrs. H. N. Wannewetsch and Harry E. Wooding.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

MODERN SPECIAL DANCE ARRANGEMENTS, 75c. DR. PERRY, Bowling Green, Ky. x

AGENTS AND DISTRIBUTORS WANTED

A POST CARD STARTS YOU IN NEW SALES card business. Write ALBERT HAWKINS CO., 608 Pearl St., Sioux City, Ia. ja16x

AGENTS—STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. METALLIC LETTER CO., 439 N. Clark, Chicago. x

ATTENTION, SUBSCRIPTION SALESPERSON—Individuals or with crew. America's best Poultry Journal wants agent east of Mississippi River. Write for proposition. C. L. ROYSTER, 538 So. Clark St., Chicago, Ill. x

CARTOON BOOKLETS, PHOTOS—HOTTEST stuff. Generous samples, 25c; de luxe assortment, \$1.00. List 10c. None free. NOVELTY SALES CO., Guntersville, Ala. x

CURIOUS PHOTOGRAPHS—SENSATIONAL Circus Freaks, Japanese, Crime, French, Rarities, Chinese. Samples 25c. Elaborate assortments, \$1.00. Catalog 3c. Cartoons, Booklets, Readers, Sample 25c. DE LUXE SALES, Box 416, Oaklawn, Ill.

DEMONSTRATORS—NATIONAL ORGANIZATION operating successfully in leading departments and chain stores will be open for applications from dependable, aggressive, first-class hair curler demonstrators early in the year. Salary, commission and transportation. BOX C-155, Billboard, Cincinnati, O. ja9x

DISTRIBUTOR—DIXIE DANCE WAX. CLEANS as it waxes. Own your business; highly profitable. Thousands of prospects, anywhere there is dancing. Salesmen and coin machine operators investigate. DIXIE WAX CO., Evansville, Ind. ja9

EXPERIENCED SUBSCRIPTION MEN WANTED for rural work; attractive club national magazines; liberal proposition. PUBLISHER, 750 Shukert Bldg., Kansas City, Mo. ja30

PERFUME BUDS—SENSATIONAL STREET-men's seller. Cost 1c each; sell 5c; particulars free; samples 10c. MISSION, 2328 W. Pico, Los Angeles, Calif. fe6x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for complete details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, Dunellen, N. J. x

SALESBOARD OPERATORS—\$15.00 PACKARD Electric Razor free. Send 25c for sales card. HOUTZER NOVELTY, 917 McDonald St., Elkhart, Ind.

SELL SOCIAL SECURITY PAYROLL RECORDS. Our men making up to \$20.00 daily. Send 20c for 162-page Sample Book. Every employer must have. Exclusive territory to go-getter. WIER THE PRINTER, 3310 Third Avenue, New York City.

WHERE TO BUY AT WHOLESALE 500,000 ARTICLES. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. fe6x

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCODILES. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$6.00; eight large, attractive, assorted Snakes, \$10.00. ROSS ALLEN, Sliver Springs, Fla. Wire via Ocala. ja30x

AVAILABLE—SUN BEAR CUB, HIMALAYAN Bear Cubs, Jaguar, African Lion Cubs. Monkeys, Cinnamon Blackface Ringtails, Lion Heads, Campbell, Drill, Rhesus, etc. Dogs, pedigreed, Great Danes, Dobermans, French Poodles, Pinchers, Dachsunde, Baseball Donkeys, Birds, Reptiles, etc. LINDEMAN, 63 West Eleventh, New York City.

PAIR SILVER DAPLED THIRTY-EIGHT-INCH Stallions, white manes, tails, coming four and five, sound, beautiful, \$100 each. ART BUGG, Macomb, Ill.

PLENTY SNAKES, ARMADILLOS, ALLIGATORS, Coati Mundis, Ringtail Cats, Ocelots, Wild Cats, African Lions, Monkeys, Peafowl, Parakeets. OTTO MARTIN LOCKE, New Braunfels, Tex.

BUSINESS OPPORTUNITIES

GOOD PROFITS WITH OBODRENE, LIQUID Perfumed Deodorizing Spray. Guaranteed sales. Free key chain with full size sample 25c. WOODLING, B-127 S. Jefferson, Allentown, Pa.

BIG PROFITS—SMALL INVESTMENT. MAKE finest Face and Hand Lotion. Genuine French formula; skin protector. Full instructions to start business. Mail money order \$1.00. PACIFIC BIASCO, Cotton Exchange Bldg., Los Angeles, Calif.

SELL BY MAIL! BOOKS, NOVELTIES! Bargains! Christmas sellers! Display Signs! Big Profits! Particulars Free. F. ELFCO, 438 N. Wells, Chicago. tfnx

WE COLLECT ACCOUNTS, NOTES, CLAIMS everywhere United States. Established thirty years. No charges unless collected. MAY'S COLLECTION AGENCY, Somerset, Ky. ja16x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

ALL TYPES DIGGER MACHINES FOR SALE. very cheap. Novelty Merchantmen, Electro-Hoists. EXHIBIT NOVELTY CO., 1123 Broadway, New York. ja16

BANK NITE, \$20.00; FIFTY GRAND, \$12.00; Top Hat, \$9.00; Tackle, Scrimmage, Champs, \$8.00; Ball Fan, Shoot the Chutes, \$6.00; Gold Medal, \$5.00; Drop Kick, Manhattan, \$4.00. 1/3 cash with order. SUN SALES COMPANY, 949 Lincoln Park Drive, Cincinnati, O. ja16x

BARGAINS—5c MILLS FUTURITYS, \$65.00; 1c Mills Blue Fronts, \$30.00; 1c Mills F. O. K. Venders, \$12.50; 1c Mills Gold Award, \$20.00; Bally Golden Harvest, \$20.00; Bally Prospector, \$15.00. 1/3 cash. H. LUBMAN, 110 W. Bank St., Petersburg, Va.

BARGAINS, LIKE NEW—10 TURF CHAMPS, \$65.00 each; 3 Rays Track, \$300.00 each; 100 Counter Games; many other bargains. 1/3 deposit. PETTIT NOVELTY CO., Emmetsburg, Ia.

BARGAINS—RECONDITIONED, SLIGHTLY used, ready to go on location: Ten Grands, \$30.00; Pamco Palookas, Sr., \$40.00; Traffics, Cash Payout, \$15.00; Bally Rolls, \$75.00; Roll-ettes (2 weeks old), \$125.00; Jumbos, \$20.00; Pace Races, Black Cabinet, like new, \$215.00; Exhibit Ticket Games, \$12.50. Orders must be accompanied by 1/3 deposit. HURRY! Get yours, they won't last long at these prices. WIMBERLEY AMUSEMENT, 325 Dougan, Blytheville, Ark.

BUCKLEY DIGGERS—3 DE LUXE, \$65.00 EACH; 5 Standard, \$50.00 each; 1 Mutoscope, \$50.00; 3 Model F Iron Claws, \$25.00 each; \$550.00 cash for lot. 1/3 cash, balance C. O. D. OAKDALE SALES CO., 2901 North Clark St., Chicago, Ill.

DAILY DOUBLE, SR., \$15.00; PROSPECTOR, \$15.00; Exhibit Play Ball, \$15.00; Mills Nickel Silent Double Jackpot Escalator, \$35.00. A. BERMAN, 29 W. Daniels St., Cincinnati, O.

DAILY RACES, \$26.00; TEN GRAND, \$29.00; Pearl Harbor, \$7.00; Rocket, \$5.00. 1/3 deposit. BRINK VENDING CO., 14901 Wood St., Harvey, Ill.

FIFTY-TWO WURLITZERS P-12, \$149.50; Paces Races, reconditioned, good as new, \$195.00 to \$295.00; Challengers, \$50.00; Multiples, \$52.50. One-third deposit required. UNITED AMUSEMENT CO., 3411 Main St., Kansas City, Mo.

FOUR SLIGHTLY USED MILLS DANCE MASTERS, one hundred each; original shipping cases. EDWARDS, 2003 Pender Ave., Wilmington, N. C.

JANUARY CLEARANCE—MILLS SILENTS, Futuritys, Blue Fronts, Goldens, Extraordinarys, War Eagles, F. O. K. Venders, Skyscrapers, Lionheads rebuilt, Hollywood, \$60.00; Monte Carlo, \$70.00; Credit, \$70.00; Alamo, \$79.50; original boxes. Mills F. O. K. Single Jackpots accepted in exchange during January. COLEMAN NOVELTY, Rockford, Ill.

MILLS 1c JACKPOT ESCALATOR GOLDEN Bell, \$30; Pace 25c Double Jackpot Bell, \$35; Caille 5c Blue Enamel Jackpot, \$25; Caille 1c Red Enamel Jackpot, \$25; Pace 5c Bantam Jackpot, \$20; Caille 5c Brand New Cadet, yellow finish, \$55; Ten 5c Seeburg Selective Senior Audiophone Phonographs, perfect, \$60. Terms, half cash, balance C. O. D. JOHN RIFLE, JR., Canton, O. ja23x

PACES RACES, BLACK CABINET, SERIAL NO. 2117, perfect throughout, \$200.00; ship subject to inspection. A. BERMAN, 29 W. Daniels St., Cincinnati, O.

PHONOGRAPHS—1936 ROCK-OLA, REGULAR \$175. 1/3 cash with order. SUN SALES CO., 949 Lincoln Park Drive, Cincinnati, O. ja16

READY TO GO ON LOCATIONS—SPORTSMAN, \$5.00; Put and Take, \$6.50; Treasure Ship, \$7.50; Carioca, \$8.50; Trojan, \$18.00; Stoner's Turf Champs, \$72.00; Reel 21, \$10.00; Daily Limit, Wheel of Fortune, Pinch Hitter, Sunshine Derby, Ballys Jumbo, Pamco Red Sails, Rainbow, Pamco Parley, \$30.00; Stampede, Baffle Ball, \$15.00; Pamco Bell, Pamco Saratoga, Palooka Jr., Bally Multiple, \$45.00; Sunshine Baseball, Multiplay, \$40.00. 1/3 with order. DIEDRICK SUPPLY, Chaska, Minn.

REEL 21, \$8.00; MILLS SCALE, \$25.00; Watling Small Scale, \$35.00; Punchette, \$6.00; High Stakes, \$14.00; Gum, 15c Box, Records, 10c each. O'BRIEN, 89 Thames, Newport, R. I.

SEEBURG 1936 SELECTOPHONE PHONOGRAPHS, red or green finish, \$160.00. 1/3 cash with order. SUN SALES COMPANY, 949 Lincoln Park Drive, Cincinnati, O. ja16

THREE MILLS SELECTIVE DANCEMASTER Phonographs, \$110.00 each; U-Need-A-Pak Cigarette Machines with match columns, 144 pack capacity, \$27.50 each. U. S. DISTRIBUTING CO., 151 Rhode Island Ave., East Orange, N. J.

TROJAN (ONE OR FIVE BALL), \$14.50; COCK-tail Hour, Big Five Jr. or Sr., Golden Harvest, Main Street, \$22.50; Bally Rambler, Ticket or Cash Payout, like new, \$27.50; Sky High, Check Separator, \$34.50; Ticket Model, \$39.50. 1/3 cash with order. BEN ROLLINS, 1960 Court, Memphis, Tenn.

VICTORIA DOUBLE JACKPOT VENDERS, \$27.50; 1,000 Slot Machines, \$7.50 up; Handles, Clocks, Locks, Parts, all kinds. COLEMAN NOVELTY, Rockford, Ill.

WANTED—RADIO RIFLES OPERATED BY film. Must be in good condition and cheap for cash. BOX 228, Billboard, Chicago, Ill.

WANTED FOR CASH—USED LATE MODEL Flickers. Also Genco's Bank Roll Bowling Machines. State price. BOX 751, Billboard, 1564 Broadway, New York City.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBODY, 1826 East Main St., Rochester, N. Y. ja9

WILL BUY OR SELL LITE-A-LINES OF ALL types. AMUSEMENT NOVELTY SUPPLY CO., Elmira, N. Y. ja9x

COSTUMES, UNIFORMS, WARDROBE

MUSICIANS MESS JACKETS, ASSORTED colors, \$2.00; Sashes, \$1.00; Tuxedos, \$10.00; Beautiful Sateen Cyke, 20x40, with Legs, \$25.00. WALLACE, 2416 North Halsted, Chicago.

FORMULAS

ANYTHING ANALYZED—DUPLICATION guaranteed. New process for tenderizing meats, \$5.00. Formulas for all classes of products. ASSOCIATED CHEMISTS, Indianapolis, Ind.

EXPERT ANALYSIS; RESEARCH; INDUSTRIAL development; newest guaranteed formulas. Biggest catalog free. Special prices, leads. GIBSON LABORATORY, Chemists, BH-1142 Sunny-side, Chicago. x

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. H. BELFORD, 4042 N. Keeler, Chicago.

FORMULAS—GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalog free. KEMICO LABS., 65 Parkridge, Ill. x

FOR SALE—SECOND-HAND GOODS

AEROPLANE GAMES, MERCHANDISE SPINDLE, good as new, priced to sell. Address APT. 1, S22 Merchant St., Emporia, Kan.

CORN POPPERS, GASOLINE, ALL-ELECTRICS, geared 12-quart kettles, crispette outfit, caramel corn equipment. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. fe20x

FOR SALE—SECOND-HAND SHOW PROPERTY

EIGHT-CAR WHIP FOR SALE AT A BARGAIN—AL C. HANSEN SHOWS, Box 1343, New Orleans, La.

ONE COMPLETE BALL GAME—EXTRA Bottles, Cats, Kids, Tenpins, Buckets, Logs, Stock, Trunks. LAMANCE, 782 Marion Avenue, S. E., Atlanta, Ga.

PARKER MERRY-GO-ROUND HORSES, TANG-ley Calliophone, Wurlitzer Organ, No one twenty-five. Don't write unless you mean business. WAYNE HALE, Lenox, Ia.

PICTURES FOR EXHIBITS, NATURAL COLORS, size 12x16", mounted, set of thirty, subjects, internal and productive organs and others, male and female. Price \$25.00. PATRICK MURPHY, 1313 So. 7th, St. Louis, Mo.

5-ABREAST JUMPING HORSE CARROUSEL, finest of its kind. Also Bruder Organ and Whip, completely reupholstered, A-1 condition. Reasonable down payment. BOX 752, Billboard, 1564 Broadway, New York City.

HELP WANTED

AGENT WITH CAR FOR SMALL MAGIC SHOW, must know the South, real proposition to right party. MAGICIAN, Box NY-70, care Billboard, New York.

CAPABLE AGENT FOR FULL EVENING MYSTERY Show. Schools, auditoriums, auspices, etc. Sampson, Little, Bennet, contact me. BOX 750, Billboard, 1564 Broadway, New York City.

CONCERT VIOLINIST DOUBLING ALTO SAXOPHONE, Clarinet, Baritone or Trumpet. Four months' location. Write ORCHESTRA, Box 1126, Pinehurst, N. C.

EGYPTIAN TEA ROOM, 617 FOURTH, LOUISVILLE, Ky., has opening for No. 1 Reader. One capable of giving private readings and floor demonstration.

MAGICIAN DOUBLING SOME INSTRUMENT for orchestra work; also strong First Alto Saxophonist. Give full particulars, references, etc. BOX C-159, Billboard, Cincinnati, O.

MIDGET OR SMALL ACROBAT WHO CAN DO comedy for standard act. Address BOX 229, Billboard, Chicago, Ill.

MUSICIANS FOR YEAR-ROUND INDOOR circus. Piano, Trumpets, Trombone, Reeds. Write BAND LEADER, 320 Texas St., El Paso, Tex.

WANTED IMMEDIATELY—PIANO AND ALTO Sax for name band. Submit complete details. BOX C-159, Billboard, Cincinnati, O.

WANTED AGENT WITH CAR TO BOOK A-1 Animal Show in schools, theatres, parks. Percentage only. BIBLES ANIMAL CIRCUS, Harvey, Ill.

WANTED GIRL MUSICIANS, ALL INSTRUMENTS, to augment organized girl band. Give full description. Write GIRL BAND, care Fred Dexter, 610 State St., Madison, Wis.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ja23

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. ja23x

PUNCH AND JUDY, VENTRILOQUIAL AND Marionette Figures, hand carved wood heads, none better. Lists free. PINXY, 64 West Erie, Chicago.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photostrip Outfit, 1 1/2 x 2, or 2 1/2 x 3 1/4, complete \$140.00. WABASH PHOTO SUPPLY, Terre Haute, Ind. ja9

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. ja9x

BARBECUES—INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. PEERLESS STOVE & MFG. CO., INC., Columbus, O.

PHOTOGRAPHIC LOBBY DISPLAYS, BLOW-ups, from 8x10 to life size, for side-show acts, vaudeville. Everything theatrical. Write for lowest prices. SELLERS THEATRICAL ENLARGING STUDIO, 130 Holly St., New Bedford, Mass.

ROLL DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. ja16x

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. x

WE SUCCESSFULLY SELL INVENTIONS—Patented and unpatented. Write for proof and tell us what you have for sale. **CHARTERED INSTITUTE OF AMERICAN INVENTORS**, Dept. 18, Washington, D. C.

M. P. ACCESORIES & FILMS

TALKING PICTURES FOR SALE—WESTERNS, Comedies, Features; perfect condition prints. Send stamp for list. **FINLEYS FILM EXCHANGE**, Norfolk, Ark.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. ja23

16 MM. ART FILMS EXCHANGED—NEW ISSUES added when released. Give us a trial. **BALD MOUNTAIN EXCHANGE**, Dept. B, Somers, Conn.

PERSONALS

JOHN H. EICHENANO IS VERY SICK—Sister, please come home at once. Don't wait to write. Your sister, **MRS. J. O. BRATTIN**.

\$100, \$200, \$500, \$1,000 EACH AND EVEN \$5,000 cash will be paid for certain old books! We buy thousands of dollars worth annually. We also pay big cash prices for certain old magazines, letters, newspapers. Books even recent as 1931 wanted. A single school book, story book, old Bible, travel book, poetry book, etc., in your home may bring you \$10, \$50, \$100 or more in cash. Send 10c for latest list of books wanted. Act now! **AMERICAN BOOK MART**, 140 S. Dearborn, Dept. 119, Chicago.

SALESMEN WANTED

IMMEDIATE OPENINGS FOR AMBITIOUS men. Wear, introduce Fairbanks Tailored-To-Measure Clothes, make up to \$10 in a day. Experience unnecessary; free suit offer; low prices; quick sales; free outfit; permanent. **FAIRBANKS COMPANY**, 2254-A, Wabansia, Chicago.

SELL NOTHING; \$95.00 WEEKLY—\$500,000 salesboard firm announces new, no investment plan. Season starting. Hurry! **K. & S. COMPANY**, Dept. C-312, 4329 Ravenswood, Chicago.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. ja16

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SHELL SCENIC STUDIO**, Columbus, O.

FOR A BANNER SEASON ORDER CIRCUS side show and carnival banners from **NIE-MAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. ja16

WORLD'S BEST BANNER PAINTERS—BEAUTIFUL, artistic and durable side-show banners. Prompt, reliable service. **ROSS-HILL STUDIO**, Cumberland Center, Me. ja16

THEATRICAL PRINTING

DISTINCTIVE—125 2-COLOR LETTERHEADS, 100 Envelopes, \$1.89; 250 each, \$3.19; embossed, \$2.39-\$4.29; cash, delivered. **SOLLIDAYS**, since 1897, Knox, Ind.

PRESIDENT'S BALL—SPECIAL DESIGN window card, illustrated, three colors, completely imprinted, \$3.00 hundred; \$5.00 two hundred. **TRIBUNE PRESS**, Fowler, Ind.

100 CIRCULARS MAILED AND A BIG MAIL sent you all for a dime (coin). **WHITE MAILING SERVICE**, Flat River, Mo. ja9

Show Family Album



HERE YOU SEE Manager Harry R. Polack and members of the staff of the World at Home Shows as they appeared in September, 1918, when an influenza epidemic caused a layoff of two weeks at Greensboro, N. C. The World at Home was one of the leading 25-car carnivals in those days. Left to right: Harry Bentum, who, it is believed, was then advance promoter; Harry R. Polack; Larry Boyd, special agent, and Bob Chambers, who was manager of the minstrel show. Polack and Boyd are dead, and Chambers is believed to be dead.

Many will recall this "flu" epidemic thruout the United States, and especially in the South, causing many shows to come to a standstill. Polack Bros.' 20 Big Shows, a 30-car carnival and "sister" of the World at Home, after making a three-way railroad move into Richmond, Va., were all set up on the Virginia State Fair grounds at noon on Monday when that fair was called off. The epidemic was one of the greatest blows outdoor show business ever experienced.

The Billboard aims to have the "Show Family Album" appear as a weekly feature and invites its readers to submit old-time photos for inclusion therein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

200 14x42 OR 21x28 HALF SHEETS, \$8; DATE Changes, 25c each. 25% deposit with order. **DOC ANGEL**, Ex-Trouper, Leavittsburg, Ohio.

1,000 WATERMARKED BOND LETTERHEADS, 8 1/2 x 11, \$3.50, prepaid; 1,000 6 3/4 Envelopes, \$2.50; both \$5.50. **HILDEBRAND'S**, 4554 North Uber Street, Philadelphia, Pa.

WANTED TO BUY, LEASE OR RENT

WANTED TO BUY—PENNY ARCADE machines of all kinds. Full details and lowest prices. **WILL HORWITZ**, Houston, Tex. ja9

WANTED TO BUY—SET LAUGHING mirrors. State maker, condition and lowest price. **MCKEOWN**, 22 E. 14th St., Anderson, Ind.

HIGH CLASS Uniformed Dance and Hotel Orchestra after December twentieth, South preferred. Singers, Public-Address System. Address **ORCHESTRA LEADER**, Box 757, Hollywood, Fla. ja16

MODERN TEN-PIECE ORCHESTRA and exceptional Girl Singer available January sixteenth. Smooth, sweet and swing. Organized three years. Young, neat, reliable, union. Vocals, Novelities, Doubles, Specialties, Trio. Well uniformed. Three modern arrangers, complete library, amplifiers, racks, excellent transportation. Desire location. Best of references. Go anywhere. Now working eight weeks' engagement Hotel Ben Lomond and a regular feature over KLO, Ogden, Utah. Reliable Agents, Ballroom, Hotel and Club Managers. wire, write or phone **BUS WIDMER**, Hotel Ben Lomond, Ogden, Utah. ja16

OLD-TIME ORCHESTRA—Violin, Guitar, Piano, Guitar player doubling Second Violin, Cornet. We play old-time fox-trots, waltzes, songs, schottisches, quadrilles. Radio experience. Prefer to play for middle age class as they will appreciate. 6 nights a week. Location in Ohio, West Virginia, Kentucky, Indiana. State all. **ORCHESTRA LEADER**, Box 44, Millfield, O. ja9

6-PIECE CONTINENTAL Orchestra, consisting of Violin, Piano, Saxophone, Accordion, String Bass and Drums. Specialize Concert, Rhumbas, Tangos and Dance. **BILLY HOWARD**, care Billboard, 1564 Broadway, New York. ja9

AT LIBERTY COLORED PEOPLE

JOHNNIE WOODARDS, World's Greatest Colored Piano-Accordionist, 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.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—ELEPHANT TRAINER, TWENTY- five years' experience. **ARCHIE DUNLAP**, Box 311, Newberry, Mich.

AT LIBERTY—MERRY-GO-ROUND FOREMAN, 14 years' experience, keep organ in repair, am good scenic artist, sober, reliable. **L. E. QUINLAN**, 52 Third Ave., Ottawa, Ont.

MUG MAN WOULD LIKE TO HEAR FROM circus managers. Want to book with if some good circus. What is your best deal if I furnish transportation? **M. BRANNER**, 1114 Hawthorn Ave., Minneapolis, Minn.

AT LIBERTY—First-class Half-and-Half, Annex Attraction Museum, Carnival, etc. Work percentage. South preferred for the winter. Join at once. Address P. O. BOX 77, New Bedford, Mass.

NOW CONTRACTING for 1937 Season—First-class Annex Attraction, Double Sex Enigma. An attraction with box-office results. Managers of first-class Side Shows, ones that get the people on the inside, communicate at once. All offers considered. Tell all first letter. Best terms and what you furnish, etc. First time at liberty in two years. Reason for this ad, closed former contract for other business outside of the profession. If you want to give your audience the best for the money they pay, then turn them out on the midway talking, that will bring back box-office returns. Mondu, the European sensation, will bring results. Mondu extends New Year wishes to friends and everyone that knows her, and invites your correspondence. Wishing Managers of former bookings a Happy New Year and success for season 1937. European Tours and U. S. offers invited. Always open to talk over new plans and ideas for better business. Address all communications to **SCIENTIFIC DISCOVERIES**, P. O. Box 77, New Bedford, Mass.

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS TEAM—Maree, 26, 5 ft. 5 in., 110 lbs. Anything cast. Mac, 40, 5 ft 10 in, 150 lbs. Heavies, Characters, Tobies, Bass in Male Quartet or Trio. Alto Sax. Single and Double Specialties. Ability, experience, looks, personality, wardrobe, steady, car, congenial, dependable. **MAO AND MARIE MACDONALD**, Ozark, Ark.

HEAVIES, or General Business, including some Leads, but no Specialties. Thirteen years' experience. Age 32; 5 ft. 10; weight 175. Wire or write **BOB ROBINSON**, care General Delivery, McCamey, Tex.

YOUNG ACTOR, 22, would like to join dramatic group. Experienced Stage Manager; salary not important; want experience. **BOX 749**, care Billboard, 1564 Broadway, New York.

AT LIBERTY MAGICIANS

MAGICIAN AND ILLUSIONIST—THREE people, two men, one lady. Will consider good booking agent with car who can produce. Act plays night clubs, auditoriums, free acts and theaters. A-1 wardrobe and apparatus. Cause of ad unreliable agent. No booze in act and will not tolerate. Will also consider unit job. No panic or layoff unit. Best of reference. For information write **PRINCE OF MYSTERY**, 6116 Evans Ave., Chicago, Ill.

AT LIBERTY MISCELLANEOUS

ARTIST, MAKER OF NEON SIGNS AND DIS- plays, at liberty. Reliable connections. Address **BOX 5102**, Indianapolis, Ind.

HANDWRITING ANALYST — EXPERIENCED, available to go to Florida. Theatres or other amusement centers. **ETHEL ARNOLD**, care Billboard, 1564 Broadway, New York City.

RADIO ANNOUNCER, Program Director, Continuity Writer. New York experience. Will consider local or out-of-town station. **M. SMITH**, care Billboard, 1564 Broadway, New York.

AT LIBERTY MUSICIANS

JOHN BRIOLA ORCHE- tra and Band Conductor, also Instructor and theatre experience, at liberty. 1619 Omohundro Ave., Norfolk, Va.

TRUMPET — PLENTY EX- perience, young, union, sober. Read, fake and swing. Location preferred. Some vocal. Write or wire. **JOHNNY O'KEEFE**, North Syracuse Hotel, North Syracuse, N. Y.

AT LIBERTY—CORNETIST. EXPERIENCED in hotel, theatre, dance, vaude. Bettie Ross, Rita Mario, Caroline Benereu, Laura Bergan, write or wire. **NORINE WANTLING**, Limestone, N. Y.

ONE WELL-EXPERIENCED DRUMMER desires change. Location preferred. Also Trumpet, man from same band. Both young and reliable. On week's notice. **PETE PETERSON**, Drums; **DICK STONER**, Trumpet, Antigo Hotel, Antigo, Wis. x

SWING BASS FIDDLE, CAN DOUBLE OTHER instruments. Union, reliable. Dance Stage experience. State all. Prefer southern location. **BOX C-164**, Billboard, Cincinnati.

TENOR SAXOPHONIST - ARRANGER — NEW York tone, fine technique, exceptional Flute, Clarinet, some Violin, possible vocal. Sight read, interpret sweet or swing, get off, schooled, solid musicianship. Radio, stage and ballroom experience. Union, age 22, height 6' 2", weight 185, impressive appearance. Location only. Available in two weeks. **HOWARD M. LORENTZEN**, 1039 3d Ave., S. E., Cedar Rapids, Ia.

VIOLINIST AT LIBERTY, CONCERT OR DANCE. South preferred. **BOX C-163**, Billboard, Cincinnati, O.

VIOLINIST AT LIBERTY — CONCERT OR dance; South preferred. **BOX C-158**, Billboard, Cincinnati, O.

AFTER JANUARY 10—Rhythm Drummer and Sousaphone, doubling String Bass. Both sing, entertain, read anything. Cut first rehearsal or out. Together or separate. Ages 26-27. Good appearance and absolutely dependable. Reliable propositions anywhere considered. Panics lay off. **BOX C-161**, Billboard, Cincinnati, O.

SECOND TRUMPET—Modern ride, tone, range, vocals, some arranging. Young. Prefer bands playing location South. Consider others. Ticket necessary. **BOX C-157**, Billboard, Cincinnati, O.

TENOR SAX double Clarinet and some Baritone Vocal. Read, transpose, tone and fake. Age 23, single and sober. Transpose alto parts. East preferred and must pay off. **BILL HESSE**, 4 Dorsey St., Saranac Lake, N. Y.

TROMBONE—Instructor, Director, A-1 Arranger. 22 years' experience. Sober, reliable, references. Prefer location in the South. Would troupe. **ROBERT VAN SICKLE**, La Belle, Mo. ja30

(See CLASSIFIED ADS on page 61)

At Liberty Advertisements

66 WORD, CASH (First Line Large Black Type). **2c WORD, CASH** (First Line and Name Black Type). **1c WORD, CASH** (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT—Will guarantee consecutive bookings at top money to outstanding attraction or organized Unit suitable Theatres or better Night Clubs. Acquainted all territories, especially South. Work percentage only. Experienced, sober, reliable. Have car. For quick action address **B. A. LEWIS**, Navarre Hotel, Toledo, O.

AT LIBERTY BANDS AND ORCHESTRAS

JOHN BRIOLA AND HIS 20- Piece Concert and Dance Orchestra at liberty. 1619 Omohundro Ave., Norfolk, Va.

FINE, WELL REHEARSED FOUR OR FIVE- Piece Band wishes to change location. On week's notice. Write "LEADER," Antigo Hotel, Antigo, Wis.

SIX-PIECE BAND DESIRES FLORIDA LOCA- tion—Three Saxes, Trumpet, Piano, Drums. Commercial style that clicks with the public. **ORCHESTRA LEADER**, Box 806, Blytheville, Ark.

ATTENTION, Nite Club or Ballroom Managers—Four to ten-piece Swing Band. Doubles Vocalists, Complete Library, all essentials. Can open immediately. Wire, write **ORCHESTRA**, 118 6th St., Fond du Lac, Wis.

DON PHILLIPS'S 11-Piece Radio Swing Orchestra, at liberty. Carry either young man or girl vocalist. Five Vocalists in Band. Feature Special Arrangements, lots of Vocals, Piano Trio, many Doubles, One-Man Band Act, Ensemble Singing, Swing Music, Novelities, Amplifier, complete Library. Latest equipment, smart uniforms. A-1 references, photos. Union. Attention Hotels, Managers, Bookers and Summer Resorts. Address, phone or wire **DON PHILLIPS**, 801 S. Chestnut St., Seymour, Ind. ja23

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

1937 To See Continued Demand For All Types Electrical Goods

Demand for all types of electrical goods, the responsible for new sales peaks in 1936, is expected to continue undiminished in 1937, according to a survey of this trade by Dun & Bradstreet, Inc., made late in December.

"Utilities have prepared expansive programs for next year," said the credit organization's statement. "Several major systems plan to spend 30 per cent to 100 per cent more in 1937 than they did this year, when a total outlay of \$300,000,000 was recorded."

In no year since 1929 have manufacturers been forced to jump their schedules by such a wide margin from month

to month, and a heavy backlog of unfinished orders is being carried over January 1, the survey reported.

Distribution by wholesalers of electrical supplies and appliances has forged ahead so rapidly since spring that volume for the 10 months of the current year ranged from 30 to 55 per cent more than in 1935. When the fall buying season was at its height gains ran as high as 75 per cent.

Toasters, grills, irons, lamps, refrigerators, washing machines, stoves and other labor-saving devices were among the leaders. Retailers show increases almost as large as those of wholesalers, with the better grade goods in strong demand.

Christmas Shopping In Higher Brackets

PHILADELPHIA, Jan. 2.—Philadelphia trading area reported the best Christmas sales period of the recovery period. Holiday business was far ahead of 1935, and some establishments reported trade this year the best in their history. Most notable trend was that luxuries were favored in the new yule spirit. Low-price counters for the most part were ignored and the shopping crowds bought quality gifts. Aided by more jobs, pay increases, Christmas bonuses and a rampant spirit of giving, everybody agreed that trade donned white whiskers and red suit in a bigger way than any time since the crash.

Department stores, variety and chain stores and shops report a 10 to 20 per cent increase. While it did not come up to the lavish spending of 1928 and '29, they admit that they've seen nothing any better since that date.

Last year the boy friend bought rhinestone jewelry, for which he paid \$1 or \$1.95. This year he was over at the \$4.95 to \$9.95 costume jewelry counter. Whereas hubby bought a \$5.95 bathrobe, this year he was in the negligee class; not looking at the \$5.95 stuff, but over with the satin and velvet things, price range from \$10.95 up. This was a hot year for handbags, but not the \$2.95 quality. This year the favorite (See *Christmas Shopping* opposite page)

Auto Accessories Favored In Heavy Midwinter Buying

One class of goods which the merchandise industry is coming to depend upon more and more confidently during the winter season is the auto accessories group.

Four items are proving most popular this year on the accessory list—heaters, radios, spotlights and robes have come into increasing favor as Christmas gifts, with the result that sales during December were greater than in many seasons. Business in these items has been especially amazing to the industry, and undoubtedly Christmas shoppers supplied some of the impetus.

Premium purchasers in increasing numbers are featuring displays of these items this season, as memories of last winter's severe weather have been an influencing factor in accelerating demand particularly for heaters and robes. The latter two items are said to be moving almost twice as rapidly as in the preceding year.

WASHINGTON, Jan. 2.— Wholesale distribution of electrical supplies in the first 10 months of 1936 was the largest for the past six years, with the outlook for 1937 pointing to increased expansion over last year. Wholesale figures for the accounted period are 30 to 55 per cent above 1935 levels. Estimates now put 1936's wholesale totals at about 40 per cent above 1935, when the aggregate was \$16,287,000,000. Retailers showed increases almost as large as wholesalers.

1936 Winds Up in Rush of Activity

Booming holiday trade was the outstanding feature of the final stretch of the 1936 recovery race. Belated Christmas shoppers thronged stores from Coast to Coast in the biggest buying surge since 1930. From leading trade centers came reports that buying was particularly heavy in the gift, luxury and semi-luxury, heavy goods and household goods lines. It was estimated that volume for the entire holiday season approached a gain of 18 to 25 per cent above the 1935 figures. Bolstering the nation's purse for this tremendous holiday buying splurge was a bountiful rain of dividend and bonus checks upon workers and shareholders.

Child Psychology Now Plays Important Part in Toy Industry

PHILADELPHIA, Jan. 2.— Now that the Christmas rush in the toy industry is over, Dr. Blake Crider, head of the psychology department at Fenn College, Cleveland, has prepared a scientific chart that promises to reduce the buying problems of merchandisers and customers alike. The secret, he says, lies in being sure that the toys fit the age of the child. Dr. Crider, an educational toy consultant, has made up his list to meet all requirements.

"Fashions in toys this year," he said, "featured creative lines—beads with which to make belts, watch fobs, handbags, metal-working sets for turning out

bookends, leather-working sets, electric needles to make designs on wood and finger-painting sets. Psychologically, these things mean a sense of accomplishment, the creating of something new and original and useful. Perhaps even more than adults, a child gets satisfaction and mental stimulation from creating."

For selecting gifts for the child Dr. Crider offers the following scientific hints: Babies up to six months like bright colors and pleasing sounds and things that are soft; suggesting a big red balloon or brightly colored doll tied (See *Child Psychology* opposite page)

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

SOME time ago I mentioned the possibility of developing a new outlet for carnival merchandise thru the winter sports events. It appears that the suggestion is bringing earlier results than I had expected. A number of sport carnivals are scheduled in the northern section of the nation, with New England and Northern New York apparently leading the procession. These are real sport events, and skiing, bob sleighing, skating and other sports will be the main attraction. Large crowds will collect, and it is up to the carnival trade to build them up for its purposes. The suggestion should come from responsible business men in the fair and carnival trade. Some sort of co-operative financial support may be necessary to develop them in the right direction. We will have to keep in mind that these first efforts will be purely experimental. The trade must learn first how to handle these affairs.

In Europe, where ice carnivals are fairly frequent, these events are on a very ambitious scale. In the winter resorts they take a more or less permanent character. Merchandising is done thru local stores, but booths are set up during the high spots of the season. The Swiss seem to have been most successful in running that sort of a show, but the Germans are going them a close second. The smaller affairs generally are closer to the fair picture as we know it in the United States. However, the decorative scheme is often superior. The winter note, of course, predominates. Booths are decorated with artificial icicles and evergreen trees. Sometimes the decoration is left to the discretion of the booth holder. More often an expert decorative artist is employed to design the setting. Almost any kind of merchandise is sold. Souvenirs, of course, take the lead and sporting articles. Local merchants often rent booths for these occasions, and practically every leading local caterer is represented with some sort of a refreshment stand. The management of these carnivals is generally in the hands of the local authorities, who make quite a little money out of them. Care is taken to keep an equitable balance between the interests of the local merchants and the professional fair and carnival operators who specialize in winter sport pitches and go from place to place, according to snow conditions. There is no doubt that a similar setup could be created in this country. The whole thing really only waits for a far-sighted promoter who is not afraid of snow and cold weather.

My opinion is that the snow resort is the coming thing in American winter activities and that it will draw a more numerous and more quickly changing crowd than the Southern resorts. A good indication of what is going on is given by the enormous business done by department stores and men's clothing stores in winter sports wear and winter sport articles.

And while I am on the subject of sport carnivals: What has been done about the commercial development of the summer sport carnivals? Surely the amusement parks cannot absorb all the summer carnival trade that exists in this country. There must be hundreds and hundreds of carnival operators who will be available for sport events during the summer and who would be only too willing to support these affairs when properly managed. They are an excellent medium to advertise summer resorts and there are plenty of athletes that would go to them. Where is the genius who can turn all this latent purchasing power into ready cash for the carnival trade?

Biz Forecast Bright for '37

Wholesale supply firms generally seem to be of the opinion that 1937 will be a banner year, with not a little difficulty in meeting the demand of the buying public for new and novel items, attractively presented to them at all seasons of the year. With a continuation of the rise in national income, so well under way in 1936, the American citizen will be more gift-minded and novelty-conscious than ever. Probably the best indicator of coming business is the steady flow of orders for goods of every type that keep on coming even after the Christmas season. With birthdays, anniversaries, St. Valentine's Day, weddings, graduations and many other calendar holidays during the year, gift items are expected to constitute one of the fastest moving lines in 1937.

Another branch of the industry, the premium and prize merchandise division, is likewise preparing for an active year, with buyers of wholesale supply firms on the alert for the latest the markets have to offer in the way of trade-getting items and business stimulators. The success of this field during the past year is expected to bring out many new ideas in the way of items for the trade. In fact, many expert designers and craftsmen are lending their assistance to increase the eye-appeal and usefulness of the many items now offered to the trade. Household specialties, toys and novelties are expected to be a wide-open field for new ideas and designs, with electrical specialties and novelties in increasing demand.

The launching of the new year brings with it a new outlook, a fresh opportunity, with greater possibilities in every line, and it is the general belief of leaders in the wholesale merchandise industry that 1937 will be the best year since that golden 1929—if not better.

Interesting Exhibit Of Potter's Craft

CAMDEN, N. J., Jan. 2.—It is not often that an artisan whose handicraft at jugs, vases and bowls for the midway at fairs and carnivals is called upon to do a bit of entertaining on his own. Playing with mud for 47 years has given Edwin M. Dill's hand such skill that he entertained more than 1,100 pupils and parents at the Haddonfield High School as he handled great chunks of clay on his potter's wheel. Before this unique show was over he had made a gallon jug, a quart jar, a vase, a bowl and a centerpiece, each being a lump of clay when he put them on the steel plate and began whirling them.

Dill reminded the audience that the first pottery in the United States was founded in 1684 in Burlington, near here, making use of clay deposits there. As Dill talked he worked, telling of his own interest starting at the age of 14 when he began his apprenticeship, which lasted seven years. The first four years he learned only how to handle the clay and to care for the finished pottery. The last three years he was allowed to actually manufacture as he became a master potter.

Everything is done by rule of thumb and guesswork in pottery-making, Dill said. No rules or scales or measures are used. The thickness of the material is determined by the feel to the potter's hand, which is thrust inside the jar or jug while it is being molded. He demonstrated how accurately the senses could judge of weights and measurements. As he talked a great piece of clay spinning on an axis with his hand inside it began to take the shape of what he was making. His potter's bench and wheel is driven by foot power and makes him look like a one-legged bicycle rider. On (See *Interesting Exhibit* opposite page)

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.

Combo Salt-Pepper Shaker

Twin Shakers, Inc., manufacturer of glassware, dishes, etc., is now specializing on a novelty twin pepper and salt shaker. The two shakers are combined with a partition between, the perforated openings to pour the salt or pepper are on the side of the shaker rather than on the top as is usual. This arrangement is for the purpose of preventing water entering the shaker and for greater ease in pouring. The twin shaker is three inches in height and two and one half inches in diameter. It is manufactured in five or six attractive colors and comes in porcelain, bakelite and glass. Full production will be started January 15.

200-Year Calendar

A useful new novelty item is being marketed by the Perpetual Calendar Company under the name of the Multi-Year Calendar. Because of its mechanical nature the calendar is a patented article. It is a flat calendar, about three by five inches, coming in a range of five colors—green, canary, cherry, blue and orange.

It covers a range of years from 1934 to 1941. A second form of the calendar is also available in a 200-year calendar from 1800 to 2000 A. D. Advertising may be placed upon the front of the calendar, and if the 200-year form is not desired practically the entire back may be used for advertising purposes. Calendar is made of durable Bristol, with the printing varnished over to preserve it. It is useful as a pocket calendar or as a desk type and a slotted portion may be cut back to serve as an upright desk calendar.

20-in-1 Kitchen Necessity

There are many multiple-use kitchen tools on the market, but few that match the wide utility and instant appeal of the new 20-in-1 kitchen necessity being offered to the direct-selling trade by the New Method Manufacturing Company. Sturdily made, with wire handle, and resembles a flexible ladle formed of heavy spiraled wire. Attractively priced, it is said to offer the agent a very nice profit.

New Faster Cleaner

A new all-purpose cleaner that not only does the cleaning quicker and better than ever before but makes snappy, convincing demonstrations by the agent easy has recently been introduced to the trade by a leading household specialty firm. A secret formula enables this cleaner to quickly clean windows, windshields, porcelain fixtures, metalware, silverware and other articles that become soiled and tarnished. Only enough water to wet the convenient pad is needed; then a few quick rubs and the cleaning is done. Initial acceptance is reported to be great by motorists and housewives, in addition to thousands of other users.

CHRISTMAS SHOPPING—

(Continued from opposite page) handbag price started at \$5. Another note of this luxury year was beauty kits. Instead of a single, lonely bottle of perfume as a gift, both men and women bought beauty kits containing a complete outfit to make mllady lovely at tariffs ranging above a \$10 figure.

INTERESTING EXHIBIT—

(Continued from opposite page) a busy day, he said, he was accustomed to mold five tons of clay. Toward the end of his demonstration he showed some of the "tricks of the trade," as how a certain drooping effect was obtained on a wide flaring rim of a bowl by jouncing it in his hands until it began to wilt around the edges. His lecture was adjudged both educational and entertaining by the audience. He was assisted in his demonstrations by a young apprentice and received the hearty thanks of the assemblage from William W. Reynolds, principal of the school.

CHILD PSYCHOLOGY—

(Continued from opposite page) to the bed. From 6 to 12 months there is a desire to grasp and bang. For that child Dr. Crider suggests an unbreakable and brightly colored rattle, and floating balls and animals for the bath. All toys for this group should be unbreakable, washable and large enough so that the baby cannot swallow them. Between two and five years the child is exploring, pounding and taking things apart. For that child he suggests pounding boards, hammer and nail sets, wooden trains that can be taken apart and peg villages. Initiative and dramatic play begin at those ages. Give dolls, vacuum sweepers, grocery stores, telephones, floating ships, crayons, modeling clay, colored blocks, cut-out books, bean bags, bugles, drums and horns.

From 6 to 10 years the child demands more complicated building sets; Indian, cowboy and police suits; trucks, electric trains, basket-weaving materials; graphoscopes, for copying maps, portaits and pictures; craft sets and athletic equipment. From 10 to 13 years toys must appeal more to the child's intellect, suggesting for that group metal workshops, photo supplies, card entry sets, sewing machines for girls, bed-weaving and hooked-rug sets, soap and supplies for carving; chemical, biological and microscope sets, and magic sets.

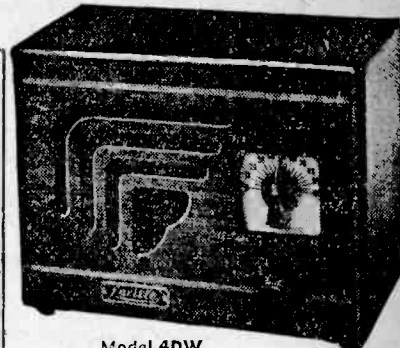
THE SMALLEST MIDGET RADIO MADE

EXACT SIZE 7-7/16x4 1/2 x5 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

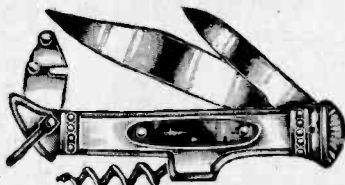


Model 4DW.
\$6.10 each \$6.75 each
in lots of six samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO.

118 East 28th St. New York City

The Smallest Radio in the world with a full sized 5" Dynamic Speaker



COMBINATION GLASS CUTTER KNIFE—Two Blades, Clip and Pen, Glass Cutter and Corkscrew, 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, nickleled 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.

AMERICAN-MADE LAPEL WATCH, 14 S.

Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.

No. B100. Ea. \$.92 1/2
TEN for 9.00

Send for Catalog.
ROHDE - SPENCER CO. WHOLESALE HOUSE

223-225 W. MADISON ST. CHICAGO

Exceptional Value
ROYAL KNIGHT BLUE D. E. \$3.50
BLADES Per 1000
Uniform Quality!!!
Cellophaned—20 Packs, 5 in Display Box.
25% Deposit on C. O. D. Orders.

- Fullest Line at Lowest Prices for House-to-House Canvassers,
- Wagon Salesmen, Agents, Pitchmen.
- SIDELINE MERCHANDISE—75c
- Extra Special. Gross
- 1937 Catalogue Free—Write!

SINGLE EDGE BLADES—Cellophaned, 20 Pks., 4 in. Per Disp. Card 65c
DOUBLE-EDGE BLADES—Cellophaned, 20 Pks., 5 in. Per Disp. Cd. 40c
Include Postage. 25% Deposit on C. O. Ds.

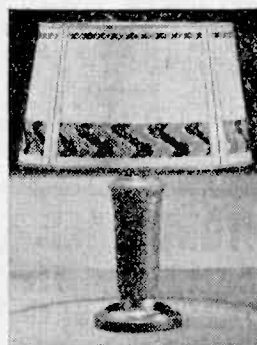
CHAMPION SPECIALTY CO.
814-U Central Street, Kansas City, Mo.



Moto Scoot

Get on the Bandwagon with this Glorified Scooter. BE first to ride to riches with this new thrill sensation. World's greatest ride—can be handled by any man, woman or child who can ride a bicycle. Speed 5 to 30 m. p. h. 120 miles per gallon of gas. Safe, sturdy and fool-proof. For a long waiting line write or wire us for attractive low prices.

MOTO-SCOOT MFG. CO.
DEPT. 610
217 S. WESTERN AVENUE
CHICAGO, ILL.



OPERATORS—PREMIUM USERS—Here are 2 HOT Numbers that will Make You some REAL MONEY for the NEW YEAR.

TABLE LAMP ONLY 62 1/2c

"SCOTTIE" Fountain Pen Desk Set
Base and "Scottie" elaborately carved, made of wood, felt backed. 14 Karat gold-plated Pen Point. Size: 9" Long, 4 1/2" 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.

BINGO - EQUIPMENT

(Complete for Any Size Game)

New Design 2-Color Playing Lap Card. Special Series Cards in Seven Colors. Markers—Tote Board—Numbers—Portable Public Address Systems.

Clean Up on This Sure-Fire Winner.

Send 25 Cents for Complete Details, Prices and Samples.

J. E. WALSH, 30 W. 22nd St., New York, N.Y.

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. MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

10⁵⁴ LOTS OF 6
Sample 10⁹⁴

Silver To-na-coustic
2-Band RCA LICENSED RADIO



Rush \$2.00 deposit with order, balance C. O. D. Purchase price refunded within 5 days if not 100% satisfied.

Size: 15" x 8 3/4" x 6 1/2"

FREE — New 1937 Catalog Just Off Press. Farm, Auto and Home Radios as Low as \$6.70. Send 10c for sample push-card, photo and plan. Give radios away FREE and make \$10.00 on every deal. 2000-Hole 5c Salesboards, \$2 Ea.

ORDER NOW ON MONEY-BACK GUARANTEE!

TODAY'S BEST BUY!
New 1937 Model. 5 Tubes including 1 metal tube. AC-DC., 60 cyc., 110 volts. Over-size dynamic speaker. **ONE YEAR GUARANTEE.** Long and short wave—gets police calls, amateurs, etc. Hand-rubbed two-tone walnut cabinet, 3-color dial. Complete with aerial.

Sold exclusively by
SILVER MFG. CO.
612 No. MICHIGAN AVENUE, Dept. BB, CHICAGO, ILL.

NOTES from SUPPLY HOUSES

Economy China Company, distributor of premium china, has recently sold china dinnerware to the following Detroit theaters: Casino Theater, Redford Theater, Capitol Theater, Whittier Theater and the Virginia Theater. Recent sales have also been made to several theaters thruout the State, including the Rialto at Three Rivers. Douglas I. Brown is the head of the company.

Look a new miracle From ONE match!

1000 LIGHTS

EVERYONE WHO SEES SAYS IT'S AMAZING!

CAN-O-LITES. Amazing new breath-taking invention! Banishes Lighters and Matches forever—gives 1,000 lights with this one mysterious new kind of match. **NEVER NEEDS TO BE REFILLED.** Sure as a match, it strikes like a match and replaces the match. Yet there are no burnt-out matches strewn around. Instantly you have a big, giant flame that will light a pipe, cigar, cigarette, gas stove and serve the thousands of uses a match has.

RETAILS FOR ONLY 25c

CAN-O-LITES sells for the astounding low price of only 25c, complete. No sparks. No burners. No danger of burnt clothes or fingers. Never fails. Absolutely safe. No wicks or gears or wheels. Nothing to get out of order. Men and women—write quick for amazing details.

CAN-O-LITES MFG. CO.
Dept. DD-11, Youngstown, O.

PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS
SEND FOR COPY OF OUR GENERAL CATALOG

FLOROSCOPE
B1384—Floroscope, Tube made of nickel-plated metal, brightly polished. Possesses high magnifying power. An excellent item for demonstrators. Complete with steel pick that can be used for handling small insects.
Per Dozen, \$ 2.10
Per Gross, 24.00

MINIATURE CHARMS
B2319—Donkey Charms with Silk Cord. Per Gro., 76c
B2328—Elephant Charms with Silk Cord. Per Gro., 85c

B1787—Czecho 3-Blade Tooth-pick Knives. Gross, \$1.35
B1789—Czecho 5-Blade Tooth-pick Knives. Gross, \$1.80
B3466—Keen-Edge Knife and Scissors Sharpener. Gross, \$11.00
B2459—Movable Hand Wrist Watch, Individually bxd. Gr., \$3.50

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

The heading for the General Wireless advertisement in the January 2 issue of *The Billboard* should have read "New Genuine General Radio" instead of as listed "Five Tube Genuine General Radio." The set illustrated is the General Wireless model G-4, which uses a new dual-purpose tube so that the set has the efficiency of a five-tube radio. It is one of General's fastest sellers.

The beginning of the new year is always a good time for rubber stamps, which calls to attention the complete line now made available to agents and direct sales people by the National Rubber Stamp Company. The line is one which is complete and enables the agent to meet every need at reasonable cost with a good margin of profit to himself. The company points out that practically every business has a need for stamps and that many of these must be changed at the beginning of a new year, making this line most desirable as a side line for agents calling on the business trade.

TOMMY TUCKER

BEST BUY
of the Year.
\$2.25 Each.
\$25.00 Dozen.

A De Luxe Rebuilt Watch, with 6-J Lever Movement, guaranteed to keep correct time, and genuine Illinois Case; individually boxed. A value you can't beat. Send for Sample Watch today.

TUCKER-LOWENTHAL, Inc.
Wholesale Jewelers
6 So. Wabash Avenue, CHICAGO, ILL.

FREE 5 DAY TRIAL

NEW GENUINE 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. Superior 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.

\$6.45 LOTS OF SIX
\$6.95 SAMPLE SET

25% with order. Balance C. O. D. Remember—Satisfaction or Money Refunded.

GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 10-F) New York, N. Y.

Encouraged by the response given the novelty Cocktail Mixer in celluloid introduced a month or so ago, the Cruser Manufacturing Company has just brought out a unique Nail File for premium and novelty uses. The file is unique in that it has a handle of celluloid, into which the file part folds when not in use—a guarantee that it will not tear holes in the pocket. The company also produces a wide line of novelty and specialty articles in metal and glass in addition to celluloid, ranging all the way from toy airplanes and automatic pencils to whistles and watch fobs.

Wear This FREE SUIT

AND MAKE UP TO \$7 DAILY.
Chance to get FREE All Wool, Made-to-Measure Suit, right away! Wear it! Show friends how to save up to \$10. Take orders. Make up to \$7 per Suit, including Free Suit and Cash Bonus. Money-back guarantee. No limit to Free Suits given you. Fine Traveling Case and large samples FREE.

O. K. TAILORING CO., Dept. 81,
325 S. Market St., Chicago, Ill.

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,
113 N. Broadway, St. Louis, Mo.

NOTHING TO SELL
QUEER WAY TO MAKE MONEY—TRY IT!

GIVE IT AWAY!

Nothing to sell. The strangest money-making invention in years. Anyone can do it. No experience required. No house-to-house selling. No sample cases to buy. You simply give it away. In a few days people come to you with money. Davis made \$2,300.00 in three months—Rice, \$17.00 first day.

INSTRUCTIONS FREE. Make the biggest money of your life—full time or spare time. Complete instructions will be sent free. Send your name today and learn, FREE, how to start at once. A penny postcard will do. Address **N. A. STODDARD,** 4325 Ravenswood Ave., Dept. 31-B, Chicago, Ill.

INVENTORY SALE

FOUNTAIN PEN FLASH LIGHTS. Dozen 72c
MAGNIFYING SHAVING MIRRORS, Giant Size. Dozen \$1.20
JUNIOR 2-Cell FLASHLIGHTS. Dozen 90c
FLASHLIGHT BULBS—For 2 or 3-Cell Flashlights. Per 100 80c
PROBAK BLADES—40 Blades to Display Card. Each Card 40c

SEND FOR SPECIAL CLOSE OUT CIRCULAR.

25% Deposit, Balance C. O. D.
BENGOR PRODUCTS CO.
878 Broadway, NEW YORK, N. Y.

Smoky City's Activity Good Biz Barometer

PITTSBURGH, Jan. 2.—The University of Pittsburgh's Bureau of Business Research reports that the business index in Pittsburgh for the week stood at 112.2, three points higher than the preceding week and a gain of 32 points over a year ago. Iron and steel operations have reached 80 per cent of capacity, a gain of 5 per cent over last week and a 10 per cent increase over three weeks ago.

Department store sales, the report points out, were up 16 per cent over last year and for four weeks ending December 19 the total volume of store sales amounted to more than \$11,500,000. That is the highest figure since 1930.

Leading business figures here state that this is no seasonal pickup in business, but a steady improvement. Steel mills have so many orders on hand at this time that they are unable to guarantee shipment before February 1. Other lines of business report similar inability to keep up with the new orders.

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.

No. B11J12. Price, \$15.00 Doz. Sample \$ 1.25 Postpaid.

JOSEPH HAGN COMPANY, DISTRIBUTORS
217-225 W. MADISON ST., CHICAGO.

Sell VALENTINES
Share in the Profits.
Comics are in BIG demand

X3495—Comic Valentines, 144 Designs, Size 7x10 inches, printed 4 colors on newsprint. 1 complete assortment to the printed envelope. Packed 1 Gross in Package. 10 Gro. Lots. Gross, \$40c

PER GROSS (Postpaid), 55c.
Complete Price List Upon Request.
Deposit Is Required on All C. O. D. Orders.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

AMERICAN CARNIVALS—
(Continued from page 52)

ceeds of the 1936 pay-roll levy. This was not due to any administrative decision by the Social Security Board but resulted from the clear language of the act itself. Credits could be granted under the act only for contributions under State laws approved prior to December 31, 1936. Considerable pressure for a liberalizing amendment to permit the credit for contributions under laws passed in the winter of 1937 was being exerted at the time of writing this article. The best method of achieving this object was unclear. A simple extension of time—making the last date for the board's approval March 31, 1937, for instance—gave rise to serious questions of constitutionality. Would a State act passed in 1937 but applying retroactively to employment in 1936 violate the 14th Amendment or any State constitutional requirements?

"Also in connection with Title IX,

those who administer the State laws were disturbed by the credit provision itself. The federal act allows credit for contributions with respect to 'unemployment.' It also levies a tax with respect to 'employment' and it defines 'employment,' specifically excluding from the term certain kinds of work, such as agricultural labor and domestic service. Some State laws define 'employment' differently: they include domestic service and some forms of agricultural labor. The administrators and employers in these States would find it much simpler if they could credit against the federal tax whatever they contribute to the State fund. But under the present intentional wording of the federal act New York employers will not get credit for their contributions with respect to domestic service. Here again an amendment is being strenuously urged.

"With a third criticism, voiced with particular frequency in New York, I shall not deal here, for the question is solely one of policy and not of law. This is the complaint that the New York law levies exactions only with respect to wages below a certain figure and not with respect to high salaries. The federal tax under Title IX applies to the whole pay roll. It has been urged that the federal act be amended to conform to the New York coverage. Other States which, like the federal act, impose levies on the whole pay roll might be less desirous of such an amendment."

WILL YOU WEAR THIS SUIT
and Make up to \$12 in a Day!

Let me send you this fine all-wool tailored suit FREE OF COST. Just follow my easy plan and show you suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.

Send for Samples—Free of Cost.
Price, \$15.00 Doz. Sample \$ 1.25 Postpaid.

Write today for FREE details. ACTUAL SAMPLES and "sure-fire" money getting plans. Send **H. J. COLLIN, PROGRESS TAILORING CO.,** Dept. N-117, 500 S. Throop Street, Chicago, Ill.

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Home are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low, low prices. Best season ahead. Sample 10c.

GOODRICH,
1500 West Madison, Chicago.
Dept. BG-1.

It Helps You, the Paper and Advertisers to Mention The Billboard.

IT SELLS PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service "Sully."

6 BIG New Inventions!
Amazingly LOW PRICED!

Pay You Up to 300% Profit!

Amazing line of new, exclusive household helps at unheard-of low prices! Women can't resist these 25c to 50c astounding bargains, which pay you up to 300% profit. Big "Live Wire" Kit features six of these outstanding specialties... nothing else on market like them... orders given you at sight. Jesswein, Ohio, earned \$20.00 his first day out. Duffy, Ky., cleared \$5.00 in an hour. Details on request Free.

LIVE WIRE PRODUCTS
Desk 160, SILVERTON, O.



HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF43.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

New (1937) Perfected No Flint or Friction
AUTOMATIC GAS LIGHTER
LIGHTS GAS INSTANTLY.

500% Profit. 25c Seller to Every Home, Office and Restaurant. Individual cards. Costs you \$1 a Dozen, or \$8 for 15 Dozens, postpaid. Demonstrators and Agents get Free Sample and all Details quick.

NEW METHOD CO., Box BB-18, Bradford, Pa.



HAND STROPPERS
\$6.00 per Gross. Sample, 35c.
RAZOR STROPPERS, \$4.80 to \$72.00 per Gro.
WALLENBECK MOLAND MFG. CO., Sandwich, Ill.

AGENTS
BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS.

In Boxed Assortments. 15 Exclusive and Original Cards in the Box, \$1.00.
Special Discounts on Large Quantities.
WRITE FOR PARTICULARS.

DOROTHEA ANTEL
226 West 72d St., New York City.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

MEDICINE HEADQUARTERS

A complete Medicine Show, private label, and Office Special Line. **SUPERIOR SERVICE.** Wholesale Catalog and Office Special Price List upon request.

GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists,
137 E. Spring Street, Columbus, O.

GENUINE DIAMOND RING
Solid Gold Mounting

Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO.,
108 North 7th Street, St. Louis, Mo.

2.95

VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashes, 5c. Veterans' Joke Books, 2c, 3c. Patriotic Calendar Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

ATTENTION

Novelty and concession men, a new seller or give away for small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5c, to you 1 1/2c each. They set on a paper easel. Sample 10c.

DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

PITCHMEN

by **BILL BAKER**

(Cincinnati Office)

BILLY LAUKHART . . . of Dayton, O., writes that his stock was completely exhausted before the holiday shopping rush had been concluded. He in all probability isn't the only person who had this experience. In the last three issues the writer warned that there was a shortage of stock and advised the boys and girls to keep plenty on hand.

PITCHMAN'S SAYINGS: "Let's play rum."
—George Earle.

ACCORDING TO REPORTS emanating from Detroit, Jimmy Miller and his partner got plenty of sugar during the yuletide rush.

NOVELTY AND SOUVENIR workers who are contemplating on working the crowds which will be in Washington for President Roosevelt's inauguration should get ready now and be there on time. The inauguration will take place January 20 instead of the customary March 4 date, you know.

AT THE REQUEST . . . of President and Mrs. Roosevelt, White House police have refrained from moving a peanut vender from a corner near the grounds. From all indications hustling privileges will be more easily obtained from the capital authorities if they are reminded of the incident. Nuff sed. Get busy for the inauguration.

1937 COMES IN throwing down the gauntlet. Are you capable of meeting the challenge?

EMIL SCHOENBERGER . . . who spent last summer with a carnival, is hunting a location in St. Louis with the hope of opening a high-class novelty emporium.

LORNA WHEELER . . . is clicking at the cosmetic counter of the Steiger store, Springfield, Mass. She is giving a proper make-up demonstration.

MRS. LEROY CRANDALL . . . has returned to her home town, Toledo, O., and is visiting with her son, who attends school there, while Leroy, former ace jam man, is in winter quarters in Texas arranging a schedule and getting his newly acquired circus in shape for an early start next spring.

TEDDY AND IRVINE GOLDSTINE . . . erstwhile hum-a-tone workers, are making the big indoor events. Teddy has enjoyed a remarkable biz at the three big fairs the past few years.

DR. HAROLD E. LATEL . . . his corn-punk worker, has a system all his own for fixing to work a town. The Doc starts in by calling on the mayor and the chief of police and fixes their tired, aching pins. As a general rule he is presented with the key to the city. Doc has been going big the past year.

HERE'S ONE to ask yourself, boys. Did 1936 leave you hanging on the ropes? Will you lay down or come back?

ART NOVOTNEY . . . automotive accessory purveyor, reports a good take for the past season.

BERT GLAUNER . . . who has had exclusive on the spots at the builders' show in Detroit, is contemplating taking the same key position this year.

BURT ROBERTS . . . has been doing a par biz since fall working his Hot Springs Mineral Water package.

INK STICKS will never die. Fountain pens, especially the plunger type, worked thru coupon ads in newspapers are among the top-money getters of Pitchdom. Which all goes to prove that the pen as a lucrative

item is far from dead, as some in the business would have us believe.

MAN IS WHAT he thinks he is. Just a head condition. Mind over matter, remember?

SLIM RHODES . . . is one of the boys who can boast of putting in a real season. According to reports, Slim has been unloading the blades, watches and hones by the ton.

GEORGE EARLE . . . of needle-threader fame, is headed for Graceland, Fla., chiefly to get some of the good chile served by Ada and Eddie.

ROBERT LOGAN . . . and T. A. Mitchell are taking the subs, using fountain pens as a premium, in Richmond, Ky.

R. V. TIDWELL . . . has been writing sheet in Memphis.

SAM KEELER . . . working ink sticks thru stores, reports that he is doing an excellent business in Northern Ohio and Michigan. This is Sam's fourth year with the pens and he states it is a banner one.

HERE'S ONE . . . for the knights of the tripes working the Chicago area. The Studebaker plant at South Bend is going stronger than any time since 1924. With Gary, Mishawaka, Crown Point, Elkhart, Michigan City, Hammond and Indiana Harbor, all in Indiana, on the route, it should make a busy and prosperous trip.

IN 1937: "I can and I will!"

VIRGINIA PEARCE . . . who is working the astrological forecast on the pitch single-o, is making Eastern Arkansas and Western Tennessee to excellent business. She infos that she is headed for the Peachtree lot in Atlanta.

SI HART . . . cracks from Mayfield, Ky., that he has quit clicking and has gone to clanging with the paddles, blades, hones and patches. Si says between his pitches and the sideline dough he collects along the line he not only expects to keep his jalopy in gas and oil but hopes to become a high financier.

"BAD HEALTH HAS FINALLY . . . overtaken me and I'm in the Veterans' Facilities here to recuperate," cards Jeff Farmer from Bay Pines, Fla. "Would certainly appreciate hearing from any of the boys and girls, especially those in the vicinity of Alabama and Mississippi, as I intend to work there as soon as I'm released. If one could only pitch here it would be a paradise, because the weather is almost always perfect."

NOW THAT pitchdom has enjoyed a good Christmas business, let's hear from you fellows who went in for the New Year items.

RICTON . . . inks from Desoto, Ga., that his organization continues to roll merrily along and that it is now in its 193d week.

H. TENNEY . . . infos that he is still on vacation at Palm Springs, Calif., but that he plans to head north soon.

THE TOBACCO LANDS . . . have apparently made their comeback. An average price of \$28.65 per hundred is being paid on the barn floors of Lexington, which is an all-time high for the weed. It also indicates that the long green is available to those who want it. This scribbler again admonishes all of Pitchdom working near or in that neck of the woods to take their best hold.

CHIEF GRAY FOX . . . blasts from Marion, Ill.: "Have been getting my show ready and plan to open in halls soon. From all indications business should be good in this territory.

Had a fire in my housecar last week but little damage was done. Rusty and Ruth Swan are 12 miles from here and we've been having a swell time visiting and cutting up jackpots. The missus has just presented me with an eight-month subscription to *Billyboy* as a Christmas present. Would like to see some pipes from Jack Bessie, Rolling Cloud and Bill Maring."

FRANCIS DEMILLS . . . is expected to return to Lexington, Ky., with the liniment and health books, where he plans to take a fling at the community, mule and court days and the weed markets.

ACTIVE STEEL TOWNS . . . which are reported to be going at par are Ashtabula, Youngstown, Warren, Miles, Canton, Steubenville, Toronto, Ironton and Portsmouth, all in Ohio. Towns in Pennsylvania are McKeesport, McKees Rocks, Monessen, Homestead, Donora, Sharon and Farrell. Wellton and Wheeling, W. Va., are also active.

WHY WASTE your breath on useless jackpots? Turn your vocal efforts into cash.

N. L. JONES . . . of Straight Creek, Ky., is working an ironing-board gadget on the pitch and house to house and is collecting in the tobacco and coal regions of Kentucky.

"HAVEN'T NOTICED . . . many of the boys around here," letters Thomas Stevens from Newark. "What seems to be the trouble? There's plenty of money, with everyone working. Western Electric just put 5,000 people back to work. Wright Motors are working full force, and many other factories are raising pay; while still others are allotting huge bonuses. Ran into my old friend Harry Rhode and the missus recently. Harry is driving a new Chevrolet and looks like he is in the dinero. He has a good position now as sales manager and employment manager of a large corporation here. He says he would like to see some pipes from the boys. Am getting my grips packed and

FREE CATALOG

1937 EDITION JUST OFF THE PRESS—136 PAGES—OVER 3,000 VALUES, THE LIKES OF WHICH YOU'VE NEVER SEEN.



Sizzling Bargains in Cosmetics, Razor Blades, Drugs, Perfumes, Food Products, Notions, Electrical Goods, Stationery, Sporting Goods, Gifts, Prelims, Clocks, Watches, Radios, Etc.

WRITE FOR FREE CATALOG AT ONCE.
4 Convenient Shipping Points

UNIVERSAL MERCHANDISE COMPANY

37 Union Square, New York, N. Y.
512 Canal, New Orleans, La.
676 Mission St., San Francisco, Cal.
30 South Wells St., Chicago, Ill.

NEW POPULAR STYLES



Yellow and Rhodium line of Rings—includes Men's & Ladies' LaRhoda GEM S. Thee NEW Birthstone Numbers and Cameo Rings. Sample Line available—18 Rings, \$2.00. Sold only to Dealers.

Write for 32-Page Jewelry Catalog containing Best Selling Items.

HARRY PAKULA & CO., Chicago.
5 North Wabash Ave., Chicago.

SHOE LACES and FINDINGS

We carry Shoe Laces and Findings only, Guaranteeing Lowest Prices. Perfect Merchandise and Prompt Delivery.

Most staple, best selling items. Buy direct from manufacturer. Send 25c for Sample Assortment and Prices.

CAPITOL SHOE LACE & FINDINGS CORP.
317 Bowery, New York, N. Y.

will see most of you big fellows in Miami and points south soon."

YOU BOYS now in the Central States who prefer to remain in the North during the winter months will find that the territory south of Chicago on either side of the Illinois and Indiana State lines is worthy of a once over. East Chicago, Hammond, Gary, Crawfordsville, La Fayette, Frankfort, Lebanon, Watseka, Hoopston, Danville, Clinton, Terre Haute, Vincennes and Evansville, all in Indiana, should be good. The latter town is going better than good if you can work it—and it has been worked.

HOW NAMES AND TRADE-MARKS are conceived is worthy of mention, especially when they attract a nation's attention. One of the most catchy names for a patent medicine was conceived in Pitchdom by one of its celebrities, none other than Cooper, of Tan-Lac fame. Cooper made street corners and lots with two colored entertainers, who were billed as Nat and Cal. After taking on the Tan-Lac Cooper billed the entertainers as Tan and Lac. Tan-Lac was put over and plenty of long green for Cooper was the result. Say, Charlie Whitman and Harry Moran, take notice of this pipe and let's hear from you oldtimers.

A NEWSPAPER clipping from Parkersburg, W. Va., reveals that the chief of police there has handed down an edict that the new year must see an end to panhandling in the city. Either thru a mistake or ignorance the chief includes pitchmen and hawkers in his panhandler category. Pitchmen emphatically are not panhandlers—they are legitimate business men. It is only the ordinary pitchman who in the course of a year does not earn more money and spend more money locally than any member of the chief's force, or for that matter the chief himself.

SUNSHINE ROGERS after a long silence, inks that he and the missus, after working demonstrations in stores thru the South, are now back in the big pants and derby hat again with F. C. Keith. The unit is playing Tennessee territory.

BILLY (JIGGS) FINNEGAN is still working the Southern States to good results. He cards that Alabama is okeh for clean workers.

BILL THOMAS shoots from Atlanta: "Working out of a local distributing company's office here with aspirin, razor blades, peelers and openers for Saturday pitches in small towns near by. Territory is okeh for clean workers. Pitch contingent here includes Frank Taylor, novelties; Harry Nelson, tie-holders; Phil Rosenstein,

whitestones; Hal Smith, polish; Mrs. A. Rainey, blades, and Joe Reynolds, blades. Starting for Miami soon."

THE PIPES COLUMN could be made even more valuable to the boys and girls of Pitchdom if they would send in the real dope on prevalent conditions in the territories they are working. This co-operation would go a long way in doing away with many of those unnecessary and costly jumps. The writer is in Cincinnati and is the bureau handling and disseminating the information as it comes from those in Pitchdom. It is therefore up to you boys and girls to send in truthful information, thereby making conditions easier not only for yourselves but others in the business as well.

FIRST ACT for 1937: Make up your mind to work as many days as possible during the ensuing year. Start the year off without rapping and blaming the other fellow for your own shortcomings.

CHARLIE WATKINS continues to hold down Piqua, O., to some good biz.

BETTY EATON cards from Auburn, Ind., that she would like to see some pipes from the DeGraces.

KEN REYNOLDS is reported to be doing an okeh business with his wire jewelry frameup.

YOU BOYS IN NASHVILLE pipe in and let the fellows know if the square is open since work on new courthouse has begun.

DEWITT SHANKS reports a good winter with his med package. Shanks has been working out of Nashville.

S. N. ULLMAN waxes poetic and lines a bit of verse from Houston under date of December 25, adding that the boys are down there in bunches and that he would like to see some pipes from Bill Ross, Harry Ross, Dave Ebley, Roy Athenson, Jack Ladow, Ross Eljha, Mack Meyers, Tommy Johns, Ray Bowers, Harry Place, John V. Bradley, Doc Palmer, Paul Cramer, Jockey Hewett and S. O. Richerson.

HUSTLER'S TIP: The strip of territory starting at Quincy, Ill., on both sides of the Mississippi southward to Cairo, Ill., with such towns as Hannibal, Jacksonville, Louisiana, Alton, Granite City, East St. Louis, St. Charles and others active with industry and government projects, should be a real winner for any good pitchman or medicine show. Almost all of the territory is open to those who know how to make the proper approach.

KID SMITH of Smith Entertainers, Infos from Edgewater, N. J., that the organization has been in New York for the last month, where it made six recordings for a local disc manufacturer. He said that the platters will be released under the title Kid Smith and Family. "Played our first theater since being up here and believe me it gets on one's nerves after being with tent shows in Georgia," he adds.

JAMES FERDON letters from Galveston, Tex.: "Opened last February in Phoenix, Ariz. Worked Omaha and spent 20 weeks in Moline, Ill. From there I jumped to Arkansas for the cotton season and enjoyed a swell business. It wasn't like the old days, but it was good considering the times. Longshoremen and sailor strikes here have affected business in general. Met a lot of the oldtimers in Arkansas and they all seemed to be doing okeh. I've been in the med business for 50

years and seen many of the boys come and go. When I started you could count the successful med platform workers on one hand, but today they are more numerous than the hairs on your head. I believe that in a few years we med men will have to lay in a supply of whips and buggies in an effort to help our biz. Boys, we have a new generation to sell these days. Autos, wine, women and song, moving pictures and the radio have changed the med-biz picture. It seems that the bigger and better the free med show the larger is the crowd of kids and young bozos. The free show is comparatively new to the younger element and their parents allow them to come out of nights and visit while they themselves stay at home or tavernize. But that's the game, boys; new twists, up-to-date systems and bulldog determination. Hard work will always win out."

"HAD A GOOD SEASON and continuing to work store shows and schoolhouses," scribes Dr. Leon Street from Paragould, Ark. "I suppose everyone got money here this year. Doc Tom Dean, Dr. Moon, Dr. Bates, Dr. Phanto and Dr. F. Street are also here, making this territory literally med-showed to death."

A KNOCKER who feels secure thru distance sometimes finds that this is a small world after all.

WILLIAM C. PERRY gummler worker, shoots from Augusta, Ga., that the following are now working that city: Wells, sharpeners; Leroy, oil; Chief Red Wood, med, and Ethel Hart, corn punk.

FOR THE FOLLOWING sorrowful tale we are indebted to Chester Chapp. Flashing via thumb route from Chicago, he says: "After 15 long years I once more became enlightened to the fact that what they say about Dixie is true. Therefore, boys and girls, permit me to annoy you with my tale of woe of how Moochee Goo and I found the Texas Centennial. In all my flutterings about this yar land never have I encountered such a marvelous collection of blues singers as this event produced. Moochee Goo and I attempted to work blades in an animal show under adverse conditions. For our efforts we were rewarded with an abundance of applause in our cry for bread money. After all who is there that can satisfy that half-looking landlady with applause in lieu of the room rent? Therefore we abandoned this nightmare and, with the assistance of Red Hunter, proceeded to open four specialty sites. We worked at the unheard of price of 20 cards for 5 cents. While it was not gigantic, it served to keep the wolf from snapping at us. From my latest experience out thar I'm sure that Horace Greeley meant to exclude the pitchman when he made that famous statement. The moral of the story is that it is far better to eat snowballs in the North than cactus salad in the Southwest, because the former is more easily digested. Jimmy Miller, have you gone with the wind? Let's have a bit of wisdom from your trusty pen."

PITCHMEN WHO ARE successful with the dollar sign never have any use for the back sign.

JOE CLARK wigwags from Jackson, Tenn., that he has been having trouble keeping in stock. He says he had to wire time and again for stock and even call on other firms to keep supplied during the holiday rush. Joe adds that Sid Sidenberg's story in his series, "Pitchmen I Have Met," about Dee Colby still being alive is incorrect and writes in effect: "Franklin Street told me that the last time he saw Colby was last spring. The last time I saw him was when we worked together in Portageville, Mo., last fall. He certainly thought a lot of his monkey. One day the monkey threw a bottle of medicine thru a window of a drug store Colby happened to be working and all Colby did was have a new window put in. After the monkey died Colby never was right. I am certain the old fellow is dead." Joe infos that there seems to be plenty of loose money in Tennessee but is headed north for Detroit, where he says he knows there is plenty of money to be made. Joe claims that any report to the contrary regarding the Motor City is all wrong.

Pitchdom Five Years Ago

M. Baxter, talented Englishman, was sojourning in the States and doing a bit of prospecting in Jacksonville, Fla. Gilbert Thayer had just joined the roster of Sergeant Poulos' store in New York. Irving Levy, novelty-store man, reported from New York that his before-Christmas rush fell 60 per cent below 1931's gross. Great Foster, astrologist, was being featured at Morris Taxier's pitch store on West 125th street, New York. E. P. Fitzpatrick, George Partington and Jimmy Hamell were among the boys who added several layers to the old b. r. while working the streets of Wilmington, Del., Christmas week. Included among the contingent of papermen holding forth in Indianapolis were Ross Eligue, Cotton Williams, Charlie Limmever, Tommy Johns, Harry Weril, M. Barns, Ray Bowers, Pete Wheeler. R. C. Ames, whitestone wiz, was pushing the sparklers and handling household utensils and novelties in Johnson City, N. Y. Hair-Craft Laboratories had just moved into its new location on Ogden street, Chicago. Biz wasn't so hot for Gene Golin in Minneapolis. Jack Martin reported from Toity-Toid street in the big city that the holiday season was the worst he experienced in his 15 years in the game. T. L. (Irish) Reynolds was sort of taking things easy down Mississippi way after a huge Christmas dinner. Engle and Mayo, of the Kawango Medicine Company, were finding things yorte thru Northwestern Illinois. Ned House, the "Jawja Majah," had just concluded a bang-up holiday season with his jewelry and novelty sales in Allentown, Pa. The depression was holding no terrors for Andy Stenson, the high pitcher. He was doing a humdinger biz in Denver. According to Charles Skully, the boys on the leaf at Clearwater, Fla., were finding it hard to get enough scratch to pay the landlord. Harry Levitt was predicting a banner 1932 season from Denver for the boys in Pitchdom. That's all.

DID YOU EVER have a "would be" tell you how to do things and then wind up with the inevitable touch?

SOME OF THE BOYS who are planning to make the big doings in Washington January 20 are Barney Silvers, Sid Goodman, Joe Conley, Doc Parker and their crews. It is reported that a large number of hustlers with souvenirs and novelties from New York, Philadelphia and Baltimore will also be on hand.

MAX COGGSHALL pencils from St. Louis that he would enjoy reading pipes from Johnny McLane, Bill Palmer, Jack Young, Frank Fahey, Morris Davidson and Harry Weber.

DOC RAGGET of Nashville, Tenn., one of the early birds in the tobacco markets, is preparing to grab off a swell bank roll the coming season.

A REPORT FROM Knoxville, Tenn., to the effect that the leaf has attained its highest average mark in eight years is indicative of good business in that neck of the woods.

DR. F. G. KREIS letters from Scranton, Pa.: "Recently I took the well-known Austrian hypnotist Dr. Mag Mekka and his three assistants to play a date at Kingsley, Pa., 37 miles from Scranton. About five miles out of Scranton something suddenly went wrong with Doc's car. Inspecting the car, one of the assistants found a hole in the block as big as your fist. We were forced to travel about 10 miles per hour and stop at every gas station to refill the radiator. Arriving at Kingsley about 10 p.m., we found that the audience had gone home and we started back to Scranton. Upon arrival at Scranton I accepted an offer which I received thru the mail to work as Santa Claus at Kresge's 5-and-10-cent store. I walked the floor nine hours a day handing out free candy and creating excitement for the children. Then I would sit at home for hours bathing my aching feet in hot water. This was one Santa who wasn't happy. Two pitchmen had concessions in the store but business was poor. I noticed in a recent pipe that Bill Baker mentions an item I sent in five years ago about my

PLUNGER FILLER VAC



For a Happy New Year—Buy Grodin. The Grodin line is "Tops." Don't buy anything in Pens or Pencils till you get our high quality, low price list of bargains. Write today. GRODIN PEN CO., 398 B'dway, New York, N. Y.

CAN YOU GIVE AWAY THIS CLOCK?

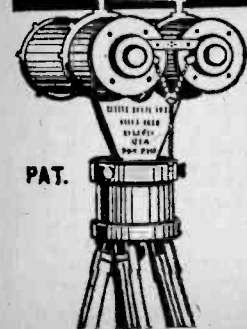


You get one—Your friends get one—without cost. Let us give you the details of this amazing Time Teller. Also, it can pay you big money giving it away free. Nothing to buy or sell! Write fast!

GARDEN CITY NOVELTY CO., Dept. 31-B.

4318 Ravenswood Avenue, Chicago, Ill.

NEW INVENTION MAKE BIG MONEY



THE BIASCOPE, all nickel-plated metal Telescope-type camera, takes, develops, tones with one exposure direct on positive paper, automatically discharged, ready for sale! The single scope takes one at a time. 8 cents profit on every dime. **NO EXPERIENCE NEEDED. NO PLATES, NO FILMS, OR DARK ROOM REQUIRED.** The Biastroscope is loaded with two hundred positives in broad daylight. Great opportunities this winter in California and Florida at Beaches and Carnivals. **THIS SPECIAL MONEY-MAKING BIASCOPE** pictured with two sets lenses and shutters, complete with material for 400 Photos, 400 beautiful Brooches, 4 Cans Developer and Tripod, \$35.50. **SINGLE SCOPE MACHINE** with one set of Lenses, takes one Photo at one time, Photo-Button size, one inch. Complete with 400 Gilded Brooches with Pin, 400 Positives, and 3 Cans Developer and Tripod. Special, only \$25.50. Mail \$16.00 deposit with order. We ship balance C. O. D. For cash with order we prepay express free. Everything guaranteed. **SIMPLE INSTRUCTIONS TO OPERATE DAY AND NIGHT.** Air Mail order now to make big money.

PACIFIC BIASCOPIES 515 Cotton Exchange Bldg., Los Angeles, Calif., U. S. A.

mother's lamb stew and dumplings. I still have my mother and she certainly is a good cook. Well, folks, the latch is ever out and the coffee pot handy here."

THE LOUDER the pipes and the bigger jacks-pots in the hotel lobbies and eating emporiums, the slimmer the passout when working the push.

ART NELSON... who conducted a cleaner demonstration at Nelsner's in Cincinnati for more than a year, has just opened a similar spot in New York.

RALPH RUHL... has just completed two good weeks at McCrory's, Canton, O.

DR. GEORGE M. REED... letters from Indianapolis under date of December 28: "Opened here last Saturday to some good business and it's holding up thus far. Mr. and Mrs. John Kennedy are working in a chain store here with tieforms. I have seen a good many men work tieforms, but Mrs. Kennedy is in a class by herself. She surely gets the folding dough. She works clean, holds her tips and turns them and I don't mean maybe."

B. E. PATTEN... veteran perfume and tonic purveyor, cracks from Arlington, Va., that his health has been steadily failing for more than a year until he is now partly paralyzed and it's nearly impossible for him to write. He says that he would enjoy receiving letters from his friends.

J. M. HIGHTOWER... after a year's silence, shoots from McAlester, Okla., that he has been off the road for more than a year and inks the following prevalent conditions: "There's a good corner here on Saturdays for \$1 per day. Malakoff, Tex., is also a good Saturday spot. See the constable first. Boys and girls are permitted to work on the main drag there. Would like to see some pipes from Pete Peterson, Blacky Beard, Doc Chesterfield, Paul Hauck and Mary and Madaline Ragan."

C. L. RANDALL... fogs thru from Peoria, Ill.: "This town is practically closed. Reader is \$2 and you must work out of the money six blocks from the loop. Natives can't build a tip and no doorways are available. Some of the boys have pulled in but are not allowed to work. Things may be better this spring with a new administration. Bloomington and Decatur, Ill., are open to a \$2.50 reader. Peking, Ill., is closed; \$10 per day and five days on the line. Caterpillar plant is n. g."

"JUST RETURNED FROM... Central America and the Orient and have a lot of new stuff to use early in the year when I finish framing my outfit," wigwags P. M. Hart from Halley, Ark. "Expect to have one of the most elaborately framed single-o med outfits on the road in '37. Crops in Southeastern Arkansas were bumpy and there is still some money floating. You folks who are going south would do well to catch Dumas, McGehee or Monticello for a Saturday and Crossett, where 375 new homes and a huge paper mill are under construction. Any kind of a joint is good for a week with a sweet spot to work."

CHICK SHAW... inks that the Woods Show is now in its fourth winter, playing one-night stands in and around Miami.

EDGAR F. CLARK... of pan-lifter fame, infos that he enjoyed a good holiday business in Omaha. "Getting cold here, so I'm leaving for Dixieland sunshine and cotton," he adds.

GOVERNMENT STATISTICS... show that automobile employment is greater now than at any time since 1927, with the prediction that the industry will employ even more help this summer, which indicates a good business for the boys working Detroit and other automotive centers.

PARKING LOTS... in Memphis can be worked if the situation is handled right after permission is obtained.

A FEW CHOICE... parking lots are open to the tripod fraternity in Atlanta, while doorways and parking lots can be made in Birmingham if the sidewalks are kept clear.

Classified Advertisements

(Continued from page 55)

TRUMPET, age 35, experienced, will accept any reliable offer. **TOMMY OSBORNE**, 2119 N. 13th, Omaha, Neb. ja16

AT LIBERTY PARKS AND FAIRS

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. ap24

GORDON'S EDUCATED PETS — DOC. PONY and Monkey Circus. Featuring the Nine (9) Aristocrats of Dogdom, Princess Silver, the smallest educated pony in the world, and Pride of the Gills, the beautiful trick and statue pony. Five (5) complete high-class acts available for indoor dates and coming season. 121 South 65th Ave., West, Duluth, Minn.

SAM-SAM CIRCUS MUSICAL — 70 PEOPLE and performing animals. The Passing Show of 1937 available for Rotary, Lions, Kiwanis Clubs, Chamber of Commerce and Fraternal orders, write for open dates, indoor, outdoor attractions. Fair associations, arenas, convention committees write. **CHARLES KYLE**, 104 Jackson Ave., New Haven, Conn.

CHARLES LA CROIX—Original outstanding Trapeze Act. Booking indoor events, flashy equipment. Special advertising posters. Real act. Price reasonable. Address 1304 South Anthony Boulevard, Ft. Wayne, Ind.

TRAMP COMEDY JUGGLER at liberty January 2 to February 19. Work any place. Use Tennis Rackets, Clubs, etc. Write **GEORGE DE MOTT**, Millville, Columbia County, Pa.

AT LIBERTY PIANO PLAYERS

PIANIST—LEGIT AND DANCE MAN, GOOD reader, union. Reliable offers. Prefer South. **LARRY SCHEBEN**, 520 W. 6th, Little Rock, Ark.

RELIABLE PIANIST — READ, FAKE, ETC.; union and experienced. **BOX C-162**, Billboard, Cincinnati, O.

RHYTHM DANCE PIANIST—READ, UNION, Wardrobe. Can go anywhere. **PIANIST**, 223 Webb, Hammond, Ind. ja9

PIANIST—CONCERT OR DANCE, READER, experienced, union. Write **LAWRENCE SCHEBEN**, 520 West Sixth, Little Rock, Ark.

AT LIBERTY—A-1 sight-reading Pianist. Fake and transpose. Plenty experience any kind piano playing. Best reference. Prefer South. Salary your limit. **NELLIE K. EATON**, 1020 West Third, Little Rock, Ark.

GOOD ACCOMPANIST—Plenty take-off. Prefer location and jam band. N. C. or Ill. G. Reliable. Consider all. **PIANIST**, 212 Finley Ave., Montgomery, Ala.

AT LIBERTY SINGERS

SINGER — GOOD PERSONALITY; VAUDE, clubs, orchestras, popular, semi-classic. **BOX 738**, Billboard, 1564 Broadway, New York City. ja16

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—SPECIALTY TEAM, FOR ANY type show. Work in Bills, Acts, Revue, Specialties Sax, Banjo, Yodeling, Double Tap Dancing. Lady, Ingenue type; Can work Chor. Man Comedy, General Business, Baritone Harmony. Wardrobe and appearance. State salary. Have Car and Trailer. **JOE AND BEE BENNETT**, Gen. Del., Augusta, Ga.

AT LIBERTY—MED PERFORMER, MAGIC AND Blackface. South preferred. **COMEDIAN**, S34 So. 22nd St., Louisville, Ky. ja16

DAVID RIGGAN, GEN. BUS. AS CAST, SPECI- alities. Also double Piano. All essentials for Stock, Circle or Rep. **BOX 244**, 4 W. Harrison, Iowa City, Ia. ja16

MED LECTURER AND WIFE—WE KNOW THE med business. Have car and trailer; salary or percentage; or will double with good team. **DOC BATES**, Box 5, Frenchman Bayou, Ark.

AT LIBERTY—Comedy Juggler and Magician, for indoor dates, med. shows, etc. **GEO. CHANDLER**, 120 E. 23d St., Chester, Pa.

AT LIBERTY—Team. Man Black, Irish, Woman, Straights and Characters. Change two weeks. Up in all acts. Sober, reliable, experienced. Low, sure salary. Or what have you? Have car and trailer. **VARDELL**, 1211 W. Main, Blytheville, Ark.

AT LIBERTY—Female Impersonator open for Vaudeville, Road Shows, Units; in fact, anything reliable. Can do 15 minute Comedy Monologue act, with partner at piano-accordion during wardrobe changes. Featuring the \$2,000 Gown that stops the show. Will join act or partner with good slapstick act if you have the goods and the booking. Tell all first letter. Address P. O. BOX 77, New Bedford, Mass.

AT LIBERTY for Tent or Med Show—Three Ver- satile Performers, 2 Men, 1 Woman, Comedians, Singers, Dancers, Magic, Contortion, Escapes, Cowboy, Hill-Billy Singing with Guitar, change strong for two weeks. Produce one to two-hour show. Pad Dog for acts, sober and 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.

AT LIBERTY—First-Class Singing and Dancing Comedian, for Rep or Med. **MIKE BURKE**, 417 N. Central Ave., Paris, Ill.

FEMALE IMPERSONATOR and Accordionist open for Vaudeville and Units. Fifteen-minute Act Talking and Singing. Comedy and Stage Flash. Address **SCIENTIFIC DISCOVERIES**, P. O. Box 77, New Bedford, Mass.

GENTLEMAN. 39—At liberty. Join lady or gent. Will teach Wire, Traps, Ladder or organize act. I clown. Have complete rigging wardrobe, etc. **CLOWN**, 115 Pennsylvania, Wichita, Kan.

NELLIE KING'S beautiful Musical Act. George Oran King's Ventriloquist Act and Punch and Judy Show. For indoor circuits, bazars, museums, celebrations, department stores, schools, lodges, auspices, etc. Address 1009 Wayne Ave., Indiana, Pa. ja16

PUNCH AND JUDY—Strictly first class, excellent figures, de luxe set up, expert manipulation. For theatres, cabarets, parties, etc. A complete entertainment. **CALVERT**, Billboard, 1564 Broadway, New York. ja23

Lauther's Traveling

FLORENCE, S. C., Jan. 2.—Closed in Wilmington, N. C., Saturday, December 26, after an engagement of 14 days. It was one of the most successful museum engagements for Lauther of the last five years. Both papers were lavish in their praise of the features presented. Mayor Walter Blair made a visit on the closing night to extend a personal invitation for the folks to come again.

Several dates were filled at luncheon clubs by various entertainers and several short programs were featured over the local radio station. The *Miracle Girl* (Mrs. Carl J. Lauther) was the guest at a Chamber of Commerce luncheon and took the tired business men in the sanctum sanctorum of the mysteries of life, past, present and future. Lauther and son made a trip to Jacksonville, Fla., while Mrs. Lauther and party spent Christmas Day in Richmond, Va.

Museum opened here auspices of Children's Home. Business up to date has been good. This is a maiden museum spot. **ROY B. JONES.**

Palace of Wonders

BINGHAMTON, N. Y., Jan. 2.—Christ- mas found everyone connected happy and prosperous. Binghamton Lodge, **LOOM**, is the sponsor and museum is enjoying good business.

Roster: Austin and Kuntz, owners; Bert Ronan, Sisto Roucci and G. A. David, front tickets; V. R. Coy, advance and general business; Doc Forbes, tattoo; Princess Wee Jeanne, midget mother; Prince Raml-Chandu, Buddha; Winsome Winnie, fat girl; Bluey Bluey, clown; the Three Dells, jugglers; Hindu Charlie, snakes; Louise McVey, torture box. **FRANK BOTELER.**

Crane & LaMonte's

MARSHALL, Tex., Jan. 2.—After clos- ing at Texarkana, show moved to Marshall, where it was sponsored by the American Legion. Location proved okeh to the management from a financial standpoint. Dave LaMont returned from Shreveport, La. Bee Griffin, handless and footless girl, is holding her own, and Elma Von Lynd, three-legged girl, proves popular in annex. **SID CRANE.**

John Webb's

MEMPHIS, Jan. 2.—Roster: John and Mary Webb, fat folks; Musical Kings, Ripley attraction; Marie, twentieth century wonder girl; Sailor Frank, tattoo; Mysterious Bobbie, magic and snakes; Tom, balloon man; Roscoe, fire eater and torture man; Vic Miller and Pete Pyle, front; L. H. Hardin, lecturer.

Mrs. Hardin (Mother Webb) served Christmas dinner which took two days and nights to prepare. John and Mary Webb did a good job holding down each end of the dinner table. Their weights are 745 and 365, respectively. Williams, of Little Rock, and Luella Hardin were visitors. **JOHNNY WEBB.**

World's Wonderland

BOSTON, Jan. 2.—Earl B. Walsh, manager, will take to the road soon, accompanied by the 20 members of the museum and a 10-piece band. The band will be used as street ballyhoo.

Walsh is handling his own bookings, while Andrew Mariat, of Revere Beach Amusements, manages the museum. Show travels on two trucks and a bus and has fine property. Platforms are used panel-style for the acts on one side of the room. On the other side there are 12 illusions worked by six girls. There are also two annex features and a cookhouse. During the evenings the bus is parked directly in front of the show, with four large floodlights on its roof together with a dummy motion picture camera. **JOHNNY WHITE.**

Kortes' Traveling

SALT LAKE CITY, Jan. 2.—Despite a heavy snowstorm the opening day, December 29, show went over with a bang. Dr. Pardo, who has been with the show doing a mental act for the last seven years, said he expected a record business. This was the first time a show of this kind played Salt Lake City. Before going back to the Beckmann & Gerety Show next spring, show expects to play some Pacific Coast spots. Reported by Dr. Ben Pardo.

Museums

Address Communications to Cincinnati Office

Ripley's Odditorium Opens Big at Miami

MIAMI, Fla., Jan. 2.—Promptly at 1 p.m. Wednesday, December 30, the golden string guarding the doors of the *Believe It or Not* Odditorium was cut by the managing director of this attraction, Frank Zambrino, admitting a throng that had been awaiting this event for over 30 minutes. They were immediately taken in hand by the six attendants on the inside and shown the 300 inanimate attractions, tastefully arranged in the center. All of these features, it is said, were collected by Robert L. Ripley in his world travels.

The first curtain of the 10 stages were then drawn, the lecturer presenting Marvello, the fingerless piano player, who rendered a fine musical number and then repeated with the keys covered.

Stage No. 2, Mimi Garneau, sword swallower. Garneau did the usual sword act, then swallowed a neon tube and some electric light bulbs. On the same stage, the hit of the show, Charles Romano, billed as the man with the rubber arms. Romano is of pleasing personality and knows how to sell his act.

Stage No. 3, Doc Mayfield, fire-eater. He does the usual fire acts plus blowing live flame from a blow torch into his eyes and on his cheeks. On the same stage La Zara Ali, iron-jaw act, breaking a 40-penny nail with his teeth, then lying on a nail board.

Stage No. 4, Triple sketch artist, Wil-

liam Rockport. Rockport does three charcoal sketches at the same time, one with each hand and the right foot. Also on this stage Grace McDaniels, mule-faced woman.

Stage No. 5, Leo Kongee, human pin-cushion. Kongee sticks an ice pick into his cheek, drives a nail into his head and does other blood-chilling things that make some of the women turn away. This act is the kick of the show.

Stage No. 6, Freda Pushnick, a very prepossessing young lady of about 17 years without arms or legs.

Stage No. 7, Andrew Gawley, the handless man. Gawley has contrived mechanical hands in place of his own, which were lost by amputation, and manipulates them every dexterously. On the same stage Forrest Lewis, "Man of 1,000 Faces." He makes lots of humorous caricatures, concluding with "Pop-Eye," the Sailor man.

Stage No. 8, Charles Edema, expansionist. Edema breaks chains on his chest and concludes by having himself pumped a la auto tire.

Stage No. 9, James W. Miller, one-man band. Plays two numbers very well. Has all kinds of unusual gadgets as part of his apparatus.

Stage No. 10, Ed Anato Hayes, anatomical wonder. Hayes is a very good dislocationist.

James Zaharee, rice writer, has a booth in the auditorium.

Director Zambrino says that the is well pleased with the opening and that it augurs a successful season.

Out in the Open

Roger Littleford Jr.

New York's Fair Develops

FROM an idea that was little better than embryonic a year ago, the New York World's Fair of 1939 in the intervening 12 months has developed into a lusty and thriving project. The fair was first announced in September, 1935, but it was not until almost six months later that necessary governmental support was assured. Since then those responsible for the development of the enterprise have achieved almost miraculous results and today, as 1937 rolls around, we find the "World of Tomorrow" well on the way to tangible success.

Following negotiations which had continued thruout the winter, the State Legislature in April, 1936, passed a group of bills empowering the city of New York to lease Flushing Meadow Park to the fair corporation and to spend \$7,000,000 on land, grading and other permanent improvements. The State was authorized to spend \$2,200,000 in 1936-'37 on highways, bridges and a boat basin, and it was suggested that \$2,000,000 be expended in 1937-'38.

In May of last year the wheels of the project actually began to move at high speed. Grover Whalen became president, replacing George McAneny, who assumed the less active post of chairman of the board of directors. Commander Howard A. Flanigan retired from the navy to become administrative assistant to Mr. Whalen, and W. Earle Andrews, former general superintendent of parks, was named general manager and proceeded to assemble a skeleton staff to plan construction and operation of the fair.

Other departments within the corporation were organized, among them the all-important board of design, responsible for the task of preparing the general theme and plan of the fair. By September this board had accomplished its objective and offered to the people of New York and to America in its entirety the most elaborate plans ever envisioned by world's fair fathers—that of a \$125,000,000 exposition dedicated to "Building the World of Tomorrow."

Ground Broken in June, '36

ON JUNE 29 the corporation signed its lease with the city and on the same day a group of laborers began the tremendous job of moving an ash fill and scooping out lagoons. Since then contractors have worked 24 hours a day and expect to have their work completed by the end of next February.

On October 21 the first architectural contract was let for a \$900,000 Administration Building. We can expect to view detailed plans for this building within the next couple of weeks, as well as plans for four other structures, including the central Theme Building, reported to be costing in excess of \$1,000,000.

According to the corporation's plans, 1937 will see the beginning of construction of a major portion of the fair, including the entertainment and amusement zone. We must bear in mind that actual construction of buildings will not occur until possibly 1938, but contracts will be let in 1937 not only for privately operated entertainment projects but for concession space of all sorts.

As 1937 begins, a \$27,829,500 bond campaign is being brought to a successful conclusion, grading of the 1,215-acre site in Flushing is near completion, five buildings are under architectural contract and a sixth, the field house, has actually been erected on the grounds. . . . Fifty-nine foreign nations

have been invited by President Roosevelt to participate in the fair, and 37 have already indicated that they would do so. Five countries have said they would erect buildings. . . . Invitations have been extended to all the States to take part and more than 200 business and industrial organizations have signified their intention of exhibiting. The fair corporation has assembled a staff of 400 employees on four floors of the Empire State Building.

Progress Phenomenal

GROVER WHALEN, in commenting on the year's achievements, declared that ". . . in all my business experience I have never seen an organization gathered together so efficiently or so quickly. Our personnel is of the highest type and every department is functioning 100 per cent and is up to or ahead of schedule. Progress since this time a year ago has been truly phenomenal. . . . I can assure the people of New York and the entire nation that their fair is going to be built as planned and as timed, and that when it opens in April, 1939, it will be recognized as the crowning achievement in the history of international expositions. . . ."

According to fair officials, William G. Morrissey, director of exhibits and concessions, is making a study of all space at the fair site that will be available for commercial use. His department is preparing a scale of prices both for exhibit space in fair-constructed buildings and for plots on which exhibitors may put up their own buildings. Rules and regulations governing lease and use of display and exhibit areas also are being formulated and announcement of these decisions is expected to be made early in 1937.

Notes From the Crossroads

By NAT GREEN

THE yuletide prosperity seems to have gone to the old weather man's head and he's been overly generous with gorgeous weather; the kind "native" Californians rave about. When we came thru the Hudson tube and into the Pennsy Station in Manhattan Sunday night and taxied over to the vicinity of Times Square the balmy air reminded us of Miami—or at least of Chicago in April. Moving the Crossroads temporarily to New York would have been a swell idea had not old man Flu poked his nose into the scene, leaving the Crossroads mugg without ambish and with an all-gone feeling that would have delighted an undertaker. So instead of meeting up with sundry show guys spending the holidays in the big town, the mugg spent more time looking up at the ceiling of a hotel room and meditating on the uses of adversity or why is flu? He did hear that Rex de Rosselli was in town as an advance ambassador of Cole Bros.' Circus. There already is talk about the Cole show, and while the old guard pooh-poohs the idea that a newcomer can get anywhere, it may be that curiosity, if nothing else, will attract sufficient thousands to the Hippodrome to put the engagement over. Much depends, of course, on the publicity breaks, and whoever is to handle the New York papers has a hard job ahead of him. May he have the best of luck.

Max Goodman stuck around New York until the day after Christmas, then hopped a plane for Miami, where he plans to linger a while. . . . General opinion is that Max has selected a good title for his show and that he is going to make an excellent showing the coming season. . . . George Hamid wasted no time on his return from Europe last week, leaving almost immediately for Atlantic City. . . . Charlie Duffield spending some time at Miami. . . . Latest wrinkle at Radio City is a sunken outdoor ice rink, with settings having a European atmosphere. . . . Plenty of sidewalk audience, but no skaters when we glimpsed it. . . . Ernie Clark, of the famous old Clarkonians act, playing a few vaude dates in the East before returning to Chi, was surprised and shocked to learn of the death of Charlie Rooney.

Miami is to have a night club under canvas. . . . On Broadway we met Mike Speciale, Cleveland impresario, who had the French Casino at the Great Lakes



Hartmann's

Broadcast

THERE is a growing disposition among State, county and city officials to increase their revenues by the "Amusement Tax" plan with such persistence that owners and operators of all manner of exhibitions to which an admission is charged are facing a situation so serious that unless there is organized co-operation in defending themselves the tax grabbers will eventually put all show owners and operators in the unemployed class.

These are the sentiments of Charles Bernard, the old-time showman of Savannah, Ga., and no truer words were ever spoken.

Savannah, for instance, has just adopted a new amusement tax ordinance, which became effective January 1, calling for a levy of 10 per cent of the gross receipts. Circus, baseball, football and all other forms of entertainment that depend upon paid admissions are included with the theaters in the ordinance.

The cause for this action is explained by Mr. Bernard. During 1936 the Family Welfare organization by agitating the much-overdone plea for "starving unemployed," succeeded in getting the city council to donate \$5,000 per month to the welfare fund. All thru the year the city revenues were not sufficient to meet the necessary expense of government and the taxpayers criticized severely the burden they were bearing and demanded economy in city operation. The result was the city officials notified the Family Welfare that on December 31, 1936, the \$5,000 per month donation would be discontinued. Immediately a howl went up from the officeholders of the group that they must have money to meet the demands of the needy, and along came the plan for an amusement tax. Club meetings were held, news columns of the local papers were filled with pleas from those whose salaries were concerned and the gross receipts tax ordinance followed.

In the case of theaters the tax is payable on the first day of each month for the preceding month, while circuses, carnivals and other traveling amusements must pay the tax on or before 12 o'clock of the day after such performance is given if operated by a resident, and if by a nonresident the tax must be paid before the performance is completed.

REPORTS reaching my desk lead me to believe that the newly formed United Cowboys' Association is going to become an important factor in the rodeo field. More than 200 contestants, many of them leaders in the field, are already in the organization and others have intentions of joining later.

This is the first time in the history of rodeos that contestants have had an association. The movement to organize had been going on for some time, the boys feeling that such a step was necessary to correct things which they consider detrimental to their best interests. The Rodeo Association of America,

Exposition. . . . He was looking for a dramatic end tent to house his *Folies de Nuit*, which is to open in Miami early in January. . . . It will be interesting to watch the modus operandi that will be used to build up the European act that flopped so completely two seasons ago but which with a rival tented show is touted to be a sensation this season.

REYNOLDS & WELLS UNITED

WANTED FOR THE SEASON OF 1937

Concessions, all Sium and Stock joints that don't operate for over 10c. Corn Game and Diggers gone. All the rest open. WANTED—A small, neat and first-class Cook House. A real proposition to parties who can produce. WILL BOOK a late model Loop-o-Plane and Glider. Same must have plenty of flash and furnish own transportation. All Shows open with their own outfits. Same must be plenty of flash with something inside. Miller's Battlefield write. This Show will be new from the ground up. All Fair Secretaries, Celebration Committee Men in Missouri, Illinois, Wisconsin wishing a clean Show in all respects, with a positive guarantee, get in touch with us. Show will open early in April, Springfield, Mo. 318 4th Street, San Antonio, Tex. P. S.—Charley Nole write.

which represents the rodeo management, will hold its annual meeting in Reno, Nev., next month, and it will be interesting to see what action is taken there to have the differences existing between the contestants and producers adjusted.

COL. LINARD JONES, of "Col. Linard Jones' Colossal Circus G'Lux, with general offices in the Harry-Anna Home at Umatilla, Fla.," has a little message which he asks me to pass on to readers of this column.

"Will you please help me out of a 'jam'?" he writes. "You know how unreliable my secretaries can be, and this is a time that I surely do not want my friends to believe I am ungrateful boy. If you will thank my 'family' for their many kindnesses to me this Christmas, thru your columns, it will be a greatly appreciated favor.

"No boy was luckier December 25 than I. My elephant herd has new additions, and there are dogs, books, games, pictures, dollar bills and lots of other nice presents around my bedside. Governor Sholtz's gift was a commission as a real 'Chandy Colonel,' so now I have a right to the title of Colonel.

"Mr. and Mrs. S. L. Cronin sent a check to buy presents for all the children in the Home, and a candy manufacturer friend of Mr. Cronin sent us a big supply of candy. My gift from the Cronins is a wrist watch. I've wanted one for a long time.

"Jack Hoxie will be at the Eustis Fair early in January. He is an old friend of mine, you know, and I am sure he will come to see us while he is now close to Umatilla."

Accompanying the message was a list of those from whom the Colonel received gifts, as follows: Dexter Fellows, Mr. and Mrs. S. L. Cronin, the Tan Arakis, Mr. and Mrs. William Dressman, S. H. Woodward, Charles R. Milbauer, Dr. and Mrs. Milton Hoffman, Rosita Mantilla, Frank R. Hanson, Charles Mayer Company, Mr. and Mrs. Cleveland Williams, Mrs. Jessie Brady, William Wetmore, Frank V. Baldwin Jr., Flying Cancellos, Billy Reed, W. L. Montague, Donald Rockwood, Judge J. C. B. Koonce, Byron Gosh, F. E. Loxley, Capt. Fred C. Allspaw, Mrs. C. L. White, Mr. and Mrs. C. A. Sonnenberg, Leonard Karsh, Rex M. Ingham, Mrs. Ernest Haag, Toby Tyler, Mr. and Mrs. George Singer, Eleanor Ritchey, S. H. Shultz, Harold Barnes, Harry Ryan Swank, Bert Northrup and Bess, Harry Mack, Guy P. Blount, George H. Lux, Gov. Dave Sholtz, Harry Werwage, Mrs. Victor Lee, Geraldine Morrison, Raymond L. Brickford, John V. Leonard, F. N. Bassett, Mr. and Mrs. Lyman H. Dunn.

One can judge from this list that it wasn't necessary for the Colonel to share in the presents sent by the 35 or more Elks' lodges in the State. Every kid in the Home profited by the Colonel's popularity.

Matthew J. Riley Now G. A. for Endy Bros.

MIAMI, Fla., Jan. 2.—Matthew J. Riley, last year associated with James E. Strates, has cast his lot with the Endy Bros.' Shows. Dave Endy, who made the deal with Riley, says that the Endy Shows will be enlarged and augmented with a number of innovations so that it will be in a competing position with the larger shows of the East and North.

D. E. PENCE

Manager "Nona" Show. Wire J. GEORGE LOOS, Laredo, Tex.

AUCTION SALE

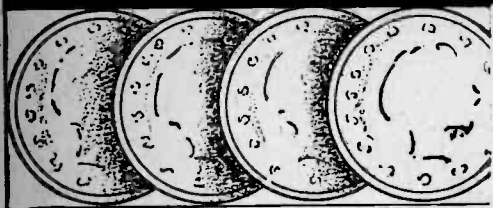
FRIDAY, JANUARY 8, 12 O'CLOCK. Caterpillar Ride, good condition. JOHNSON'S GARAGE Middlesboro, Ky.

Send FOR THIS BIG BOOK

TRAILER *BUILDERS *OWNERS

Send 25c Today for this big 60-page book full of valuable information, ideas and suggestions for trailer buyers, builders and users. Tells How To Build Tops, Beds, Cabinets, etc. All About Electric Light and Water Systems, Floor Plans, etc. Catalog of parts and equipment includes everything you want. Axes, Hitches, Pumps, Stoves, Lights, Windows, Sinks, Toilets, Mattresses—Over 200 items exclusively for building and equipping a Trailer. Rush 25c (coin) today—Satisfaction positively guaranteed. TRAILER SUPPLY CO., Box 438-H, Wausau, Wis.

COIN OPERATED • • • VENDING • • SERVICE • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

THE OPERATOR 1937

Visiting operators will be guests of the exhibitors at the 1937 Coin Machine Exposition, which meets in Chicago January 11 to 14. There is no need to eulogize the operator, but rather to weigh those trends that affect his welfare and also the welfare of the industry.

The convention should provide a picture of the operator of 1937. There has been a lot of speculation during the last year as to what is happening in operating circles and even some talk of "the new operator." A transition has been apparent in operating circles since the novelty pinball game began to yield to larger and more stable types of machines and to its successor, the pay-out table game. The very fact that the changing tides of business also bring changes in the personnel that makes up an industry or trade will make the delegates at the 1937 convention doubly interesting.

Who will represent the operators at the 1937 convention and what will they be thinking? During the past year I have heard some very definite opinions expressed in the trade as to the types of operators that are now taking the lead in the operating profession, and it should be possible to locate these trends among the delegates at the convention.

The regulars will be there, that army which has attended every convention since there were conventions in the coin machine industry and has seen the rise and fall in popularity of many different types of machines. Many of these oldtimers entered the school of experience in operating bells, and there are those who say that the swing to pay-out tables brought these pioneers out into the front again and that their long experience will again be a dominant factor in the trade. Many of these pioneers have had the foresight to capitalize on whatever type of machine happened to be in popular favor, and they will probably continue to do so.

There are others who say that the present practice of selling high-grade machines on time is compelling manufacturers and distributors to more carefully select the men that make up the operating ranks. Theoretically selling on time calls for such selection of credit risks, and some say that it will bring into the operating profession more professional and business men, who will be a decided asset to the reputation of the industry. Some of the strongest promotions in the merchandising machine field for several years have involved some such idea in which the manufacturer or distributor has gone out to carefully select prospective operators and in many cases select professional or business men who were entirely new to the business of operating machines. The result is said to have produced a gradual and very stable rise in the merchandising machine business.

The music division of the industry can probably be given credit for the most careful selection of its operators today and certainly deserves credit for making definite endeavors to improve the business methods and policies of the men in its operating ranks. The operators of music machines will be at the 1937 convention, probably in greater numbers than

at any previous coin machine convention. They should exert a wholesome influence.

There are some who say that the distributor and jobber will determine the future of the operating business. Many of them have already or will build up large operating organizations. They began the first steps in credit selling, began the process of selecting their operators and have advised and trained thousands of them during the past few years. They have largely assumed trade leadership in their respective territories. The swing to more expensive machines is adding to the prestige of the distributing section, and its influence upon the future of the operating business is likely to increase rather than diminish. If they do not operate themselves they will draw about them a group of customers who in effect constitute an operating organization.

The big operator and the small operator will be at the convention, and the tide of larger and more expensive machines is putting the stress on bigness. Some are asking what is to become of the small operator. Laws have even been passed in some States to squeeze out the small operator. The future of the small operator is largely in the hands of the distributor and jobber. In some cases the small operator will become an employee in the distributor's organization or ally himself in some way with the local distributor or jobber.

That the distributor and jobber will lean toward the small operator is indicated by what a prominent distributor recently said: "It is nice to sell a large order to the big operator, but I have carefully checked my business, and the small operators mean five times as much business for me as the large operators. So I have gone out of my way to help the small fellow, I have helped finance him, helped him get started in business and have done everything possible to see that he succeeds. They are the fellows that give me the bulk of my business."

So these are classifications and types of some of the operators that are coming to the 1937 convention as guests of the exhibitors. What can be done to promote their enjoyment and to add to the intelligent appreciation of their profession is the immediate question.

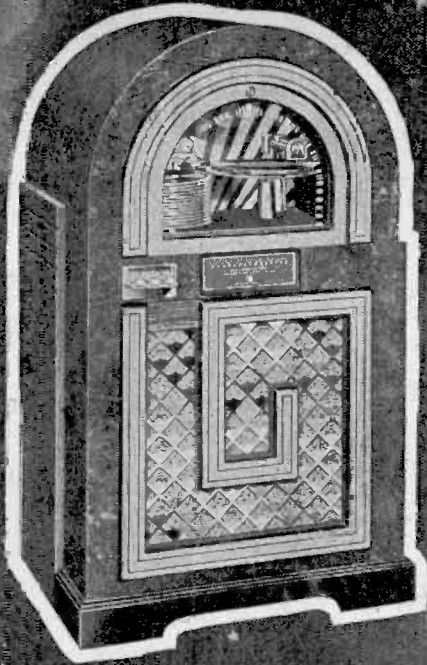
Expensive entertainment will be provided for these guests, but after wining and dining a man he should also be encouraged to talk. The rank and file of operators have had little voice in trade affairs thru all these years. It would be good business to let them talk at the 1937 convention even if some of them do cuss the manufacturers.

It would be good business for the exhibitors at the 1937 convention to have a complete change of heart toward the operator and show sympathy for his side of the fence just as a matter of business courtesy. This change of heart in the makers and sellers of machines ought to go so far that they would even say to the trade papers:

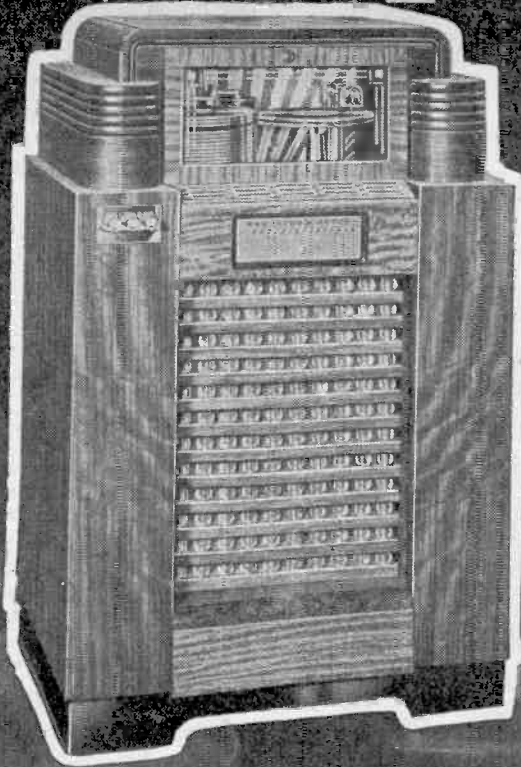
"Gentlemen of the press, we want you to run your papers as much as you can for the operator thruout 1937 and see how it works out. Don't let us as advertisers dictate what you should do or fill your pages with our own bunk. Write something to interest and help the operator and give him a voice in your papers."

The doors of the 1937 convention will open to operators from all parts of the world on January 11, and for four days they will be guests of the largest number of exhibitors ever brought together in an exposition of coin machines and allied industries. Prospects indicate that the largest variety in types of machines ever shown will also be on view at this convention. Every exhibitor is preparing a real welcome, and some records in hospitality and entertainment will probably be broken. You may come expecting to have the time of your life.

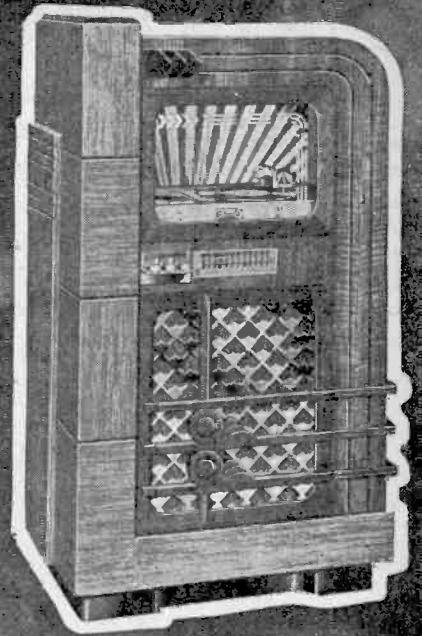
THE SEEBURG FRANCHISE IS MORE VALUABLE!



HIGH FIDELITY MELODY KING MODEL "Q"
HEIGHT, 54 1/2"; WIDTH, 31 1/2"; DEPTH, 24". ILLUMINATED 15 RECORD MULTI-SELECTOR. 7 TUBE FULL RANGE AMPLIFICATION. 15 INCH SUPER DYNAMIC SPEAKER.



HIGH FIDELITY MELODY KING MODEL "K"
HEIGHT, 54 1/2"; WIDTH, 35"; DEPTH, 25 1/2". ILLUMINATED 15 RECORD MULTI-SELECTOR. 8 TUBE FULL RANGE AMPLIFICATION. TWO SUPER DYNAMIC SPEAKERS.



HIGH FIDELITY SYMPHONOLA MODEL "J"
HEIGHT, 55"; WIDTH, 31 1/2"; DEPTH, 21 1/2". ILLUMINATED 12 RECORD MULTI-SELECTOR. 8 TUBE FULL RANGE AMPLIFICATION. TWIN DYNAMIC SPEAKERS.

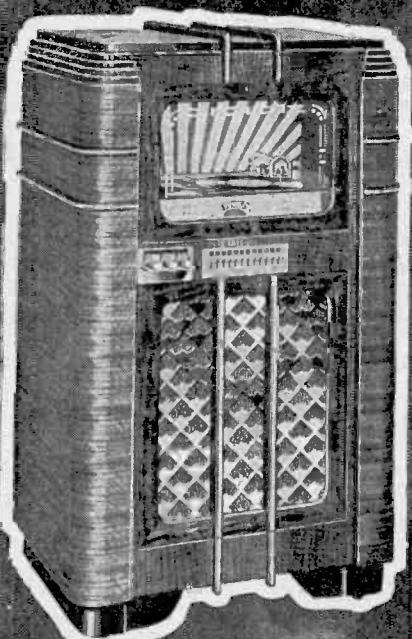
FOR YOUR LOCATIONS!

The Finest Music this Side of Heaven!

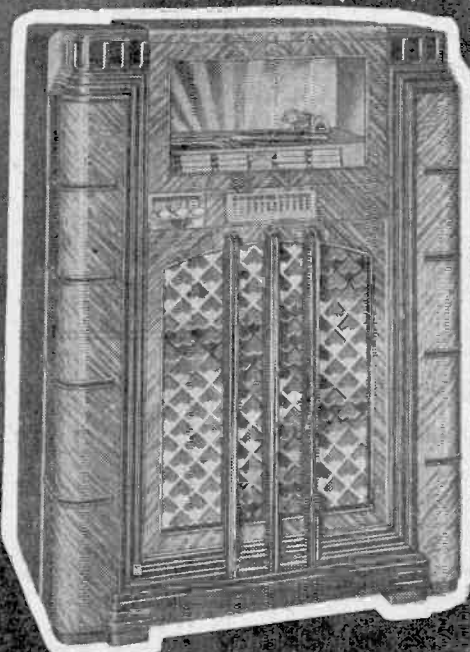
THE NEW 1937 HIGH FIDELITY

MELODY KING and SYMPHONOLA

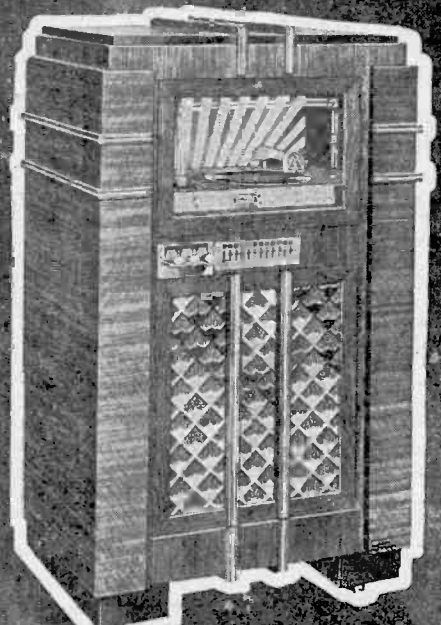
J. P. SEEBURG CORPORATION 1510 DAYTON STREET • CHICAGO ILLINOIS



HIGH FIDELITY SYMPHONOLA MODEL "H"
HEIGHT, 51"; WIDTH, 30 1/2"; DEPTH, 22". ILLUMINATED 12 RECORD MULTI-SELECTOR. 7 TUBE FULL RANGE AMPLIFICATION. 15 INCH SUPER DYNAMIC SPEAKER.



HIGH FIDELITY SYMPHONOLA MODEL "XF"
HEIGHT, 56"; WIDTH, 40 1/4"; DEPTH, 23 3/4". ILLUMINATED 12 RECORD MULTI-SELECTOR. 9 TUBE FULL RANGE AMPLIFICATION. THREE 12 INCH SUPER DYNAMIC SPEAKERS.



HIGH FIDELITY SYMPHONOLA MODEL "BX"
HEIGHT, 57"; WIDTH, 30 1/2"; DEPTH, 21 3/4". ILLUMINATED 12 RECORD MULTI-SELECTOR. 5 TUBE FULL RANGE AMPLIFICATION. 12 INCH SUPER DYNAMIC SPEAKER.

Immediate Delivery Positively Assured!

"ON TO CHICAGO"

1937 ANNUAL COIN MACHINE EXHIBIT AND CONVENTION

New York Train Reservations Up

NEW YORK, Jan. 2.—Advance reservations already made for the special train, under the supervision of Attorney Benjamin H. Haskell, over the New York Central Railroad, and for a special plane being arranged by Bill Gersh, of Byrde, Richard & Pound, advertising agency, forecast the greatest Eastern delegation in the history of the industry for the 1937 show in Chicago.

Amalgamated Vending Machine Operators' Association has already reported that a great number of its members have arranged to be present at this year's show. Greater New York Vending Machine Association has not as yet reported, but it can safely be conjectured that approximately the same number of members will leave from Brooklyn.

Jobbers and distributors and many of the allied industries report large delegations for the show.

New Jersey's delegation will join that of New York aboard the Commodore Vanderbilt to swell the total. It is also rumored here that there may be a special Wurlitzer car attached to one of the trains that will leave for the show. The train will stop at Buffalo to pick up the representatives of the Wurlitzer factory. If the special arrangement is made there is no doubt that more than 500 men will be present from this area. This will be a record delegation from this territory.

Pittsburgers To Swarm Show

PITTSBURGH, Jan. 2.—Largest Pittsburg coin-machine crowd ever to attend a show in Chicago is leaving as a body next week. Both jobbers and leading operators will be heavily represented.

Among jobbers headed for the show are Meyer Ableson, of the American Cigarette Machine Company; J. D. and B. D. Lazar, of the Lazar Company; Phil Greenberg, of the Atlas Novelty Company, and Charles Feldman, manager of the local Victor Records office.

Included among the operators are Harry Rosenthal, Mr. and Mrs. Charles Porter, Ed Foster, Sam Shapiro, Al Singer, F. M. McNamara, J. C. Bowlin, Gus George, Marcus Rosenthal, Frank Leon, Sam Chabin and many others.

TIME: January 11, 12, 13 and 14, 1937. Opens at 12 Noon, January 11. Registration begins January 10.

PLACE: Sherman Hotel, Chicago, occupying Exhibit Hall, Mezzanine Floor and Grand Ballroom.

ADMISSION: Season badge, or by individual admission ticket, price 1.00.

BANQUET: 7 P.M. Thursday, January 14, Grand Ballroom and First Floor, Hotel Sherman.

PROSPECTS: Largest exhibit, record attendance and greatest variety of coin-operated machines ever shown.



LATEST POSE OF JOE HUBER, convention manager, as he completes details for the 1937 Coin Machine Convention, to be held at the Sherman Hotel, Chicago, January 11 to 14, inclusive.

New Reservations

CHICAGO, Jan. 2.—National Association of Coin-Operated Machine Manufacturers, 120 South La Salle street, announces the following firms have reserved exhibit space at the 1937 convention which opens at the Sherman Hotel January 11. These firms are in addition to the list of exhibitors published in *The Billboard* issue of December 19:

American Pistachio Corporation, New York; Amusement Devices, Inc., Chicago; Baum Novelty Company, St. Louis; Cord-Melane Company, Chicago; Harlich Manufacturing Company, Chicago; Lincoln Novelty Company, Chicago; Superior Confection Company, Columbus, O.; Target Roll Distributors, Newark.

Huber Promises The Biggest Ever

CHICAGO, Jan. 2.—Joe Huber, convention manager, this week repeated his promise that the "1937 Coin Machine Convention would be the biggest and best ever." Huber has made this promise for the past five or six years, and for some reason it always seems to come true.

Huber says that of the 258 booths, the largest by far that had ever been ar-

ranged, 250 had already been sold. That is an indication of the immense numbers of machines and devices on display.

Huber also says that the banquet will exceed all records. Last year the banquet occupied the Grand Ballroom and all other dining rooms on the mezzanine floor of the Sherman Hotel. This year the convention management has reserved all this space and also the large Old Town Inn.

Huber says that the advance registration this year indicates how many operators to expect. The registration already shows that thousands of operators will be there (he said either 4,000 or 40,000 but that may be a typographical error).

So you have the assurance of Joe Huber, gentlemen, that it "will be the biggest and best coin machine convention ever."

Detroit Votes Special to Chi

DETROIT, Jan. 2.—Annual meeting of the Skill Game Operators' Association was held last week at the Detroit-Leland Hotel. Meeting was unusually well attended and was devoted entirely to business.

Principal business of the evening was the annual election of officers. E. C. Bourden, of the S. & B. Novelty Company, was re-elected president. Other officers, all re-elected, are: H. V. Barber, Wolverine Vending Company, vice-president; W. N. Zerby, Freeland Specialty Company, secretary and treasurer.

Directors were re-elected as follows: Carlyle Gunn, Gunn Music Company; Frederick E. Turner, Detroit Vending Company, and L. V. Rohr, Rohr Sales. Association has reduced the number of

directors from six last year to three this year.

Most important action taken at the meeting was a decision to run a special to Chicago for the Coin Machine Show. Special will leave about noon Monday, January 11.

Annual dinner of the association will be held at Northwood Inn, Royal Oak, Mich., Wednesday, January 27. Operators, their wives and friends will be welcomed to this major social event.

New Orleans Ops Plan Chi Trip

NEW ORLEANS, Jan. 2.—On the eve of the departure of the New Orleans delegates to the annual coin machine show at Chi at least 25 of the city's (See ON TO CHICAGO on page 73)

Big Floor Show

CHICAGO, Jan. 2.—Sadie Morris agency, which has booked the floor show talent for the annual coin machine banquet for the last five years, will supply the talent for 1937 annual banquet, according to recent announcement.

Miss Morris has become so thoroughly acquainted with the tastes of the coin machine fraternity in supplying talent during all these years that her knowledge is taken as a guarantee that another good show is in store for guests at the banquet this year. She promises a varied and highly entertaining program—something to please all tastes.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,
SEE US IN SUITE 511, SHERMAN HOTEL.
During the Coin Machine Convention, 1937 with our Extended Credit Plan, which hundreds have found convenient and profitable.
We expect to serve many more operators during 1937 with our Extended Credit Plan, which hundreds have found convenient and profitable.
YOU CAN'T GO WRONG!
WRITE FOR CREDIT!
Lee D. Jones
P. S.—Alibi No. 4 for leaving your wife at home during convention: Wot 'ell, bring her along!

Keeney's
Targette
ELECTRIC RAY RIFLE GAME
ON DISPLAY AT OUR SHOW ROOM
BOWLETTE- 10 FOOT 14 FOOT
BABE KAUFMAN, Inc., (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

PROGRAM
1937 COIN MACHINE CONVENTION
Hotel Sherman, Chicago

SUNDAY, JANUARY 10
10 a.m. to 5 p.m. Registration desk open, Hotel Sherman Lobby.
3 p.m. NACOMM Annual Meeting—For members.

MONDAY, JANUARY 11
12 noon to 2 p.m. Exhibition Halls open to distributors, jobbers and operators only.
2 p.m. to 10 p.m. Exhibition Halls open to distributors, jobbers, operators and others.

TUESDAY, JANUARY 12
10 a.m. to 12 noon. Louis XVI Room—Available for meetings of operators.
12 noon to 10 p.m. Exhibition Halls open.

WEDNESDAY, JANUARY 13
10 a.m. to 12 noon. Louis XVI Room—Available for meetings of operators.
12 noon to 10 p.m. Exhibition Halls open.

THURSDAY, JANUARY 14
10 a.m. to 2 p.m. Exhibition Halls open.
7 p.m. Banquet—Grand Ballroom and first floor Hotel Sherman.

"They'll Steal the Show!"

... is the prediction of everyone permitted a preview of these
KEENEY 1937 "HIT" GAMES!

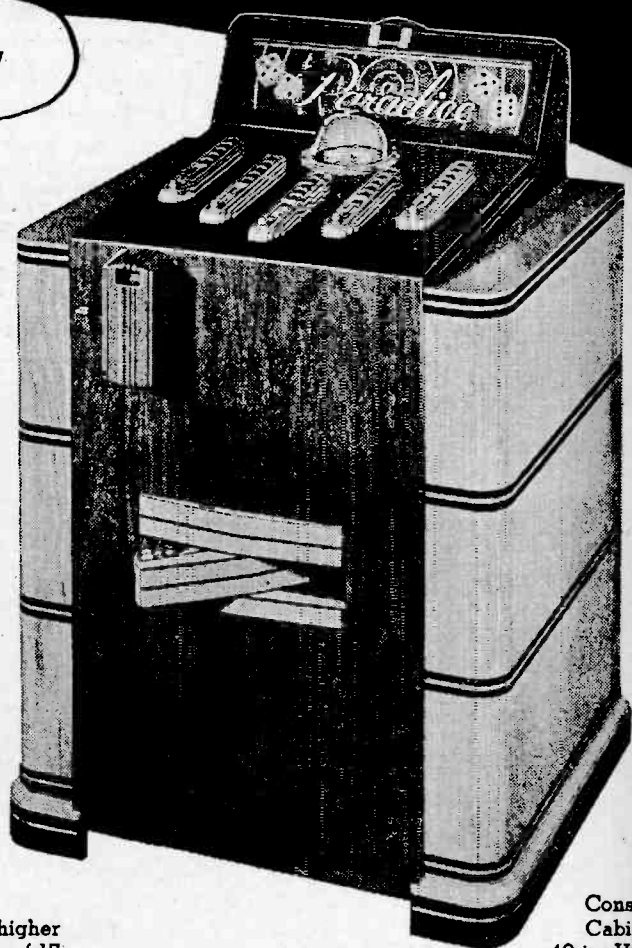
AND EACH GAME
 NOW IN PRODUCTION!

KEENEY'S *Paradise*

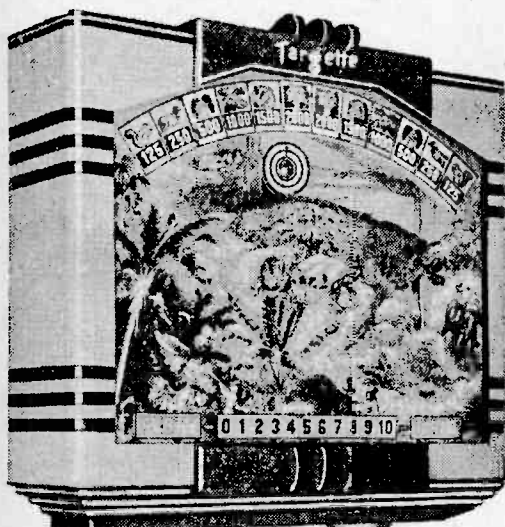
"The Finest Coin Game ever Built"

Takes up to \$1.25 on a single play

Player has a choice of 5 different "Field" or "Point" bets and can play from 5c to 25c on each choice—or with all possible bets covered, taking up to \$1.25 on a single play. Payouts range from 10c to \$1.50 for every nickel played. Illuminated jewel lights indicate every bet made. When all bets are placed, the button is pushed, causing two rolling dice to be projected on the smoked glass reflector—spots on dice being distinguishable with every tumble, adding thrills while awaiting dice to come to full stop.



Console Cabinet
 40 in. High



Targette

LIGHT RAY RIFLE GAME

Back-and-forth moving target travelling at higher and higher speeds as successive hits are made. Operates at range of 15 to 50 feet. "Ever-lasting" lamp cartridge and million-play trigger switch. Targette operates until all 10 shots have been fired. The only 100% trouble-proof rifle game on the market.

"TEN STRIKE"

2 Ball Novelty Payout, Pin Game of Revolutionary Play Principles and Features

Payouts are made by balls striking miniature ten pins with each such hit being registered on light-up backboard and as per odds indicated with each new play—payouts ranging from 5c to \$2.00, the latter when "Mystery Strike" is secured in hitting Head Pin at proper time.



51 in. x 24 in. Cabinet
 ★ 12 Coin Escalator
 ★ No Shuffle Board

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 stand-ards being 52" in height, there is sufficient clear-ance to stand TARGETTE be-hind a counter, booth or bar, or to hang the cabi-net on the wall if desired.

Can operate at as short a dis-tance as 15 feet; there is practi-cally no loca-tion 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

★



SEE THESE "HIT" GAMES at the COIN GAME SHOW Booths 147, 148, 149 and 150

Visit Our New Factory or Write

J. H. KEENEY & CO. New Factory Address at 2001 CALUMET AVE., CHICAGO

NEW YORK CITY OFFICE: 250 W. 54TH STREET • BABE KAUFMAN, Mgr.

Weekly MUSIC Notes

Wurlitzer-Victor In Trade Tieup

NORTH TONAWANDA, N. Y., Jan. 2.—Homer E. Capehart, vice-president and general sales manager of the Rudolph Wurlitzer Company, announces that arrangements have been completed for the manufacture and distribution of Wurlitzer products by RCA-Victor Company, Ltd., Montreal. Agreement covers the manufacture and distribution of Wurlitzer-Simplex Phonographs, Skee Ball and other Wurlitzer products in Canada and various British possessions, including Australia, New Zealand, British West Indies and British possessions in Africa.

Wurlitzer products will be manufactured in the Montreal Victor plant. RCA-Victor Company, Ltd., has previously been distributor for Wurlitzer products. According to E. C. Grimley, president, the market for these products is so extensive that the company desired to make arrangements for both manufacture and sale in order to better serve its trade.

R. E. L. Johnson, sales manager of Victor's industrial division, will be in charge of selling Wurlitzer products. RCA maintains branches in Halifax, Toronto, Vancouver, Winnipeg and Calgary.

Royal Point Introduces Jewel Needle for Phonos

WICHITA, Kan., Jan. 2.—Royal Point Needle Company here is presenting to the trade a jewel-point phonograph needle for use on all coin machines and radio station transcriptions.

Idea of a jewel point needle is, of course, not new. It is something that inventors and manufacturers have experimented with for a great many years. They have recognized that a jewel point would outlast any type of metal or composition needle that could be constructed.

Difficulty has been to devise a practical, moderately priced jewel-point needle. According to the announcement from the Royal Point Needle Company, this has now been accomplished. Jewel in the Royal Point Needle is hand-cut and mounted in a specially patented bronze stem.

Lengthy experiments have been run with the needle and it has been found that the Royal Point Needle will play 16,000 numbers without the slightest bit of distortion in the music and without servicing. The experiments showed, too, that with the jewel-point needle high and low tones which ordinarily cannot be heard are reproduced with exceptionally high fidelity.

According to company officials, the trade has given the needle a welcome reception, since the needle fills a long-felt need. Advertising being used to introduce the needle is using the character of Sherlock Holmes, who, according to the advertising copy, has made some very interesting discoveries regarding the needle.

Seeburg 1937 Line Big Hit Upon Announcement

CHICAGO, Jan. 2.—Since announcing their 1937 line of phonographs, officials of the J. P. Seeburg Corporation say that the response clearly indicates the 1937 line will far exceed the brilliant record of the 1936 line.

"This brilliant array of six new models is characteristic of Seeburg production," company officials stated. "Nothing has been overlooked to make the in-

pearance 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 make it easy for the patron to select his favorites.

"Other important features too numerous to mention mark these phonographs as superior instruments. Much research and money were spent in developing the 1937 line. The result is not just a phonograph that offers canned music, but a Seeburg phonograph is designed with the needs of the operator in mind. Each detail has been given every possible consideration from both the standpoint of beauty and of performance. The new year holds unlimited possibilities as to placements and profits for operators of the 1937 Melody King and Symphonola machines."



HOMER E. CAPEHART, Wurlitzer's vice-president and general sales manager, discussing plans for the manufacture and sale of Wurlitzer products by RCA-Victor with E. C. Grimley, president of RCA-Victor Company, Ltd., and R. E. L. Johnson, sales manager of its industrial division, who will have charge of selling Wurlitzer products. Sitting from left to right are Capehart, Grimley; Carl Johnson, Wurlitzer vice-president in charge of production, and R. E. L. Johnson. Standing (left to right) R. E. Norman, Wurlitzer advertising manager, and G. E. Broyles, assistant to Capehart.

struments 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 were 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 is the finest automatic phonograph created by our 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 ap-

"Rhythm King" Selling

CHICAGO, Jan. 2.—When a customer comes in to buy a few merchandise vending machines and leaves an order for 25 music boxes, that's real salesmanship. Credit for a sale like that goes to Harry Sachs, Cleveland branch manager of the Markepp Company, Ohio distributor.

An out-of-town customer who has a route of merchandise vending machines came in to buy some new equipment. After booking his order Sachs persuaded him to listen to a demonstration of the new Rhythm King. "It didn't take any real selling after that," reported Sachs, "to book his order for 25 music boxes."

Sample Shoot-a-Lites Now at All Distributors

CHICAGO, Jan. 2.—Exhibit Supply Company announces that all jobbers and distributors now have samples of Shoot-a-Lite target game on display. Officials also state that a second run, even larger than the first, is getting under way. While definite figures are not available, estimates place the number of games already on location at about 500. In its announcement to jobbers and distributors Exhibit advised that to date only sample orders had been shipped and that it is now ready to make shipment on the scores of quantity orders that have flooded the company

since announcing Shoot-a-Lite to the trade.

"The tremendous response that has greeted Shoot-a-Lite has made it necessary to add several new employees to the office staff and a flood of orders has forced the company to reduce advertising and sales activity to a minimum." Exhibit officials stated this week. "In order to give prompt delivery night shifts have been working constantly. But with a second and larger production run under way all present volume orders will be filled promptly and the avalanche of buyers at the show are promised immediate delivery. Jobbers and distributors everywhere are reporting highly favorable earnings from Shoot-a-Lite and lasting success on location.

Shoot-a-Lite, with its many intriguing replacement targets, will be a feature of the Exhibit display at the annual show, January 11, 12, 13 and 14. Exhibit will have seven booths—numbers 58, 59, 60, 61, 62, 63 and 64.

Sheet-Music Leaders

(Week Ending January 2)

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. In the Chapel in the Moonlight (1)
2. Pennies From Heaven (2)
3. It's De-Lovely (3)
4. When My Dream Boat Comes Home (8)
5. I've Got You Under My Skin (4)
6. I'll Sing You a Thousand Love Songs (5)
7. South Sea Island Magic (6)
8. Organ Grinder's Swing (9)
9. One, Two, Button My Shoe (10)
10. I'm in a Dancing Mood (11)
11. The Way You Look Tonight (7)
12. The Night Is Young (15)
13. When Did You Leave Heaven? (12)
14. With Plenty of Money and You
15. There's Something in the Air

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 25, to Thursday, December 31, both dates inclusive.

- | | |
|--|----|
| It's De-Lovely (27) | 34 |
| Chapel in the Moonlight (22) | 29 |
| There's Something in the Air (23) | 27 |
| You Do the Darndest Things Baby (17) | 26 |
| Pennies From Heaven (21) | 26 |
| Easy To Love | 24 |
| Gone | 22 |
| I Got You Under My Skin | 21 |
| I'm in a Dancing Mood (22) | 20 |
| Please Keep Me in Your Dreams | 20 |
| I'll Sing You a Thousand Love Songs (16) | 19 |
| If My Heart Could Only Talk | 17 |
| Did You Mean It | 17 |
| Organ Grinder's Swing | 17 |
| Someone To Care for Me (16) | 17 |
| With Plenty of Money and You (19) | 16 |
| Frost on the Moon | 16 |
| Serenade in the Night | 16 |
| Good Night, My Love | 16 |
| One, Two, Button Your Shoe | 15 |
| All's Fair in Love and War | 14 |
| When the Lazy River Goes By | 14 |
| Timber | 14 |
| The Way You Look Tonight (13) | 12 |
| The Goose Hangs High | 11 |

Demand
PERMO-POINT
PHONO NEEDLES
 FOR
YOUR AUTOMATICS!
2000 PERFECT PLAYS

SOUTHERN AUTOMATIC MUSIC CO.

542 2nd St.,
Louisville, Ky.

420 W. 7th St.,
Cincinnati, Ohio

Meet our representatives, S. L. STIEBEL, LEO WEINBERGER and JOE WEINBERGER, at J. P. SEEBURG Booths, Numbers 23, 24, 43, 44 and Suites 1210, 1211, 1212, 1214, 1012 and 1014, Sherman Hotel.

See the 1937 MELODY KING and SYMPHONOLA at the Louisville and Cincinnati Offices.
 WANTED—Used Bowling Machines, for cash, or will trade Late Used Pin Games.

Baum Novelty Promises Surprises at Chi Booth

ST. LOUIS, Jan. 2.—Dan Baum, of the Baum Novelty Company, this city, claims he will start the new year right for the operators with the latest creation in salesboards called "The Deal of Deals." New creation has been thoroly tested, according to Baum, and has proved a big money-maker and one that will go over the year around.

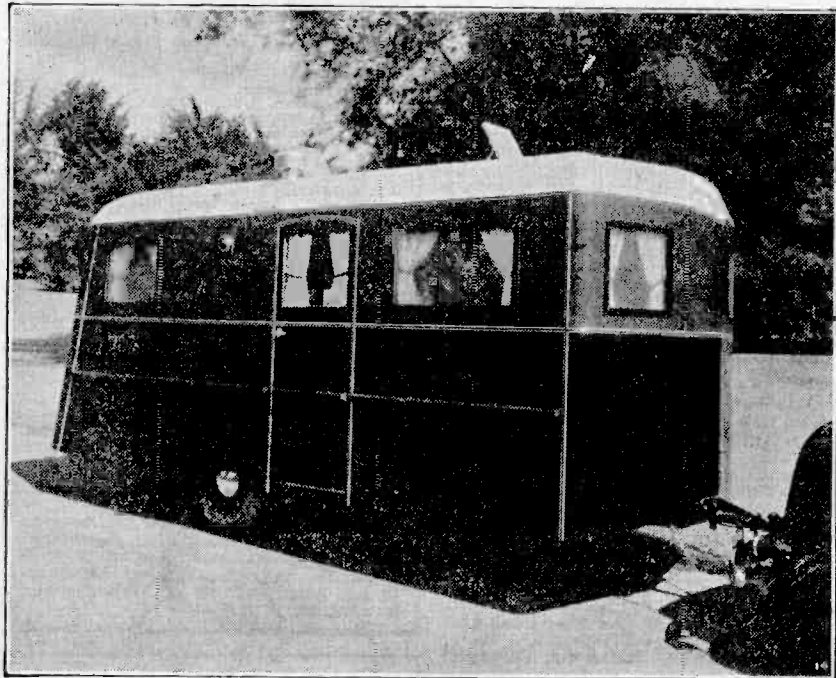
Baum Novelty Company will occupy Booth 247 at the Coin Machine Show and a cordial invitation is extended to all the visiting jobbers and operators to take a "looksee" at the new salesboard deal during the convention.

Baum also carries a complete line of Mills and Jennings slots and for the

past several years has been specializing in the buying and selling of good used slot machine equipment.

McCall Novelty Pays Bonuses

ST. LOUIS, Jan. 2.—McCall Novelty Company here, one of the newest and most progressive distributors in the Middle West, surprised its employees with a substantial bonus as a token of appreciation for their co-operation in building what promises to be one of the country's outstanding distributing firms. According to A. McCall and Ray James, owner and general manager, respectively, there are "no bosses or time clocks" and every employee is imbued with the spirit and has but one objective—"make the company second to none."



A HAYES MOTOR HOME will be won by some operator at the 1937 Coin Machine Convention, Chicago, January 11 to 14.

VISIT US AT THE COIN MACHINE SHOW

We want to meet you and say "Hello" in person while you're here in Chicago. We know you're going to have a corking good time. You'll meet old friends and make new ones. You'll see a lot of new machines, get a lot of good ideas.

We'll let you in a secret, too. A really startling bit of news that we've saved for this occasion. If you're interested in something that's REALLY new, that will make money for you—and we know you are—just drop into

BOOTHS 29, 30, 37 and 38

H. C. EVANS & COMPANY

Ten Best Records for Week Ended Jan. 4

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6640—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Shep Fields and orchestra.	7795—"Midnight at the Onyx" and "If We Never Meet Again." Hudson-DeLange Orchestra.	25431—"Pennies From Heaven" and "So Do I." Eddie Duchin and orchestra.	3389—"Here's Love in Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.
2	B6721—"Pennies From Heaven" and "Nero." Tempo King and orchestra.	7789—"That's Life I Guess" and "Pennies From Heaven." Teddy Wilson and orchestra.	25422—"Easy To Love" and "I've Got You Under My Skin." Ray Noble and orchestra.	3388—"The Goose Hangs High" and "Mr. Ghost Goes to Town." Louis Prima and his New Orleans Gang.
3	B6687—"Hey! Hey! Hey! Hey!" and "Hallelujah! Things Look Rosy Now." Tempo King and orchestra.	7792—"Little Old Lady" and "Now." Leo Reisman and orchestra.	25432—"It's De-Lovely" and "You've Got Something." Eddie Duchin and orchestra.	3392—"You Are the One of My Dreams" and "Swingin' Down." Earl Hines and orchestra.
4	B6639—"It's De-Lovely" and "Wintertime Dreams." Shep Fields and orchestra.	7794—"The Same Old Line" and "You Can Tell She Comes From Dixie." Art Shaw and orchestra.	25476—"I'm in a Dancing Mood" and "Tea on the Terrace." Tommy Dorsey and orchestra.	3390—"Alice Blue Gown" and "Wabash Blues." The Rhythm Wreckers.
5	B6592—"Easy To Love" and "I've Got You Under My Skin." Shep Fields and orchestra.	7749—"So Do I" and "Pennies From Heaven." Hal Kemp and orchestra.	25478—" 'Taint Good" and "Hallelujah! Things Look Rosy Now." Fats Waller and orchestra.	3377—"Did You Mean It?" and "In the Chapel in the Moonlight." Henry (Red) Allen and orchestra.
6	B6684—"You Turned the Tables on Me" and "Keepin' Out of Mischief Now." Tempo King and orchestra.	7793—"Gone" and "I Love You From Coast to Coast." Kay Kyser and orchestra.	25441—"In the Chapel in the Moonlight" and "You're Ev'rything Sweet." Richard Himber and orchestra.	3391—"Sweet Sue—Just You" and "My Sweetie Went Away." Sid Phillips and orchestra.
7	B6685—"Goodnight, My Love" and "One Never Knows—Does One." Shep Fields and orchestra.	7745—"I've Got You Under My Skin" and "Easy To Love." Hal Kemp and orchestra.	25473—"Sweet Sue—Just You" and "My Melancholy Baby." Benny Goodman and orchestra.	3376—"Pennies From Heaven" and "What Will Santa Claus Say." Louis Prima and New Orleans Gang.
8	B6722—"A Thousand Dreams of You" and "Goodnight Medley." Dick Stabile and orchestra.	7753—"It's De-Lovely" and "You've Got Something." Leo Reisman and orchestra.	25406—"Love Me or Leave Me" and "Exactly Like You." Benny Goodman and orchestra.	3378—"More Than You Know" and "Long About Midnight." Mildred Bailey and orchestra.
9	B6689—"May I Have the Next Romance With You" and "Head Over Heels in Love." Shep Fields and orchestra.	7777—"I'm in a Dancing Mood" and "Someone To Care for Me." Music in the Russ Morgan Manner.	25467—"Bugle Call Rag." Benny Goodman and orchestra. "After You've Gone." Tommy Dorsey and orchestra.	3302—"When Did You Leave Heaven" and "Algiers Stomp." Henry (Red) Allen and orchestra.
10	B6700—"There's a Silver Moon on the Golden Gate" and "Heaven in My Heart." George Hall and orchestra.	7717—"The Way You Look Tonight" and "Pick Yourself Up." Fred Astaire with Johnny Green and orchestra.	25442—"Organ Grinder's Swing" and "Peter Piper." Benny Goodman and orchestra.	3394—"Steel Guitar Rag" and "Swing Blues No. 1." Bob Wills and His Texas Playboys.



"Why the big grin, Ed?"
 —
"Just got a load of ideas for making dough at the Victor and Blue Bird Record Booth. Don't miss it!"

Be sure to stop in at the Victor and Blue Bird Record Booth at the National Coin Machine Exhibit, Booth No. 98, Hotel Sherman. It's full of sure fire ideas for making money!


VICTOR and BLUE BIRD RECORDS
 RCA Manufacturing Co., Inc., Camden, N. J.
 A Service of Radio Corporation of America

It's a Date!

JAN. 11-12-13-14 AT THE
COIN MACHINE SHOW
BOOTH 175 TO SEE
POKERINO AND —
BOOTH 21, 22, 45, 46 FOR THE
NEW GENCO HITS!!!

GEORGE PONSER CO., INC.

1140 BROADWAY, NEW YORK CITY
11-15 EAST RUNYON ST., NEWARK, N.J.



MUST SACRIFICE

- | | |
|---|--|
| 2 Bally Bonus, Ticket & Cash Payout. \$30.00 | 2 Baby Streamline Merchantman Claw Machines. Each \$100.00 |
| 1 Bally Peerless. 30.00 | 1 Jumbo Streamline Merchantmen Claw Machines. Each. 125.00 |
| 1 Bally Limit. 25.00 | 2 Dome Top Merchantmen. Each. 65.00 |
| 1 Whirlpool, Exhibit. 10.00 | 2 Keeney Bowlettes. Each. 150.00 |
| 1 Rodeo, Exhibit. 10.00 | New A. B. T. Penny Slots. Each. 80 |
| 20 35s Late Model Star Electro Hoists Claw Machines. Lot, Each. 50.00 | |

SPORTLAND, 1305 E ST., N. W., WASHINGTON, D. C.

WE ARE NOT UNMINDFUL--

of the fine loyalty and co-operation by our host of friends and customers who have contributed so much in making this a most successful season. OUR PLEDGE for 1937—To exert our every effort to make your next season more pleasant and profitable. The entire staff wishes you our heartiest best wishes for 365 days of health, wealth and happiness.

WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET. MILWAUKEE, WISCONSIN

ENDY BROS. SHOWS Inc. 29th ANNUAL TOUR

Announce
ENLARGEMENT FOR 1937

Now Booking Attractions of Merit. Nothing Too Big. Want to hear from Reliable Show People. Will Finance New Attractions. WANT Motordrome, Penny Arcade, Fun House, Rides that do not conflict. Legitimate Concessions Only. Guarantee Wonderful Route. Fair Secretaries Notice. All Address

MATTHEW J. RILEY, General Agent. ENDY BROS SHOWS, INC., Now Operating Fun Land Park, Miami, Fla.

LUCKY STRIKE SHOWS

AWARDED ORLANDO ORANGE AVE. FESTIVAL, WEEK JANUARY 11.
Positively only Show ever to play Orange Avenue, Business District location, where thousands of people and cars pass every hour. WANT Grind Stock Concessions, \$15.00 up. Others reasonable. WANT Double Loop and Merry-Go-Round, any Flat Ride except Tilt. No exclusives on this location. Now booking Shows, Rides and Concessions for Spring Opening, March 1. Address TOM TERRELL OR ERIC B. HYDE, Roberts Hotel, Orlando, Fla. West Palm Beach follows.

Stoner Corporation Has Big Holiday Celebration

AURORA, Ill., Jan. 2.—The new year started off in a big way at the Stoner Corporation, according to officials of the firm. Liberal Christmas bonus checks to all employees, specially printed for the occasion with holiday colors and a likeness of Santa Claus himself, helped to create the proper atmosphere.

At a bountiful banquet at which all foremen and department heads were present Ted Stoner delivered an inspiring address, expressing appreciation to every worker employed in the Stoner plant and office for their splendid co-operation during the past year. Outlining the company's plans for the future, Stoner envisioned an even greater success and prosperity for all in the coming year. C. J. Anderson, sales manager, spoke briefly upon matters concerning his department as related to activities in other branches of the industry.

With the opening of 1937 each of the 250 employees at the Stoner plant will receive a substantial salary increase. This method of profit-sharing has long been an established policy with the Stoner management. To it is due, in a large degree, the efficiency of operation and quality of workmanship that is so characteristic of all Stoner products.

ROUTES

(Continued from page 35)

Zeeman, Barney: (20th Century) Phila, nc. Zellman, Rubln: (Caravan) NYC, nc.

DRAMATIC AND MUSICAL

- Blossom Time: (Boston O. H.) Boston.
- Boy Meets Girl: (Shubert) Newark, N. J., 4-9.
- Boy Meets Girl: Oakland, Calif., 6; San Jose 7; Santa Barbara 8-9.
- Carte, D'Oyly, Opera Co.: (Forrest) Phila 4-16.
- Cohan, George: (Plymouth) Boston 4-9.
- Children's Hour: (National) Washington D. C., 4-9; (Maryland) Baltimore 11-16.
- Dead End: (Erlanger) Phila 4-9.
- End of Summer: (Chestnut St.) Phila 4-9.
- Frederika: (Shubert) Boston.
- First Lady: (Harris) Chi.
- Great Waltz: (Curran) San Francisco 4-9.
- Howard, Leslie: (Cass) Detroit 4-9.
- Jane Eyre: (Colonial) Boston 4-9; (Erlanger) Chi 11-30.
- Leaning on Letty: (Selwyn) Chi.
- Mulatto: (Studebaker) Chi.
- Nazimova: (Erlanger) Chi 4-9; (Cass) Detroit 11-16.
- Pride and Prejudice: (Royal Alexandra) Toronto, Can., 4-6; (Masonic) Rochester, N. Y., 7; (Erlanger) Buffalo 8-9.
- Two Mrs. Carrolls: (Nixon) Pittsburgh 4-9.
- White's, George, Scandals: (Strand) Lansing, Mich., 6; (Michigan) Jackson 7; (Keith) Grand Rapids 8-9.
- Ziegfeld Follies: (Grand) Chi.

INDEPENDENT BURLESK

- Babes of Broadway: Open week 4-9; (Gayety) Detroit 11-16.
- Ballyhoo: (Empire) Newark, N. J., 4-9.
- Beauty Parade: (Roxy) Cleveland 4-9; (Casino) Pittsburg 11-16.
- Beef Trust: (Trocadero) Philadelphia, Pa., 4-9; Allentown 11-12; Harrisburg 13; Reading 14-15; Williamsport 16.
- Garden of Girls: Harrisburg, Pa., 6; Reading 7-8; Williamsport 9.
- Gayety Girls: (Garrick) St. Louis 4-9.
- Ha-Cha: (Lyric) Bridgeport, Conn., 4-9; (Empire) Newark, N. J., 11-16.
- Hindu Belles: (Casino) Pittsburg 4-9.
- Hi-Plyers: (Gayety) Baltimore 4-9; (Gayety) Washington 11-16.
- Lid Lifters: (Gayety) Washington 4-9; (Hudson) Union City, N. J., 11-16.
- Malds of Manhattan: (Century) Brooklyn 11-16.
- Merry Maldens: (Casino) Toronto 11-16.
- Monte Carlo Girls: Open week 4-9; (Rialto) Chi 11-16.
- Modes and Models: (Hudson) Union City, N. J., 4-9; (Trocadero) Philadelphia 11-16.
- Paris by Night: (Rialto) Chi 4-9; (Gayety) Minneapolis 11-16.
- Red Rhythm: (Capitol) Toledo, O., 4-9; (Roxy) Cleveland 11-16.
- Scan-Tees: (Century) Brooklyn 4-9.
- Scan-Dolls: (Casino) Toronto, Can., 4-9; open week 11-16.
- Snyder's, Bozo, Show: (Gayety) Detroit 4-9; (Capitol) Toledo, O., 11-16.
- Speed and Sparkle: (Gayety) Minneapolis 4-9.
- Steppin' Stars: (Jacques) Waterbury, Conn., 4-9; (Lyric) Bridgeport 11-16.
- Swing Girls: (Howard) Boston 11-16.
- Too Hot for Paris: (President) Des Moines, Ia., 4-9; (Garrick) St. Louis 11-16.
- Teases & Weezes: (Howard) Boston 4-9; (Jacques) Waterbury, Conn., 11-16.
- Twinkle Toes: (Gayety) Baltimore 11-16.

MISCELLANEOUS

- DeCleo, Magician: Waverly, O., 7-13; Balbridge 14-20.
- Dressen's Circus Capers: New Orleans, La., playing Bell Theater 7; (Town) 8; (Garden) 9; (Columbia) 10; (Avenue) 11.
- Green's, Lew, Golden Gift Show: Florence, Pa., 4-9; Frankfort Springs 11-16.
- Huntington, Magician: Albion, Neb., 8; Schuyler 7; Blair 8; Omaha 9; Salina, Kan., 11; Hutchinson 12; Yates Center 13; Sedan 14; Miami, Okla., 15; Joplin, Mo., 16.
- Long, Leon, Magician: Albany, Ga., 4-9; Dawson 11-12; Cuthbert 13-15.
- Lucy, Thos, Elmors: (KCMO) Kansas City, Mo., 4-10; Mt. Pleasant, Tex., 12; Athens, La., 15.

for
PRIZES
and
PREMIUMS
See the Most Exclusive and Complete Assortment at
GOLDFARB NOVELTY COMPANY
The House of Service.
KNOWN FOR LOW PRICES.
Beginning Saturday, January 9, We Will Occupy the Entire Premises at
20 West 23rd St., NEW YORK CITY

TURN SNAPSHOTS INTO HUMANETTES

Sensational invention. Almost human in appearance. A life-like cut-out figure. Any snapshot, photograph or picture can be "humanized" by this strange new process. Surface covered with moisture proof transparent FORCELITE. Will not peel, tear, crack or soil. Looks like porcelain has relief.
BIG MONEY FOR AGENTS. Low prices makes HUMANETTE a big seller. We furnish list of prospects in your neighborhood who will pay from \$1.00 to \$2.50 for showing samples of LIFETIME HUMANETTES. If you want to make money fast, send name for free sample proposition at once. **AL SCHULER, Dept. 27-A, 1037 Evans St., Cincinnati, O.**

NOTICE
EDYTHE STERLING

is no longer connected in any capacity with the Hopi Indians. For further information communicate with M. W. BILLINGSLEY, in care of Commissioner of Indian Affairs, Dept. of the Interior, Washington, D. C.

WORLD'S FAIR MUSEUM

WANTS Advance Agent and capable Banner Man that can and will post paper. Must have car. Fred Myers wire. CAN USE Feature Ripley Acts and Freaks. Wire
WORLD'S FAIR MUSEUM
F. W. MILLER, Manager,
203 S. Main St., Tulsa, Okla., January 5 to 18.

WANTED
CAMPBELL UNITED SHOWS
ALL WINTER IN FLORIDA
Loop-o-Plaque, Ferris Wheel, Whimpy wire. Free Acts, Bingo. All legitimate Confessions open. PLACE People all branches for 1937 Season. Ocoee, Fla., this week; Apopka, Fla., Jan. 11 to 16 Tom Martin, can place you.

Marine & Firestone: Houston, Tex., 4-9.
Ricton's Show: Desoto, Ga., 4-6; Leslie 7-9.
Sugarfoot Sam From Alabam: Douglas, Ga., 6-7.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Liberty, Tex., 6; Daisetta 7; Beaumont 8; Orange 9; Gulfport, Miss., 11; Pascagoula 12.
Harvey Players: Dyersburg, Tenn., 4-9.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
Barfield's Cosmopolitan: Titusville, Fla., 9-16.
Florida Expo.: Spa Beach Park, St. Petersburg, Fla.
Green's, Doc, United: Hampton, S. C.
Henry's United: Allenee, Ark.
Lucky Strike: Orlando, Fla.
Metropolitan: Belleglades, Fla., 4-16.
Royal Palm: (Fair) Eustis, Fla.
Shugart, Doc: Salado, Tex.

CIRCUS AND WILD WEST

Rice, Dan: Scott, La., 6; Youngsville 7; Maurice 8; Gueydan 9; Lake Arthur 10.
W. P. A.: (Coliseum) Bronx, New York, 9-10.

Additional Routes
(Received too late for classification)
Daniel, Magician: Champaign, Ill., 4-9.
Flip & Rex, Dogs: (Playing Schools) Tacoma, Wash., until Feb. 15.
Harlan's, The: Hot Springs, Ark., 4-9.
Newton, Magician, & Master Denton, Mentalist: Groveland, Fla., 4-9.
Paige & Jewett's Paradise Scandals: (Trenton) Lynchburg, Va., 8-9.
Zudella & Co.: (Hoosier) Whiting, Ind., 4-10.

Galloping Dominos To Be Displayed by Evans

CHICAGO, Jan. 2.—R. W. (Dick) Hood, president of H. C. Evans & Company, reports they are setting a sales record at the Evans plant with the new machine Galloping Dominos. "It all started when I took part in a test of the new machine recently," Hood said. "Galloping Dominos was placed alongside of other games and slots on actual locations. At the Dallas Centennial it clicked with the crowd and income statements show a take of as much as \$60 an hour." Dick was so impressed that he decided that henceforth Gallop-

ing Dominos would be his baby. He's devoted his entire time to the machine ever since and sales have been going great guns.

"You know," says Hood, "I had my eye on Galloping Dominos from the start. When they assembled it at the plant it looked slick and worked like a charm. I figured it would be a winner. After I was sure what it really could do out on location I decided that I'd devote my time exclusively to Galloping Dominos. With orders coming in from every point of the compass, everything indicates a new sales record for a high quality machine.

"Galloping Dominos has the appeal of a dice game. The rotating flasher light and unique cabinet design are totally different from anything on the market. It has a seven-coin visible illuminated drop chute and accepts one nickel to each chute, representing seven points or combination points. Seven players all at the same time can select different points, or one player may play one or up to seven chutes. The payout is from 2-1 up to 30-1, according to odds indicated. An intriguing feature of Galloping Dominos is that its mechanism is accessible to operators in less than half a minute by simply unlocking and raising the hinged top. The ultra modern cabinet is finished in ebony black trimmed with silver, or Chinese red trimmed with black.

"H. C. Evans & Company will display their products at Booths 29, 30, 37, 38 at the show. They promise to steal the show again this year with their latest machines."

Buckley's Indian Story

CHICAGO, Jan. 2.—Jim Buckley's latest Indian story does not concern the O'Toole Indians but has to do with a letter received from Karachi, India. Being general sales manager of Bally Manufacturing Company, Jim is naturally elated over the fact that Ray's Track horse-race game has found as much favor in the Orient as it has in America.

The letter in question is from N. S. Money, an American who operates the Orient Coin Machine Company with offices in Rangoon, Mandalay, Bombay, Singapore and other such story-book-sounding places. Money writes: "My latest machine is Ray's Track and, oh, what a game! It is only one week since I received the machine. On location test in seven days the machine took in \$5,297 in Indian money, which is about \$104. I wish to tell you that Bally machines always help me to deposit good amounts of cash in the bank."

Rockola Proves Good 'Picker'

CHICAGO, Jan. 2.—That David C. Rockola knows his ball players is evidenced by the fact that so far back as last August it was necessary for him to decide what names of all stars in the baseball world to pick for his "1937 World Series baseball game.

Recently all the St. Louis and Chicago newspapers carried a story dated December 30, by International News Service reporting that 211 members of the Baseball Writers' Association of America picked 10 players to represent what, in their opinion, was the all-star major league team for 1936. This was done for *The St. Louis National Baseball Weekly*. The team selected is as follows: Medwick, Cardinals, left field; Averill, Indians, center field; Gehrig, Yankees, first base; Gehring, Tigers, second base; Appling, White Sox, shortstop; Higgins, Athletics, third base; Dickey, Yankees, catcher; Hubbell, Giants, pitcher; Dean, Cardinals, pitcher. All but one of the above selections were picked by Rockola as names of the stars which play on his "1937 World Series."

Picking nine out of ten and in their proper positions was, after all, quite an achievement, considering that the selection was made in August by Rockola and the "stars" were not chosen by the baseball writers until four months later. First order for the new "1937 World Series" was placed by R. H. McCabe, of Highland county, O., Rockola factory

Ky. Ops To Meet Jan. 8

LOUISVILLE, Jan. 2.—A special and important meeting of Kentucky operators has been called for 2 p.m. Friday, January 8, at the Watterson Hotel, Louisville. Altho the meeting is to be under the auspices of the Coin Machine Operators' Association of Kentucky, all operators in the State are urged to attend. C. B. House, 226 W. Walnut street, is secretary of the association.

representative for Indiana, Kentucky and West Virginia. The new World Series will be on display at the Coin Machine Show next week.

Discount Checks To Be Given on \$100 Orders

CHICAGO, Jan. 2.—Ten thousand discount checks of \$5 denomination will be presented to the operators of America by the Western Equipment and Supply Company, Jimmy Johnson, president, announced this week. "It has been my sincere desire from the very origination of the Western Company to give full value to the operators," Johnson stated, "and by this I do not mean a sales price favoring comparatively with competition. Our definition of 'full value' is primarily a machine with maximum earning power and complete mechanical reliability. Secondly, the factor of selling price, which can only be reasonably judged by the quality of the product and the cost of manufacturing, should be set at a moderate rate, allowing sufficient profit for all concerned. I take pride in the fact that Western has established a reputation for complete co-operation with the operators in all these aforementioned points.

"Now in token of appreciation of the past years of nation-wide acceptance of Western products and with the purpose of continuing along these same policies, my company presents to the operator a saving opportunity in addition to receiving full value on every Western purchase.

"The special discount check is worth \$5 on the purchase of a Western machine amounting to \$100 or over. In consideration of the fact that this is the heaviest buying season, the offer will undoubtedly prove of tremendous cash value. The expiration date on each special discount check is January 30, 1937, thus giving operators a sufficient amount of time to make their new year selections from the varied Western line. Advance reports already predict that the most revolutionary and sensational games of the convention will be found at the Western booths: 138-9-40, 157-8-9, Suites 1988-89."

BIRTHS

(Continued from page 32)
December 26 in Los Angeles. Father is a film actor.

A son to Mr. and Mrs. Charles Stallings December 26 in Los Angeles. Father is Universal Pictures production executive.

Late Deaths

(The following items were received at press time. More details in the next issue.)

BURBRIDGE—James D., 75, pioneer theater man of Jacksonville, Fla., of pneumonia in a Jacksonville hospital December 30.

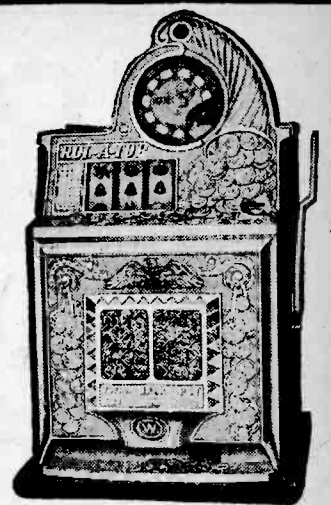
Seeking Smith Relatives

CINCINNATI, Jan. 4.—Mark Smith, boss canvasser, died at Royal Center, Ind., yesterday and the body is being held at Harrison Funeral Home, that city, for disposition. Readers knowing the names and addresses of relatives are asked to notify the funeral home.

Santos, Artigas Biz Big

CINCINNATI, Jan. 4.—Fred Bradna states that Santos & Artigas Circus closed in Havana December 30 and that business was the biggest in 10 years. He was presented with a gold medal at last show on the stage and was again awarded contract to book all acts for next season.

Show will open tent season January 10 and quite a few of the acts will stay with it. Bradna is joining Orrin Davenport for Shrine dates.



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. 1888—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.

OPERATORS!!!

DON'T BUY
UNTIL YOU SEE ME

I'LL TAKE YOUR USED EQUIPMENT
IN TRADE ON ANY NEW NUMBERS
EXHIBITED AT THE COIN MACHINE
SHOW.

SEE ME AT THE
SHERMAN HOTEL
During the Convention.

HERB BESSER

Manager,
BESSER NOVELTY CO.

3020 Olive St., ST. LOUIS, MO.

WANTED FOR SIDE SHOW — Inside Man for Second Openings and do Punch and Magic, Scotch Bagpipe write, Cuban Muck, can place you. Novelty Acts, strong Featured Dancer. MUST BE YOUNG. SEND PHOTO. PLACE Husband Tickets. Want to hear from following people: Larry Benner, RENO, Corriel Family. CAN PLACE you with Big Show. Write RALPH NOBLE, Barney Bros, Circus, Route 2, Glendale, Ariz.



4000 ITEMS
FREE

WHOLESALE
CATALOG

Hot off the press. Shows 4,000 world-wide Bargains. 196 pages of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.

SPORS CO.,
1-37 Erle St.,
Le Center, Minn.

"MILLS" NEW YORK Always Guarantee that They Are NEVER Undersold

Quantity.	Description.	Amount.
United D. E. Blades, 5 to Pkg. Cello. 100 Blades.		\$0.39
Shav. & Dental Cream. Lge. Tube, Gross Assorted.		5.00
Brushless Shav. Cream in Glass Jars, 16 Size. Doz.		1.20
Pipes, Briar, 12 Assorted on Attrac. Cd. Doz. Pipes		1.20
Men's 8-Pc. Every Day Toilet Set, Boxed, Set.		.40
Hair Pomade, No. 2 Size, in Glass Jars, Gross.		3.00
Brilliantine, 2 Oz. Round Bot. Attrac. Labeled, Doz.		.42
Adhesive Tape, Click Spool, 1/2" x 5 Yds. Dozen.		.42
Peroxide, 16 Oz., 2 Dozen in Carton, Dozen.		.85
Corn Pads, Med. 6 Box, 12 Boxes to Disp. Doz. Boxes		.25
Quick Lax, 8 Tabs to Tin, 12 Tins to Disp. Doz. Tins		.22
Face Powder, Neat Boxes, Assorted Shades, Dozen.		.25
Lotion Set, 6 in Box, 50c Value, Set.		.15
Rubbing Alcohol, 70 Proof, 4 8-Oz. Pinch Bot. Doz.		.72
Red Ink, Imp'd, in Handy Pen Rest Bottles, Dozen		.18
Steamer for Colds, Indiv. Bxd. with Masks, Dozen		.30
Fountain Syringes, Complete, in Box, Each.		.25

For Direct Import and Factory Prices Send Orders to NEW YORK ONLY. Deposit of 25% with All C. O. D. Orders. FREE CATALOGS.

OUR ONLY MAILING ADDRESS
MILLS SALES CO.
901 Broadway New York, N. Y.

YOU CAN'T BEAT AVON Values!

- PAMCO PARLAY \$37.50
- CHALLENGER 99.50
- BALLY BONUS 32.50
- BONUS TICKET 37.50
- ROTARYS (Like New) . . . 165.00

Information on Cranes and Magic Fingers Obtainable Upon Request.

You can be assured of perfect operation with an Avon "reconditioned like-new" machine!

"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 5907 EUCLEIA AVE. CLEVELAND O.

WANTED DROME RIDERS

Best equipped Drome in America. Long season, top salaries. State all age, experience, etc. Also Man to work small Lion Act. Show Opens in April.

EARL PURTLE
World of Mirth Shows, Richmond, Va.

SMITH'S GREATER ATLANTIC SHOWS WANTS FOR 1937 SEASON

Shows, Rides and Concessions of all kinds; nothing too big for our 1937 route. Will Book or buy a Chairplane; good opening for Loop-o-Plane, Rideco, Whip or any flat ride, J. Lacy Smith, write me at once. Want Cookhouse, Bingo and Mug Joint. This show will play a string of spring dates second to none and a fall circuit of fairs that will be worthwhile. Have complete Girl Show, Athletic Show, Minstrel Show and several other outfits that I will turn over to reliable people. Will finance any worthwhile or novel attraction. Will furnish free quarters to those that desire to book now. We open here March 20. K. F. (BROWNIE) SMITH, No. 820 Reynolds St., Augusta, Ga.

WHO'S WHO IN THE COIN MACHINE INDUSTRY ?

For the Correct Answer Read the Advertisements in the Next Issue of The Billboard

The Coin Machine Convention Special

LAST CALL

If YOU have not as yet sent your advertising copy for this important issue, rush it by Wire or Air Mail direct to Cincinnati

LAST FORM CLOSES IN CINCINNATI, SATURDAY, JANUARY 9

The Issue will be distributed in Chicago and mailed to all parts of the World Tuesday, Jan. 12

KENTUCKY OPERATORS

ATTENTION TO A MATTER OF THE GREATEST IMPORTANCE

YOU MUST BE PRESENT AT A MASS MEETING OF OPERATORS TO BE HELD AT THE WATTERSON HOTEL, LOUISVILLE, KY., FRIDAY, JANUARY 8, AT 2 O'CLOCK P.M. THIS MATTER VITALLY AFFECTS THE FUTURE BUSINESS OF EVERY OPERATOR IN THE STATE OF KY.

DO NOT FAIL UNDER ANY CIRCUMSTANCES TO ATTEND THIS MEETING AS YOUR BUSINESS IS AT STAKE. IT IS OF THE UTMOST IMPORTANCE THAT EVERY OPERATOR ATTEND IN PERSON.

Signed—COIN MACHINE OPERATORS' ASS'N OF KENTUCKY,
Secretary—CHAS. B. HOUSE, 226 West Walnut St., Louisville, Ky.

Blatt Dons White Robe And Prescribes for Ops

BROOKLYN, Jan. 2.—William (Little Napoleon) Blatt, president of Supreme Vending Company, staged a good stunt recently by donning a medic's white cloak and receiving all operators as they entered the door of his offices. Then in true professional style he would prescribe the new Totalizer game as the cure for the operator's ills. He posed for the photographer in the white coat and rushed 1,000 of them to operators in this territory.

"Totalizer is a perfect prescription for the new year," Blatt stated. "It is a straight high-score pin game that operators have been needing to balance their operations. I feel that this is the game that will continue in sales for many months. Daval has brought the best hits to this territory, and in Totalizer it brings to operators a game that is sure to produce steady profits for a long time to come."

New York Area Reports Heavy Holiday Season

NEW YORK, Jan. 2.—Most joyous holiday season in the history of the trade was the unanimous report of coinmen here. Not only was there general agreement that the past year was one of the best that operators, jobbers and distributors have ever enjoyed, but it was also agreed that new games introduced lately have been grand surprises. Leading distributors here claim to have the best lineup of non-payout pin games seen here in many years.

Operators were in agreement that the type of games they have been receiving and the big collections they have been enjoying made this a momentous holiday season.



THREE \$25 WINNERS! 137 WINNERS IN ALL!

A NEW THICK BOARD

ORDER No. 2160 KPT (KING PIN).
Size of Board, 11 1/2 x 16 1/2 in.
Takes In: 2160 Hole @ 10c. \$216.00
Total Payout 150.00
PROFIT \$66.00
PRICE, \$3.70, PLUS 10% U. S. TAX.

WRITE FOR BROADSIDE AND PRICE LIST.

GARDNER & CO.
2309 Archer Ave. Chicago, Ill.

truly amazing
VANAK
COIN SELECTOR

SLUG-PROOF
INCOME PROTECTION

SEE BOOTH 213
COIN MACHINE SHOW
WRITE FOR CIRCULAR

A. DALKIN CO.
4311-13 RAVENSWOOD AVE.,
CHICAGO, ILL.

PRE-INVENTORY SALE
WURLITZER SIMPLEX PHONOGRAPHS.
P12—\$150.00. 412 or 312—\$200.00
Now on location and in excellent mechanical condition.
WILL TRADE
For MILLS 5c BLUE FRONT MYSTERIES.
MARION COMPANY, Wichita, Kan.

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

Depression Baby Grows Up

By HERB JONES

Advertising Manager Bally Manufacturing Company

A big party is scheduled for early in January, 1937. It's going to be held in Chicago and it's going to be a grand affair. Guests will come from every part of America and from a dozen or so foreign countries. Officially the party will be known as the 1937 Coin Machine Convention and Exposition. Actually it will be the "coming-of-age" party of a youngster who has long been known as a Depression Baby and who in the past year has definitely demonstrated his right to wear long pants of full-grown prosperity.

In former years, as each Coin Machine Show blossomed out bigger and better than the previous one, it was the fashion for critics to say: "Oh, sure, that industry is doing well because there is a depression; it thrives on hard times when people measure their amusement budget in pennies and nickels." This year the Coin Machine Show cannot be pooh-poohed so easily. For, as we are all agreed, prosperity is here again—or at least heading this way at a terrific

speed. People are spending money on a more generous scale. Pennies and nickels are no longer the sole currency of amusement. *And yet this year's Coin Machine Show will be the biggest on record.*

The truth of the matter is that the American people, who found so much comfort in coin-operated machines during the past few dismal years, have learned to love the whimsical gadgets of our industry so much that no amount of prosperity can wean them away from the pleasure released by pushing a coin chute. In fact, it is in the haunts of prosperity—the spots where the public is spending its easier flowing money—gay night clubs, jolly taverns, busy stores and restaurants—it is in these very places that coin-operated machines are today enjoying the heaviest play in history. So, after years of believing that people play coin games because they're cheap, we find out the real reason: they play our games, our phonographs, our countless clever devices for one reason only—*because it's so damn much fun to do so!*

And the 1937 show will be a triumphant celebration of that discovery!

Operators, jobbers, distributors everywhere should make a point of coming to Chicago during the week beginning January 11. They should come to see the tremendous array of new money-making machines—the biggest assortment ever presented. They should come to attend the business sessions, to discuss their problems with their fellow men in this field. But, above all, they should be there with bells on to celebrate the coin machine industry's "coming of age."

Remember the dates—January 11, 12, 13, 14, 1937. Remember the place—Hotel Sherman, Chicago. *And remember to be there!*

ON TO CHICAGO

(Continued from page 66)

ops and as many from other sections of the State are ready to make the trip. They are enthusiastic to the man and this correspondent has been sadly misinformed if most of them do not come home with a lineup of new machines.

Two private cars have been chartered by Jules H. Peres, secretary of the coin machine ops and president of the music men, who is in charge of the local group.

"There is no doubt that New Orleans and Louisiana will have the best showing in the history of the show," Peres says. "In addition to the couple of dozen who are going with us on the train, a large number of ops and their families are driving up to help swell the delegation. Some of the country operators have signified their intention of coming to the city to join up with our members. Everybody is taking the show seriously and expects to get wonderful ideas for the coming season."

Atlas Novelty Planning Welcome for Operators

CHICAGO, Jan. 2.—Morrie and Eddie Ginsburg Atlas Novelty Company, have their entire force busy at rebuilding and setting up 500 pay tables on their show-room floors in anticipation of an influx of thousands of operators from every part of the United States during the 1937 Coin Machine Convention. A large display of counter devices will also be featured.

This year the Atlas Novelty Company will feature at the convention a special spring kit, entirely new and containing springs the operator finds essential in doing his repair work. The Atlas booth at the convention exhibit will be No. 157. The firm will also have a suite at the Sherman Hotel where refreshments will be served during the entire convention.

Atlas announces that an ample force will be at the offices on Western avenue to greet visitors and offer any accommodations or information. The firm will recommend only machines that have met the test of being real winners, it states. Assisting Morrie and Eddie will be Phil Greenberg, manager of the Pittsburgh branch office, and his sales manager, Art O'Mella. Irving Ovtiz and Al Stern will be present as a part of the Chicago staff. Plenty of fun for all visitors is promised and all are warned to be on the alert for Art O'Mella's wandering voice.



Write us about Coin Machines

TIME MARCHES ON!
AND EACH YEAR
ELECTROPAK
saves \$60 to \$90 on every pin game. Ends forever costly battery replacements
ELECTRICAL PRODUCTS CO.
6527 Russell Avenue Detroit, Michigan

Midwest's Most Reliable Distributors
BARGAIN BOX
Torpedo . . . \$12.50
High Stakes . . . 9.00
Reel Race . . . 3.00
High T'n's'n . . . 5.00
Myst. Eye . . . 9.75
Screamo . . . \$ 7.00
Daval Race . . . 8.00
King Six . . . 24.50
Mad Cap . . . 20.00
Bank Nite . . . 20.00
New, Used, Automatic or Novelty.
We've Got 'Em. Get Our List.
CALL NOVELTY CO.

CANDY FOR VENDING MACHINES
VISIT OUR DISPLAY
BOOTH 75 COIN MACHINE EXHIBIT
Write for Price List
PAN CONFECTION FACTORY
(National Candy Co., Inc.)
345 W. Erie St. Chicago

P.S. PERSONAL SERVICE P.S.
SPECIAL DISPLAY IN OUR SUITE No. 1121
Advance Preview on All BIG HITS Coming Out AT THE SHOW
SPECIAL DISPLAY
At Our Show Rooms of 500 Perfectly Reconditioned Games
REMEMBER! ATLAS Personal Service Will Save You Money
ATLAS NOVELTY CORPORATION
2200 N. Western Ave., Chicago. 1901 Fifth Ave., Pittsburgh.

THE DEAL OF DEALS
"IT'S A NATURAL"
Booth No. 247
DON'T PASS UP OUR BOOTH No. 247.
GET ACQUAINTED WITH OUR MR. DAN BAUM, AND LET HIM SHOW YOU THE GREATEST SALESBOARD DEAL EVER OFFERED TO OPERATORS. If You Are Not Coming to the Coin Machine Show, Write Us Today for Full Details.
WE CARRY A COMPLETE LINE OF MILLS AND JENNINGS SLOTS AT FACTORY PRICES, AND SPECIALIZE IN THE BUYING AND SELLING OF GOOD USED EQUIPMENT.
BAUM NOVELTY CO.,
2012 ANN AVE. (Phone: Grand 7499) ST. LOUIS, MO.

12 High-Grade FISH KNIVES and a 1000 Hole 2c CIGARETTE BOARD.
30 PACK PAYOUT
Takes In \$20.00. Sample Deal \$4.50.
Lots of 5 or More \$3.95.
Terms 50% With Order, Balance C. O. D.
THE MARKEPP COMPANY
3328 Carnegie Ave. Cleveland, O.



NO. 107 ASSORTMENT

FREE FOR 7 DAYS' TRIAL

Daval's

REEL DICE



ONLY
\$18.75

To ENJOY the HAPPIEST and MOST PROSPEROUS New Year in your life RUSH YOUR ORDER NOW for the BEST and FASTEST MONEY-MAKING COUNTER GAME EVER PRODUCED—Daval's REEL DICE!!!

TAX PAID
4-WAY PLAY
1/3 deposit with order, balance C. O. D., f. o. b. Chicago.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Mechanical Chess Game To Be Shown by Epco

CHICAGO, Jan. 2.—The Epco robot, a mechanical chess and checker champion, will be at the 1937 Coin Machine Convention as a part of the display by Electrical Products Company, maker of Electropak. It is an electrically operated robot, say the makers, and engages in a game of chess or checkers, playing each move with a perfection that is mechanical. His victory record is unblemished and the Electrical Products Company feels quite safe in offering a free Electropak to anyone capable of beating Epco.

The amazing device is electrically operated and is a true example of modern electrical genius. Epco was on display at the World's Fair in Chicago and entertained millions of people. Since that time it has been on a world tour. Officers of the Epco Company claim it will be one of the biggest features of the 1937 convention. It will play an important part in the firm's exhibit. It will also present its complete line, characterized as the "power behind the amusement machine industry."

The Epco display will feature the Electropak, the Adaptopak, the Photopak, the Epco fuse eliminator and many other modern electrical developments.

Company invites all chess and checker champions to brush up on their game and take a crack at beating Epco. You have nothing to lose and an Electropak to win.

"Magic Pins" Is New Game

CHICAGO, Jan. 2.—Announcement is just made of Rock-Ola's new game, "Magic Pins," which is said to embrace an entirely new principle in pingames. Instead of the usual pins being "hazards" in playing this game, they act as counters insofar as the more pins contacted by each ball the higher the score and better the odds. The pins are electrically charged and as each ball hits a pin a lightning effect is produced. Each hit increases the odds and the "carry over" lane intrigues a person to continue playing the game over and over.

The game is of mammoth size, with improved coin chute, positive supersensitive tilt, a very flashy light box, a Rock-Ola Universal payout unit, with a \$2 top award, and has foolproof inner-drawer mechanism and can be equipped with a Rock-O-Pac as part of the standard equipment.

The game will be shown for the first time at the coin machine show, although quite a few have been used on test locations to definitely prove its mechanical perfection.

Keeney Celebration for Opening of New Factory

CHICAGO, Jan. 2.—J. H. Keeney Company announces the forthcoming celebration of the opening of its new plant at 2001 Calumet avenue. Invitations, cleverly created in the usual Ray Becker style, are being sent out to distributors, jobbers, operators and other members of the industry. The mailing piece depicts the new Keeney factory perched on a hot-water bottle inviting all recipients to a housewarming of its new modern plant. The event is scheduled for Saturday and Sunday, January 9 and 10.

The new plant, located at 2001 Calumet avenue, Chicago, is equipped with the latest developments in machinery. Every facility for assembling, designing and shipping is available. The factory occupies 30,000 square feet and is

AT THE SHOW

You can place your orders for Exhibit "location-tested" winners with confidence for they are already in production and ready for delivery—

FEATURING

Chuck A Lette Jockey Club Shoot A Life

VISIT BOOTHS 58, 59, 60, 61, 62, 63 and 64

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO, ILL.

serviced by a private Illinois Central switch track which runs right into the plant. Another modern transportation convenience is an eight-truck covered loading platform. New Keeney factory possesses huge sunlight windows on all four sides, and complete ventilation more than meets the requirements for healthy and wholesome working conditions.

The acquisition of a new Keeney plant is considered a wise and highly efficient policy, as it brings together all the three Keeney factories under one roof. All members of the coin machine industry are cordially invited to attend the opening celebration, when an interesting tour of inspection will be conducted.

Jennings To Entertain Guests in Big Suite

CHICAGO, Jan. 2.—While manufacturers in general are announcing some of the things they plan to introduce at the 1937 show, officials of O. D. Jennings & Company state that no definite statement will be issued, but it may be anticipated that activity around the Jennings plant indicates something unusual. Every day there are sales conferences. All the field men have been called in. The entire fourth floor has been turned over to the experimental department. And from morning till night trucks from different producers of raw material are trundling up to the big steel receiving doors.

Such activity seems to bear out the fact that something special is being planned by the Jennings people. The secret is being well kept, however, for the any operator visiting the plant is courteously shown around, all questions about new machines are met with the bland reply: "They are not ready for display."

At the convention there will be no machines on display in the Jennings booth. All demonstrations will be made by appointment in the Governor's Suite on the 16th floor of the Sherman Hotel. Admission will be by invitation only. However, any bona fide operator may secure his invitation at the Jennings booth.

Meanwhile operators are requested not to call at the Jennings plant in the hope of getting a preview of the new machines. Instead it is suggested that they apply by mail for their invitation to the Governor's Suite, if they have not yet received it.

Acme NOVELTY CO.

23-25 NORTH 12th ST. MINNEAPOLIS MINN.

USED AUTOMATIC PAYOUT GAMES

REPEATER PROSPECTOR DAILY DOUBLE MAMMOTH	\$17.50	BALLY'S JUMBO	\$32.50
		BALLY'S PEERLESS	34.50
		PAMCO RED SAILS	39.50
		BALLY'S ALL STARS	37.50

KEENEY'S BOOSTER	10-Ball Automatic Payout.	\$27.50
BALLY'S GOLDEN HARVEST		
BALLY'S AIRLANE, 10-Ball Ticket Model		

BALLY'S BLUEBIRD	\$44.50	BALLY'S PEERLESS MULTIPLE	\$59.50
		JENNINGS FLICKER	67.50

DAILY LIMIT, very clean **\$29.50**

BALLY CHALLENGER	(\$59.50)	GOTTLIEB RACES, Myst.
PAMCO BELLS		FENCE BUSTER, Myst.
PAMCO SARATOGA		EXHIBIT'S ELEC. EYE, Jackpot.

BALLY'S CHALLENGER, new **\$69.50**

HURDLE HOP **\$49.50**
This Popular Skill-Roll Game in Pin Game Form, Is Equipped with an Exhibit Ticket Unit which delivers a Ticket Showing Total Score after each game. We are closing out very limited supply at

NEW COUNTER GAMES	USED COUNTER GAMES
DAVAL'S REEL "21"	DAVAL'S REEL "21"
DAVAL'S PENNY PACK	SPARK PLUG
DAVAL'S RACES	GENT-A-PAK
DAVAL'S GENT-A-SMOKE	PUNCHETTE
BALLY'S BABY	PURITAN GUM VENDER

IT WILL PAY YOU TO BE ON OUR MAILING LIST. WRITE FOR SPECIAL PRICES ON USED WURLITZER PHONOGRAPHS, ALL MODELS.

A SQUARE DEAL TO ALL

See us after the show for all the new games displayed there. Our usual liberal offer for your used games in trade will be in effect. In addition we will, as usual, have a high-class line of used novelty games and automatics at most reasonable prices. We wish to take this opportunity to thank all our friends for their business during the past year.

VEECH SCALE CO.,
PHONE 9828 DECATUR, ILL.

Some Coinmen I Know

By Phil G. Muth

The European Market

By Edward Graves

Prospects for 1937---A Symposium

These are some of the special features being prepared for the Coin Machine Special Number of The Billboard dated January 16, 1937.

Progress in Music Field

By H. F. Reves

The Swing To Major Games

By Bill Gersh

**SPECIAL CLOSE-OUTS
SLIGHTLY USED MACHINES**

	Each.
18 TURF CHAMPS, Like New.....	\$72.50
1 JUMBO, Like New.....	29.50
3 DAILY RACES.....	30.00
10 PROSPECTORS.....	19.50
1 BALLY BONUS.....	30.00
3 ELECTRIC EYE, Cash Payout.....	60.00
1 PAMCO BELLS.....	55.00
1 PAMCO CHASE.....	30.00
1 PAMCO HANDICAP.....	18.00
1 DAILY LIMIT.....	22.00
1 BIG FIVE.....	15.00
1 RODEO.....	7.50
1 THE HUNTER JIMMY'S.....	18.00
1 BIG RICHARD.....	32.50
2 ARCHER A. B. T.....	7.50
1 LIGHT HOUSE, A. B. T.....	7.50
1 ROUNDUP.....	55.00
1 SCREAMO.....	7.50
1 GENCO CHAMP.....	7.50
1 RAPID TRANSIT, Like New.....	8.00
1 FLYING COLOR, Like New.....	7.50
1 FRISKY.....	7.00
1 EQUITY.....	25.00
1 GIANT.....	22.00
2 MILLS VICTROLAS, Selective.....	30.00
2 GABELS, JR.....	50.00
5 Brand New Nickel Play PACES RACES, Check Separator, 30 to 1 Pay, Black Cabinet, Never on Loca- tion, Used as f. s. Each.....	365.00

	Each.
1 5c Cash Payout, 30-1, Black Cabinet, brand new, used only as f. s.....	\$340.00
1 PACES RACES, No. 3662, 25c Play.....	250.00
12 PACES RACES, 5c Play Sers. 2305, 2789, 2998, 3013, 3148, 3491, 3562, 3651, 3655, 3654, 3658, 3708.....	250.00
6 TIT TAT TOES Counter Games.....	5.00
1 EZ BALL Gum Counter Game.....	5.00
2 ROTO Matic Vender, Dice Counter Games.....	4.00
1 SHOW DOWN VENDER, Dice Counter Game.....	4.00
2 TWINS, Dice Counter Games.....	4.00
10 SUPERIOR CIGARETTE REELS Counter Games.....	4.00
1 PURITAN CIGARETTE REEL, Counter Game.....	3.00
4 BALL GUM FORTUNE TELL- ING Counter Games.....	5.00
1 SUDS BEER REEL Counter Game.....	4.00
1 SPORLEND Counter Game.....	4.00
1 THE CARDINAL Beer Machine.....	5.00
2 TICKETTE Beer Machine.....	3.00
5 REELS No. 2, Like New.....	11.00
2 ARITHMETICS, Like New.....	7.00
1 DUCK SOUP, New, Per Doz.....	12.00
3 PAMCO PARLAY, Like New.....	80.00
1 Brand New PALOOKA JR.....	80.00

All orders must be accompanied by 1/3 deposit in the form of post office, express, telegraph money order.
P. S.—Operators write or wire us for prices on any machine coin operated before buying elsewhere, as we will save you money.
MOSELEY VENDING MACHINE EX., Inc., 00 BROAD ST., Richmond, Va.
DAY PHONE: 3-4511, 3-4512. NIGHT AND SUNDAY, 5-5328.

**SPECIAL
OFFER TO
Nebraska and Iowa
OPERATORS
FREE!!**

Round Trip Railroad Ticket
to the Coin Machine Show
with any purchase of \$300
or more.

**WRITE TODAY
For Full Details**

**NATIONAL
PREMIUM CO.**
1312 Farnam, Omaha, Neb.
NOTE—This Offer Also Good on
Orders Placed at the Show.

**Starts New Year With
Big Order for Bumper**

NEW YORK, Jan. 2.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., started the new year with what he claims is a record order for non-payout games by wiring Bally Manufacturing Company, Chicago, for 1,000 of the new Bumper games. He placed the order after seeing a sample which had been sent by airplane.

"Bally Bumper has gained the acclaim of the Eastern territory," Fitzgibbons says. "Our salesmen on the road have been wired to retrace their routes and that sample games will reach them as soon as possible. We are so enthusiastic about the new games that we have hardly had time to enthuse about the order for 1,000 of them. In fact, the prospect is that we will soon be doubling the order. I haven't seen so much enthusiasm before over a novelty game and I feel confident Bumper will lead sales in the East for several months."

"We will make a special offer to operators upon the arrival of the first carload and our payment plan may be used by those who have credit with us. The premium plan also applies and we expect to be sending out a lot of premiums."

**Ponser Organization
Pushes Three Machines**

NEW YORK, Jan. 2.—George Ponser, of the George Ponser Company, is offering a series of games to operators. His firm is said to have made quite a record in selling the Genco Bank Roll, bowling game, and now two new machines are being offered. They are Numberino and Pokerino.

In addition to a Bank Roll there should also be a Numberino and Pokerino game on location, Ponser says. He and his vast sales organization are busy in getting the idea over to operators. A credit sales plan offered by the Ponser organization has had wide acceptance among operators and makes it possible for them to put paying machines on all locations in the shortest possible time.

"We believe that Bank Roll will be one of the best profit makers during 1937, and the two new games will be valuable adjuncts," Ponser states.

**Miss Fitzgibbons Plans
Bigger Things for 1937**

NEWARK, Jan. 2.—Popularity of the Fitzgibbons Building here is said to be increasing every day among the members of the trade. The offices have been made attractive and customers come in from all parts of the territory. Helen Fitzgibbons is in charge and is using her wealth of business experience to add to the efficiency of the new organization.

A photographer has recently been added to the staff and operators who come in have a chance to pose. Miss Fitzgibbons has some original plans for 1937 and has launched an effort to promote an exchange of ideas among operators so that the general efficiency and reputation of the operating business may be improved. Fitzgibbons payment plan and the premium offers are much in evidence at the Newark office.

LATEST NEW SLOT MACHINES

Jennings Consoles and
Chiefs—Mills Cherries

Immediate Shipment at Factory Prices.

SECOND HAND MACHINES.

Aces.....	\$15.00	Natural.....	\$35.00
Challenger.....	40.00	Bally Derby.....	45.00
Daily Limit.....	25.00	Jennings Base- ball.....	30.00
Jumbo.....	30.00	Double Header.....	30.00
Western Races.....	30.00		
Grand Prize.....	10.00		

1/3 Deposit Required With All Orders.

T & T NOVELTY CO.
114 N. Main St., Joplin, Mo.
J. L. TREADWAY and G. H. TATUM.

PUT & TAKE JARS

Sample Jar, 5c Sale, \$18.80 Profit, express pre-
paid, \$2.15. Write for details to other Games.
TOM THUMB, Dept. 66, Nauvoo, Ill.

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS

THE AUTOMOBILE INDUSTRY HAS ONE . . .
THE RADIO INDUSTRY HAS ONE . . .
NOW The Coin Machine Industry
HAS ONE TOO! . . .

**A TROUBLE SHOOTER!
The "JIFFY TESTER"**

The instrument that will save the coin machine operator, jobber and manufacturer hundreds of dollars' worth of time—

Tells you at a glance which wire in the machine is broken—the exact spot at which it is broken—which battery is weak—which soldered connection is loose—which fuse is broken—and answers hundreds of other electrical questions that you meet every day!

A marvelous instrument. Weighs only 21 pounds.
Close the cover and carry it like a small suitcase.
Open the cover and your instrument is ready to use.

Instructions enclosed with each instrument so easy to follow you can make IMMEDIATE use of this remarkable time saver.

SIZE: 7" Wide, 9" Deep, 11 1/2" Long.

BEST NEWS OF ALL

This Extraordinary Unit Costs **\$28.50 Complete!**
the Operator Only

See it at Booth No. 175 or send your order TODAY for immediate delivery.

**JOBBER! DISTRIBUTOR!—A Very Special Plan Has
Been Arranged for You! Be Sure to See Us at the Show!**

GEORGE PONSER COMPANY
1140 BROADWAY, New York City
11 EAST RUNYON ST., Newark, N. J.

LADY LUCK

1200 Hole Form 4190
Takes In \$40.00
Pays Out 19.00

**SPECIAL BOARDS, CARDS AND HEAD-
INGS FOR VALENTINE, EASTER
AND MOTHER'S DAY**

Write for our Catalog of Money Mak-
ing 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.



IMPORTANT NOTICE! . . . IF YOU OPERATE

BOWLING GAMES, DIGGERS, PIN GAMES, SLOT MACHINES OR COUNTER GAMES

DO NOT FAIL

To get in touch with MR. JOE FRANK, Who Will Be Registered at Sherman Hotel, Jan. 9-15.

HE WILL SAVE YOU MONEY!

AUTOMATIC SALES COMPANY
191 Second Avenue, North NASHVILLE, TENNESSEE
P. S.—If Not Attending Convention, Write for Our Latest Price List.

EXTRA! SPECIAL!

Used Rolo Scores, Skee Ball Games, \$84.50; New Rolo Scores, \$179.50.

VELVET, \$49.50; BAFFLE BALL, \$19.50; RAMBLER, \$45.00; CASINO, \$35.00; DOUBLE SCORE, \$45.00; MONOPOLIE, \$65.00; DAILY RACES, \$35.00; RODEO, \$35.00; TOP ROW, \$45.00; CREDIT, \$65.00; McCOY, \$45.00; PAY DAY, \$35.00. Used SLOTS, \$10.00.

New SAFES, Single and Double. Used and new PAY TABLES, COUNTER GAMES and PIN GAMES. All Types of SKEE-BALL GAMES.

LEHIGH SPECIALTY CO., 2nd & Green Streets, Philadelphia, Pa.

"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.

SLOT MACHINE OPERATORS! PAY-OUT GAME OPERATORS!

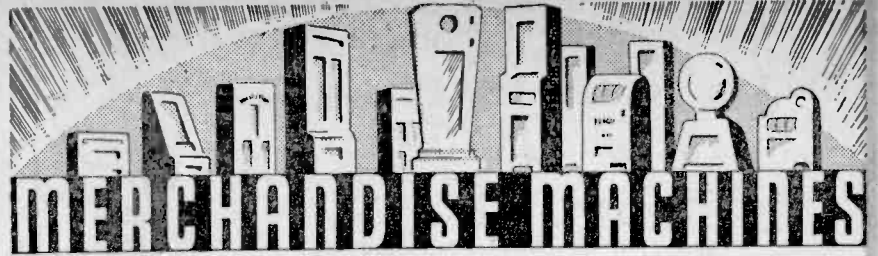
Proudly, Genco, Inc. announces the presentation of what beyond a shadow of a doubt will be one of the Amusement Machine SENSATIONS of 1937, an exclusive development by Genco, entirely different from anything ever shown before.

A REVOLUTIONARY NEW PAY-OUT GAME

Styled by Genco

Be sure
you see it
at the
SHOW!

GENCO INC.
2621 N. Ashland Ave. Chicago, Ill.



Doehler Profits Show Big Record

NEW YORK, Jan. 2.—Doehler Die Casting Company, with a record for having developed a number of parts and coin mechanisms for merchandising machines, has in recent years entered the automotive field and crept into the financial pages of the daily newspapers this week with a record earnings report. Notwithstanding that the firm will be obliged to pay a substantial surtax on undistributed profits this year, earnings remaining after this charge are expected to equal \$3.75 to \$4 a share on the 280,426 shares of common, which will represent the sole capitalization after the preferred and preference are retired January 1, 1937.

Earnings of this amount would set a new record and would compare with a balance from 1935 earnings of \$2.40 a share on 206,195 shares of common after dividend requirements on the two senior issues. The increase of the company's common stock occurred with the sale of an additional 74,231 shares to stockholders in October this year. The price of the additional issue was \$31 a share or a total of \$2,301,161.

Doehler Die Casting will have a substantial balance of undistributed earnings subject to the surtax this year, owing to the fact that it will have paid only \$1 a share in dividends on its common stock or but a small fraction of earnings applicable to the issue. The 50-cent dividend which the company paid December 24 follows one of the same amount distributed September 30, the first on the junior issue since 1925.

The company's senior stocks called as of January 1, 1937, are 20,000 shares of 7 per cent cumulative \$50 par value preferred and 7,980 shares of \$7 no par preference with a stated value of \$100 a share, a total for the two issues of \$1,798,000.

Doehler Die Casting's pronounced gain in earnings for the year just ending grows out of the pronounced increase in sales this important unit in the field has shown for the period. The improvement in volume is attributed both to the gain resulting from the general increase in industrial production and that growing

out of the company's development of new use for die castings. Doehler Die Casting is regarded as one of the most aggressive in the field in exploiting new markets for die castings.

The company produces die castings from tin, lead, zinc, brass, aluminum alloys and manufactures under its own patented processes castings of brass and bronze alloys. About 46 per cent of the output goes to the automobile industry. Some of the other users of the company's products are the electrical appliance, clock, radio, washing machine, oil, hardware and vacuum cleaner industries.

For the first nine months this year the company reported net income of \$710,552 or \$2.99 a share on 206,195 shares of common after dividends on the preferred issues. For the corresponding period last year the company showed net of \$499,345 or \$1.94 a share of common. Sales for the first nine months this year were not reported, but for the six months to June 30 they were \$4,405,092.

The earnings of \$623,818 or \$2.40 a share of common for 1935 were realized on sales of \$6,698,129. This was the largest profit earned by the company since 1929.

Doehler Die Casting's balance sheet as of June 30, 1936, listed current assets of \$1,714,519 and current liabilities of \$731,953. Cash and equivalent amounted to \$560,210, receivables to \$639,954, inventories to \$458,545 and miscellaneous current assets to \$55,810.

The capitalization consisted of the \$1,798,000 in the two senior stocks and 206,195 shares of no par common stock having a stated value of \$668,920. Capital surplus was \$172,396 and earned surplus was \$1,120,595.

A. C. May Get Parking Meters

ATLANTIC CITY, Jan. 2.—With amusement interests nixing a proposal to put a toll charge on all visiting motorists to this beach resort town, Mayor Charles D. White indicated that a substitution would be offered in using mechanical parkometers. Back from a Florida vacation, where he noted their operations, Hizzoner expressed the opinion that parking meters are a success and could be successfully installed here.

men of the distributing firm of Gerber & Glass, to their guests during the 1937 convention here.

Potash & Perlmutter have again taken the Airport Suite at the Sherman Hotel. While they are not painting any banners or steamers to announce the fact, still they solemnly affirm that no effort will be made to even hint such a thing as buying a machine to any operator who wants to visit their suite and enjoy himself.

"Just a cordial welcome for all," is the way Potash expressed it.

Exhibit Promises Quick Delivery on All Games

CHICAGO, Jan. 2.—"After 35 years in the coin machine business we've seen a lot of annual shows come and go, and we know what it means to operators, jobbers and distributors to be able to buy equipment at the show in confidence, knowing that delivery will be made promptly," Exhibit officials said this week as they announced their intention of featuring at the show only games that are actually in production at the time and on which immediate deliveries are to be made.

Shoot-a-Lite, Exhibit's rifle target attraction, Chuck-a-Lette and Jockey Club, Exhibit's money-getting seven-coin reel dice and horse race games, the Rotary Merchandiser and two unannounced games will be featured. Two new creations are under way and will be in production for the show, but even those closest to Exhibit's elaborate experimental department are unable to get the slightest hint as to their nature.

Some say it will be an entirely new all-legal amusement device. Others believe it is a bigger and better merchandise machine, and those who know say "wait

for the surprise of your life." You'll get it at the show booths 58, 59, 60, 61, 62, 63 and 64—the longest display of the convention.

Babe Kaufman Warns All Men To Beware of Aroma

NEW YORK, Jan. 2.—Babe Kaufman is showing her friends in the industry one of the most exquisite bottles of perfume that could possibly be found. Babe tells us the bottle was sent by Ray T. Moloney, president of Bally Manufacturing Company.

Babe says: "The O'Toole Indians will now have a perfumed princess."

In addition to the many gowns, fur coats, hats and shoes Babe has purchased for the 1937 show, she will be more easily recognized this year by the aroma of the O'Toole perfume.

"I hope it's good," says Babe, "because I don't want to chase any eligible young men away. However, if it's the quality I think it is, I think the boys will be chasing me all over the Sherman."

Better Than a PUNCH-BOARD!
O.K. & S. GUM VENDORS
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 Num-
bered Gum FREE.
WRITE FOR QUANTITY PRICES
D. ROBBINS & CO. 1141 DE KALB AVE.
BROOKLYN N.Y.

OPERATORS ATTENTION

These Machines Will Be Sold on a "First Come-First Served" Basis. So Act Quick.		
SHORT SOX \$28.95	A. B. T. AUTO BANK, Register	\$ 8.95
MAD CAP ELECTRO-PAK 20.95	50 GRAND 14.95	
GUSHER EXHIBIT 20.95	BIG SHOT, 5 Ball 14.95	
GREAT GUN, 1 Ball Register 20.95	TACKLE 14.95	
TWISTER EXHIBIT, Register 20.95	FRISKY 7.95	
TOTALITE, Register 12.95	FIVE AND TEN 7.95	
	HIGH AND LOW 6.95	
	JOCKEY CLUB 6.95	
	COUNTER GAMES	
REEL 21 \$10.95	TIT TAT TOE \$ 5.95	HIGH TENSION \$ 7.95
HIGH STAKES 7.95	BUCKLEY MUTUEL 9.95	KINGS SIX, JR. 4.95
HOLD & DRAW 6.95	HORSES 9.95	SELECT EM OR TWINS 3.95
	One-Third Deposit With Order.	

ST. LOUIS NOVELTY CO.,

3146 OLIVE STREET,
ST. LOUIS, MO.

WE WILL NOT BE UNDERSOLD

22 **Reel 21's** \$8.00
GENUINE DAVAL-LIKE NEW.

18 **BALLY JUMBOS** \$16.00

21 **BALLY DERBIES**
14 **BALLY MULTI-PLIES** \$28.00
3 **KEENEY GRAND SLAMS**

4 **BONUS**
8 **SUNSHINE DERBIES** \$18.00

5 **PALOOKA, SRS** \$44.50

Send Third Deposit to
United Amusement Co. 908 McCullough,
SAN ANTONIO, TEX.

Gottlieb Force Bends Everything Toward Show

CHICAGO, Jan. 2.—Gottlieb officials indicated this week that every executive at the D. Gottlieb & Company plant is concentrating on the 1937 Coin Machine Show. Startling new ideas are being developed for display, officials say, while huge current orders are keeping the wheels spinning overtime.

"From all indications," says Dave Gottlieb, "the show promises to be a wow. From the numerous requests for information about latest Gottlieb pay-outs we are convinced attendance and sales at the Gottlieb booths, 3, 4 and 5, will break all records.

"Usually right before the show orders for machines drop off. This year the reverse is true. Operators and distributors from all over the country continue to place orders for our machines as tho no show were in sight. When we came back to our desks after Christmas we were given a stack of orders that were pleasantly surprising."

The D. Gottlieb Company refuses to divulge any of the secrets it has carefully guarded for the show. They say they have some real surprises in store for the trade and some ideas that ought to make them sit up and take notice.

Potash & Perlmutter To Ban All Sales Talks

CHICAGO, Jan. 2.—"No sales talks, not even any machines on display," that is to be the motto extended by Potash & Perlmutter, the two scholarly gentle-

PRE-INVENTORY SALE
SPECIAL THIS WEEK ONLY
MILLS PEARL HARBOR
All guaranteed in A-1 condition. Ready to put on Locations . . . **\$12.50** Ea.
1/3 Deposit, Balance C. O. D.
Write for Our Complete Pre-Inventory Price List.
BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

SMASH GO PRICES OF ALL PAY TABLES

8 ALAMO	\$29.50
1 BAFFLE BALL	24.50
3 BALLY BONUS PAYOUT	24.50
3 BALLY BONUS TICKET	29.50
1 BROKERS TIP	32.50
3 CAPTAIN KID	39.50
7 DAILY RACES, Mystery Slots	39.50
DAILY RACES, Plain Slots	34.50
4 DOUBLE HEADER	31.50
1 DRAW BALL	25.00
4 DOUBLE NUGGET	17.50
15 FENCE BUSTERS, some Mystery Slots	39.50
1 GRAND PRIZE	22.50
1 GRAND SLAM	27.50
7 MONOPOLIE	26.50
4 MULTIPLAY	29.00
7 MULTIPLE	39.00
10 PALOOKA, JR8.	32.50
7 PEERLESS PAYOUT	32.50
1 RAINBOW	29.00
1 RAMBLER TICKET	22.50
1 REDMAN	25.00
1 REPEATER	19.00
1 ROUND UP	39.50
1 RUN A ROUND	17.50
1 TRANSPACIFIC	25.50
9 TYCOONS, Newest Model	37.50
TYCOONS, Old Models	22.50
15 TOP ROWS	19.50

One-third deposit must accompany all orders, balance C. O. D. All above machines are battery machines and will be electropak equipped for an additional cost of Two Dollars (\$2.00) each.

AMERICAN NOVELTY COMPANY, Inc.
1614 14th St., N. W.
WASHINGTON, D. C.

Daval Burglar Alarm Is Cash Box Defender

CHICAGO, Jan. 2.—Al S. Douglis, president of Daval Manufacturing Company, announces that his firm has developed an innovation for which operators have been clamoring since the introduction of table games. It is a burglar alarm system to be attached to the cash box of the machine. The alarm rings loudly the moment anyone attempts to open the door to the cash box, either with a pass key or by jimmying. The operator himself can instantly stop the ringing the moment he opens the door, but a thief cannot.

The new device will appear on all future Daval pin games, beginning with the Totalizer, new high-score pin game now being introduced. It will also be available to operators who wish to attach it to any other games they now own.

"The device was perfected due to the tremendous demand which we have been getting from coinmen everywhere," Douglis says. "The device is suitable to every type of equipment using a coin slot. Leading distributors who have already seen the device in action say it is one of the greatest inventions in the industry for the benefit of the operator.

"The device will prevent the operators from losing thousands of dollars annually. It will be marketed under the name Daval Burglar Alarm for Pin Games."

Amal Officials Give Christmas Remembrances

NEW YORK, Jan. 2.—Louis W. Goldberg, executive manager of the Amalgamated Vending Machine Operators' Association, and his assistant, Al Lifshay, started the members of the industry during the holidays by touring the city in their car loaded down with gifts. They carried cigars, tobacco, wines and liquors and at each stop dropped off a package with the compliments of the association.

This is the first time the association here has celebrated the yule spirit by touring the city and bringing gifts to prominent coinmen. The act won a great deal of friendship for the organization.

It shows the new spirit which has invaded the Amalgamated with the joint co-operation of Louis Goldberg, Al Lifshay, the officers and the board of directors.

Fishman Plans Surprise For Eastern Operators

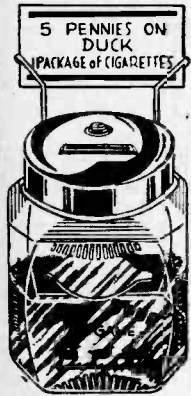
NEW YORK, Jan. 2.—Joe Fishman, of Fishman-Schlesinger Distributing Company, plans some surprises for Eastern operators who attend the 1937 convention in Chicago.

A showing of a complete line of games made for Eastern operators by the Pacific Amusement Manufacturing Company is in prospect, Fishman also announces. They have been designed to conform with the special needs of the New York area and the first showing will be made in Chicago during the convention. Fishman contributed many ideas in adapting the games to local conditions and says he will be at the booths of the Pacific Amusement firm to show them to Eastern operators.



THESE BRAVE FIREMEN are none other than Homer E. Capehart, at the wheel, and reading from left to right in firemen's helmets are R. G. Norman, J. A. McIlhenny, Capehart, C. E. Johnson, E. H. Petering, R. S. Waltemade and W. B. Reid, all of Wurlitzer's.

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.

-SANTONE SPECIALS-

JUMBO	\$20.00
MULTIPLE	30.00
REPEATER	10.00
MAMMOTH	10.00
DOUBLE SCORE	15.00
BONUS	17.50
KEENEY BOWLETTE	90.00
PEERLESS	20.00
RAYS TRACKS (Late Models)	215.00
SUNSHINE DERBY	17.50
DE LUXE "48"	10.00
BALLY DERBY	35.00
ALL STARS	35.00
SUNSHINE BASEBALL	30.00
GABLE, JR., PHONOGRAPHS	49.50

Guaranteed A-1. TERMS: 1/3 With Order, Balance C. O. D.
SANTONE COIN MACHINE CO.
1524 MAIN AVE., SAN ANTONIO, TEX.

ALL GUARANTEED

5 Seeburg Selectophones, Perfect	\$ 65.00
1 Seeburg Selectophone, Late Model, 32V. Delco	155.00
1 Nutscope Crane, Roll Chute	29.50
Reel 21, Same as New	12.00
1 Large Coin-Operated Pool Table	95.00
1 Seeburg Grand Champion	50.00
5 Sheffer De Luxe Scales, Por.	32.50
2 Mills Double Header, Elec.	27.50
3 Mills Tycoons, Elec.	25.00
1 Keeney Velvet	45.00
1 Pamco Palooka Jr., Elec.	40.00
1 Western Wheel Fortune, Elec.	35.00
1 Pamco Pinch Hitter	29.50
1 Mad Caps	18.50
1 Fifty-Fifty, Not Auto. P. O.	10.00
3 Watling 5c Wonder Venders, Serials 62,000	29.50

E. O. LIKENS,
924 Fifth St., N. W., Washington, D. C.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

HAPPY NEW YEAR

STONER CORPORATION

Aurora, Illinois

STONER'S BIGGEST MONEY MAKERS!

Empire Peanut Vendor.

CIGARETTES

10 Gum Vendor.

HOLD 'EM • TURF CHAMPS

\$54.50 \$137.50

Operate Cigarette, Gum and Peanut Machines in addition to Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines. Many Bargains Available!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Superior

"WORLD'S FASTEST GROWING SALESBOARD FACTORY"

KIDDO

Feature: Last Sale in Each Ten-Hole Section Punches in Jackpot.

720-HOLE 5c BOARD—100 WINNERS—\$25 CAPITAL AWARD.

A SALESBOARD SENSATION.

Board Takes In, 720 Holes @ 5c. \$36.00

Pays Out (Average) 18.92

PROFIT (Average) \$19.08

SUPERIOR PRODUCTS, Inc., 14 N. Peoria St., DEPT. B. CHICAGO

SEE US AT THE SHOW, BOOTH 125.

Write for Superior's "Scoops," the Operator's Paper—It's FREE.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.
Pacific Am. Mfg.
Groetchen Mfg. Co.

D. Gottlieb Co.
A. B. T. Co.
Exhibit Supply Co.

Daval Mfg. Co.
Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

★ ALL FURS SHOWER-PROOF PROCESSED

FUR COATS

MUFFS

SCARFS

Sure Winners for Salesboard Operators, Bingo Operators, Bazaars, Mustiers, etc. All Sizes, Styles, Designs. Smart, Finely Made. Beautiful Most Popular Furs Clean Up! Black Seal Skin (Dyed Coney); Talon Zipper. Retails Everywhere \$7.00 and up. Order Now! White Fox, Silvered Fox, Cross Fox. Smart, Beautiful. Tremendous Value and Flash.

\$10 to \$27.50

\$3.00

\$6.00

WRITE FOR ILLUSTRATED CATALOG "EVERYTHING IN FURS." FAST DELIVERIES!

CHARLES BRAND, 208 W. 26th Street, New York, N. Y.

WE DON'T INFRINGE!

POSITIVELY FREE FROM ANY PATENT INFRINGEMENT—CONCEIVED AND CREATED BY WESTERN ENGINEERS! EVERY FEATURE AN ORIGINAL EXCLUSIVE WESTERN DEVELOPMENT!

Western's SHOOT-A-LINE

THE ONLY RIFLE RANGE WITH THE "DOUBLE-SKILL" APPEAL



Adjustable Chromium Stand

ROTATING NUMBER DISC
Numbers rotate on moving disc. Each "hit" on the target registers the number that is visible.



LITE-UP CRISS-CROSS PANEL
Prizes may be awarded for scoring a complete line of numbers.

PHOTO-ELECTRIC CELL BULL'S EYE
Player aims here to score. Positive skill and accuracy required to make a direct hit.

Player must complete a line on criss-cross lite-up panel by hitting target as the required numbers go by!

Only **\$275.00**

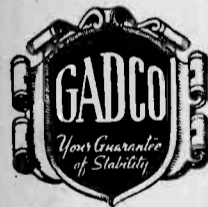


WESTERN EQUIPMENT & SUPPLY COMPANY

925 W. NORTH AVENUE

CHICAGO, ILL.

GADCO'S TEN-PAY-PLAN-READY



Operators can now have NEW GAMES while they ARE NEW—as many as needed—as quickly as wanted! Every game tested and guaranteed by GADCO.

GENERAL AMUSEMENT DEVICES CO.

3136 Cass Avenue, Detroit, Mich.

Bumper Game Production Increased by Bally Co.

CHICAGO, Jan. 2.—Due to a record-breaking demand for the new Bumper novelty game, Bally Manufacturing Company has placed the machine on a 24-hour-a-day production basis, according to announcement released last week by Ray Moloney, Bally's president. "It may be 1937 to the rest of the world," Ray said, "but Jim Buckley and I are back in the hectic Ballyhoo days of 1932. Bumper is meeting with the same enthusiastic reception that greeted Ballyhoo, and there is the same frantic appeal for delivery. We just can't turn out the machines fast enough, altho we now have about 20 times the productive capacity we had in Ballyhoo days. Jim told me today about one distributor who called long-distance three times during the day to increase his order, which finally amounted to 300 machines to be shipped within the next five days. The amazing thing about it is the fact that this distributor is in strong payout ter-

ritory, where novelty games have been weak for years. According to his report, players are going wild over Bumper and in pleading for faster delivery he told Jim about operators who are running in every hour or so trying to grab up a few more Bumpers.

"I wouldn't dare repeat some of the collection reports I've received. Nobody would believe me. But I will say that we have received a number of reports which make even payout games look like plikers for earning power, and when a non-payment machine can out-earn a payout it sure has what it takes.

"We are up against a terrific problem here with this record-breaking Bumper demand piled on top of Preakness and Bally's Eagle Eye, but we're moving heaven and earth to boost our production and by the end of the week we expect to be manufacturing close to 800 Bumpers daily. Meanwhile we ask the patience of our friends and express our sincere thanks for the wonderful response accorded this greatest hit since Ballyhoo.

"Bumper is described as the pinless

pocketless pingame due to the unusual method of play. Metal balls bump against heavy coil springs as they roll down the board, and every bump is immediately registered on a new-type totalizer which actually adds up the total. The action of the ball has a great fascination. The machine is adjustable for one, two, three, four or five-ball play, altho to date the five-ball has been the most popular."

Western Equipment Has Developed Target Game

CHICAGO, Jan. 2.—Western Equipment & Supply Company has developed a new electric target machine, called Shoot-a-Line, which is said to possess double skill appeal.

Jimmy Johnson, head of Western Equipment and Supply, says: "The machine in no manner, shape or form infringes upon another manufacturer's patent rights. In every detail it has been conceived and created by our own engineers. Consequently, the unusual features of the machine are original. Shoot-a-Line is a rifle range game based upon an entirely different playing mechanism and, as such, opens a huge new field in profitable location placements! Also, an operator of Shoot-a-Line is not only assured of realizing a more than satisfactory return on his investment, but is secure against any future legal troubles involving operation.

"Our electric rifle range possesses a feature which has been absolutely disregarded up to this time by manufacturers of this type of equipment. Western has successfully combined the basic skill appeal of marksmanship with an additional appeal of sharpshooting necessary to register a complete line on a criss-cross light-up scoring panel.

"A rotating numbered disc shows numbers, intermittently, from one to sixteen. These numbers are visible over the photo-electric cell bull's-eye. When the target is directly hit, the number appearing above registers automatically on the scoring panel. Prizes may be awarded when a player completes a line of four shots in any direction."

NEW YEAR BARGAINS EXTRA SPECIAL

- | | | |
|---------------------------------------|-------------------------------|------------------------------|
| DAVAL REEL 21 (Used 3 Days) \$ 8.90 | Bally Multi-ple . . . \$37.50 | Bally Hi-leah . . . \$39.50 |
| BALLY ROLL (Floor Sample) . . . 99.50 | Bally Bonus. 29.50 | Queen Mary. 49.50 |
| Bally Peer-less . . . 29.50 | Bally Jumbo 24.50 | Daval Auto Punch . . . 17.50 |
| Bally Mammoth 35.50 | Electric Eye 39.50 | De Luxe 46 14.50 |
| Ten Grand 29.50 | Tycoon 31.50 | Repeater . . . 14.50 |
| Equity . . . 7.50 | Trojan . . . 17.50 | Baffle Ball . . . 9.90 |
| | | Stampede . . . 9.90 |
| | | Gold Award 9.90 |
| | | Sportsman . . . 5.00 |

Above Machines in A-1 Shape. All Types of Non-Automats. 1/3 Deposit. Balance C. O. D.

BOYLE AMUSEMENT CO.

522 N. W. 3rd St., Oklahoma City, Okla. 1407 E. First St., Tulsa, Okla.

USED DITTOS

Latest Model

WANTED

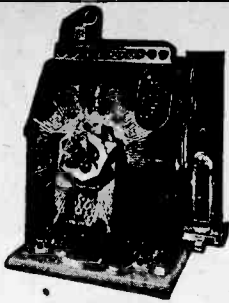
No Batteries Needed. We Will Pay \$7.00 Each. GLICKMAN CO., Philadelphia, Pa.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS



SANTA VISITS BALLY. Almost 500 boxes of groceries were distributed by Bally Manufacturing Company, Chicago, to factory employees on Christmas Eve in addition to cash bonuses. Art Garvey, field representative, took the part of Santa Claus.

"VEMCO"



The one word that assures you of saving money on all the latest and best machines and hundreds of guaranteed reconditioned machine bargains! Write today for complete lists and prices to "the one firm that all coin machine leaders recommend"!

MILLS
BRAND NEW HIT
"CHERRY BELL"

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

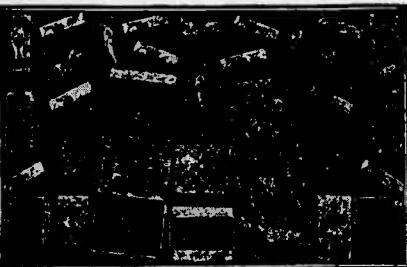
EXCEPTIONALLY LOW PRICES ON MACHINES IN PERFECT CONDITION

ACE	\$12.50	MAMMOTH	\$15.00
ALAMO	22.50	PARAGON	40.00
BALLY BONUS	20.00	PEERLESS	25.00
BALLY DERBY	35.00	PINCH HITTER	30.00
BALLY RANGER (New)	40.00	PROSPECTOR	20.00
BIG SHOT	22.50	ROUND UP	40.00
CHALLENGER	37.50	REPEATER	20.00
DAILY RACES	27.50	REEL '21'	8.00
DAILY RACES (Western-Mystery Slot)	37.50	ROLL-A-BALL	75.00
DERBY DAY	70.00	SPEEDWAY	25.00
DeLUXE "46"	15.00	SPORTSMAN (Visible)	12.50
EXHIBIT ELECTRIC EYE	32.50	STAMPEDE	12.50
GRAND SLAM	25.00	SUNSHINE DERBY	25.00
GOLD RUSH	7.50	TROJAN	12.50
HIALEAH	30.00	TYCOON	25.00
JUMBO	20.00	WURLITZER SIMPLEX	
LEATHERNECK	27.50	P-10	100.00

IMPORTANT No machines will be shipped at these prices unless a 50% Deposit is sent with order.

EARL E. REYNOLDS

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS



BIG CANDY LEADER

33 Large and Medium Size
Boxes High Grade Chocolates

AND A 1,500-HOLE 2c BOARD
Takes in \$30.00. Profit Over \$23.00
No. B119—Sample Assortment. \$6.95
6 Lots, Each 6.50
25% With Order, Balance O. O. D.

SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS
SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.
LEE-MOORE & CO., 180-182 W. Adams St., Chicago

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker . . . \$59.50	Pamco Leathern'k. \$34.50	Golden Harvest . . . \$19.50
Bally Round Up. 34.50	Rotary Merchandiser 175.00	Ten Grand 29.50
Bally Challenger. 49.50	Turf Champs 67.50	Fence Buster 39.50
Bally Bonus 29.50	Bally All Stars 39.50	Mills McCoy 45.00
Bally Sky High 34.50	Daily Limit 34.50	Bally Jumbo 29.50
Pamco Parlay, Sr. 29.50	Mills Futurity, Mystery, Gold Award, Late Models, 5c, 10c, 25c Play, \$69.50.	Electric Eye 32.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER.
Ready for Immediate Delivery.

2546 N. 30th STREET MILWAUKEE, WIS. **BADGER** NOVELTY COMPANY

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.

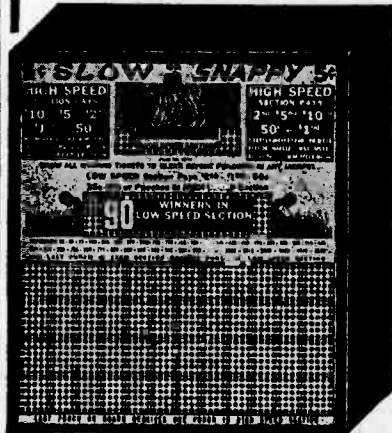


Is Your Subscription to The Billboard About To Expire?

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.

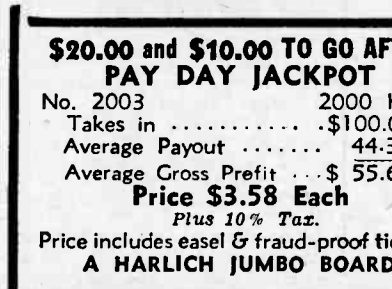
Price includes easels and fraud-proof tickets for big winners.
A HARLICH JUMBO BOARD



FAST PLAY and BIG PAY GOLD RUSH

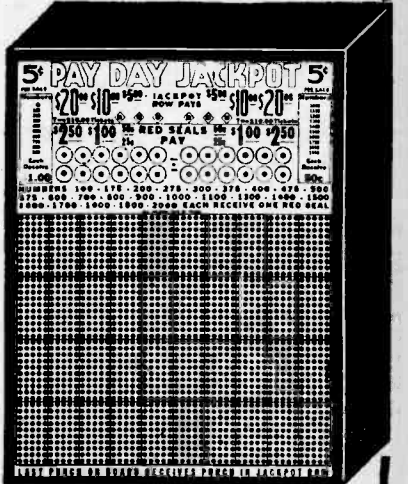
No. 449 400 Holes
Takes in \$22.00
Average Payout 9.38
Average Gross Profit \$12.62
Price \$1.56 Each
Plus 10% Tax.

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.

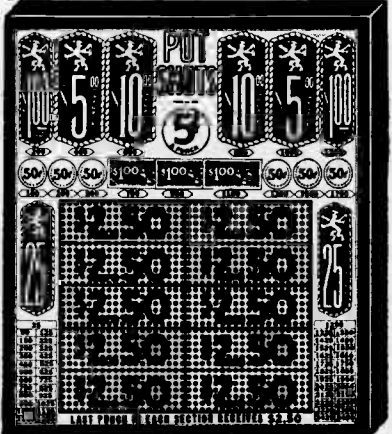
Price includes easel & fraud-proof tickets
A HARLICH JUMBO BOARD



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.



SEND FOR OUR NEW CATALOG OF PROFIT MAKERS

Write, Stating Your Line or Business to
HARLICH MFG. CO. 1417 W. JACKSON BLVD. CHICAGO, ILLINOIS

In accordance with greater undertakings on behalf of our Distributor Jobber and Operator clientele—and due to Pacific Amusement Mfg. Co's Expansion Program for 1937—We wish to announce the appointment of

PAUL BENNETT
as General Sales Manager

for
Pamco CONDITIONAIRE Company and
PACIFIC AMUSEMENT MFG. CO.

IRVIN M. McCARTHY
Continues in his capacity as Director of Sales at

PACIFIC
AMUSEMENT MFG. CO.
Fred C. McClellan, President

REEL DICE

The Greatest Dice ACTION Counter Game Ever Built.

Silent Mechanism. 4-Way Play—1c, 5c, 10c and 25c Through Same Slot. Unconditionally Guaranteed.



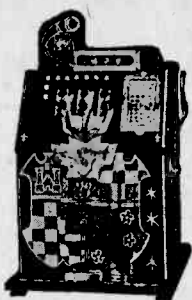
Order your Sample today. A few days on location will make you order more.

\$18.75

RACES \$17.50

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

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.

MORE FASCINATING than POKER

POK-er-BOK



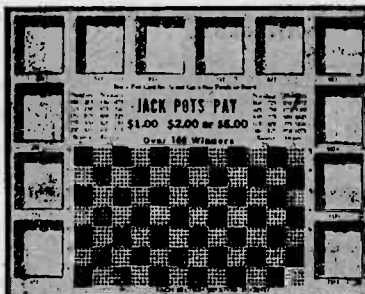
FASTEST MOVING JAR DEAL on the MARKET

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 wild-fire. 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. 15 MUNCIE, IND.



SALESBOARD OPERATORS

"TWELVE JACKS"

A Sure-Fire Profit Maker. Over 100 Winners. 2,100-hole Board takes in \$105.00, and pays out a total of \$54.50, including Jack pot payout, open numbers and sectional payout. Sample, \$2.40; Lots of 5, \$2.00; Lots of 10, \$1.75.

H. G. PAYNE CO.

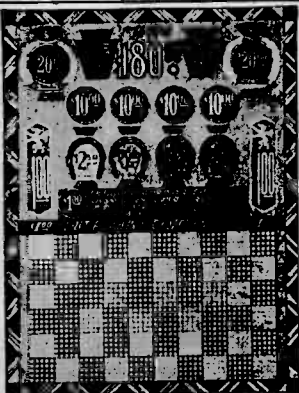
312-314 BROADWAY, Nashville, Tenn.

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



ANY GAME LISTED HERE ONLY

50-50
Treasure Hunt
Par Golf
S. O. S.
Triolite
Criss Cross
Star Lite
Dealer

Radio
I. O. U.
Manhattan
Castle Lite
Super 8
5 and 10
Cavalcade
Beacon

Esquire
Cross Road
Ball Fan
Zoom
C. O. D.
Turntable
Fire Chief
Big Ben

Kings of Turf
Balance
Ginger
Tit-for-Tat
T. N. T.
21,000
Army & Navy

\$3.95 EACH

TERMS: Full Cash With Order, F. O. B. New York.

SUPREME VENDING COMPANY, INC.

64 Erasmus St., BROOKLYN, N. Y.

922 8th Avenue, NEW YORK CITY.

1121 St. Nicholas Ave., NEW YORK, N. Y.

The Last "Word" in Your Letter to Advertisers, "Billboard".

**OPERATORS AND DISTRIBUTORS
AGREE GOTTLIEB PAYOUTS
LEAD THEM ALL!**

HERE'S PROOF!

KEEP YOUR EYES ON GOTTLIEB!

When you're at the Coin Machine Show be sure to visit Gottlieb at Booths 3-4-5. 'Nuff said!

"I prefer Gottlieb Payouts," says Pioneer Distributor Hy Greenstein. "Experience has proved to me that they sell faster. Experience has proved to operators that they get more play and are more profitable. When I started selling Gottlieb Payouts I started to make more money and so did my customers. That's what counts!"



Hy Greenstein, President of Hy-G Games Company, Minneapolis, and one of the leading Distributors in the industry, is for Gottlieb Payouts 100%.

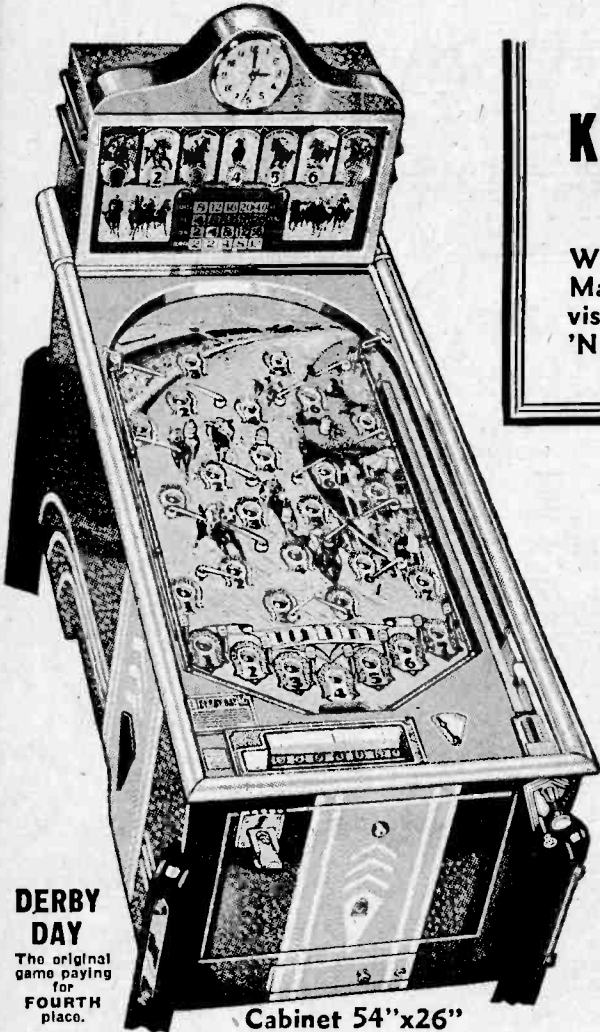
You're not guessing—it's a sure thing! No wonder operators and distributors prefer Gottlieb payouts. They have more "come on." They get more play—more nickels in the cash box. They are the acme of mechanical perfection.

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.

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 Hy Greenstein and thousands of other operators and distributors. You lose profits every day you wait—so order today!



DERBY DAY

The original game paying for FOURTH place.

Cabinet 54"x26"

Any of These Five Games

\$149⁵⁰

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 streamlines' 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.

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
\$125⁰⁰

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.

GREATEST *Novelty* SENSATION IN YEARS!
Bally's BUMPER

NO PINS! NO POCKETS!
FASTEST ACTION EVER KNOWN!

HERE'S the biggest gold mine in years! A novelty game that actually earns as much or more than some of the fastest payouts made! One BUMPER in New York took in \$45.00 the first day. Philadelphia reports range from \$25.00 to \$40.00 daily. A Detroit BUMPER earned \$56.00 from Saturday noon to Monday noon. These are actual reports, and we will gladly put you in touch with operators who will verify these amazing profits.

BUMPER means big money for you. But you've got to act quick to get delivery. Even with 24-hour production, orders are piling up fast. Make up your mind to make the profit killing of a life-time—and order BUMPER today!

ORDER FROM YOUR JOBBER TODAY.



22 IN. BY 46 IN.

Get in on the BIGGEST BOOM since BALLYHOO! Order BUMPER today!

PREAKNESS

Bally's greatest ODDS-CHANGING 1-SHOT hit! Now in its fourth month and going stronger than ever! Player gets from 1 to 7 "selections" and can collect on Win, Place, Show and 4th Place—28 possible winners—and 40-to-1 top! No wonder they keep feeding nickels to PREAKNESS by the hour! Get your share!

- A.B.T. COIN CHUTE
- 12-COIN ESCALATOR
- IN-A-DRAWER MECHANISM
- ELECTRIC ANTI-TILT



PAYOUT \$149.50
 TICKET: \$159.50
 ELECTRO-PAK EQUIPPED
 NO EXTRA CHARGE FOR CHECK SEPARATOR
 f.o.b. Chicago

A COMPLETE LINE OF WINNERS

RAY'S TRACK
 America's Finest Race Game.

POCKETS
 The "Super-Charged" Novelty Pool Game.

BELMONT
 One of the fastest 1-shots ever built.

BALLY BABY
 3 counter games for price of one.

RELIANCE
 Payout Dice Counter Game

AT THE SHOW BOOTHS
 19, 20, 47, 48, 217, 242

BALLY'S EAGLE EYE

PHOTO-ELECTRIC RAY-RIFLE RANGE

Only ray-gun game with "TRIPLE-DUCK" Moving Target, insuring plenty of thrills for the amateur and a real skill test for the sharp-shooter . . . and long life on location. Simplest ONE PHOTO-CELL Self-Adjusting mechanism, GUARANTEED TROUBLE-PROOF. Available in ADJUSTABLE stand, which can be operated anywhere . . . or handsome Console Model.



IMMEDIATE DELIVERY

WRITE FOR PRICES



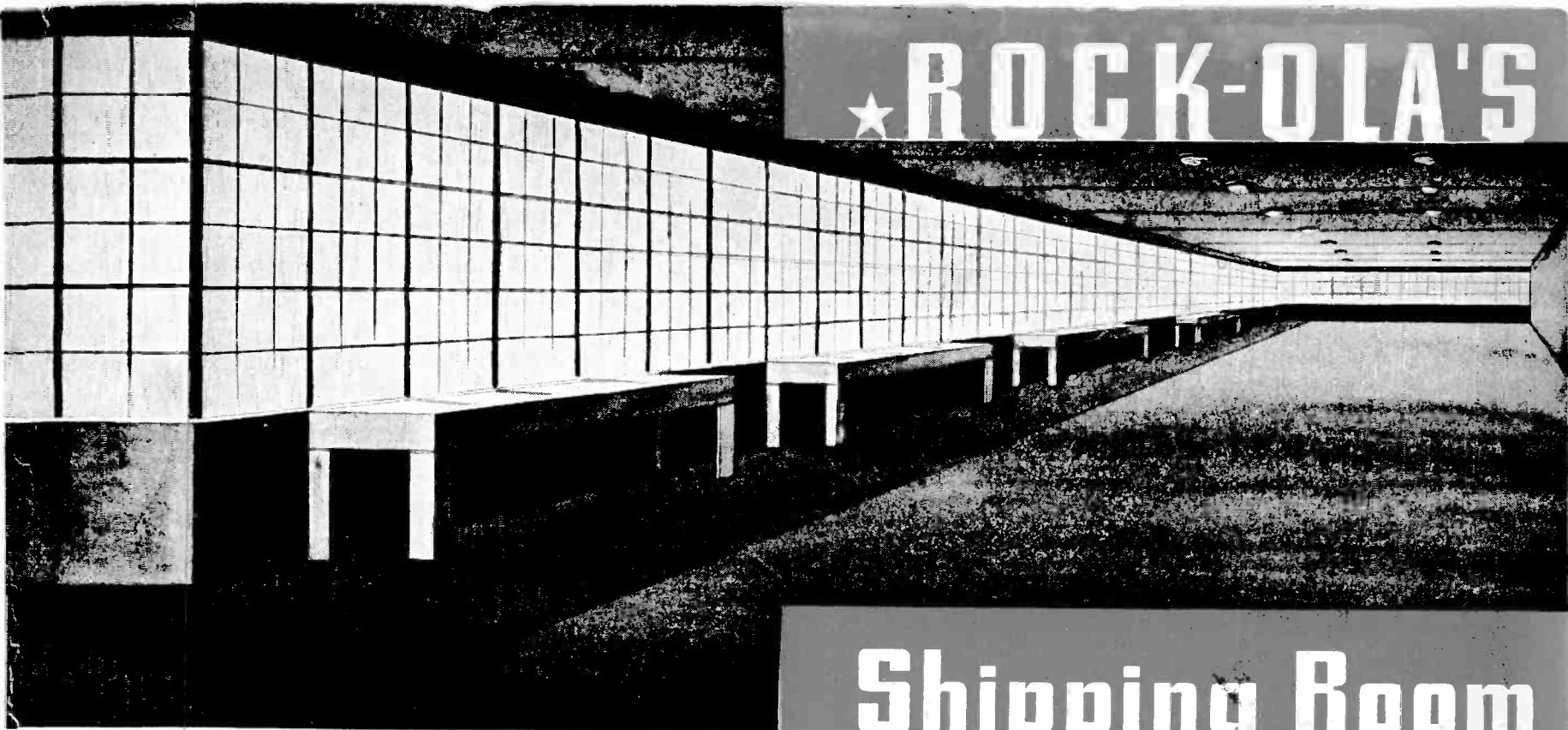
BALLY MANUFACTURING COMPANY
 2640 BELMONT AVENUE
 CHICAGO, ILLINOIS

John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New-York, N. Y.

★ ROCK-OLA'S



Shipping Room at the close of the day!

BUT . . . Just before the "Gang" got through sweeping the Shipping Room thousands of crates had moved outward and onward to make Operators happy.

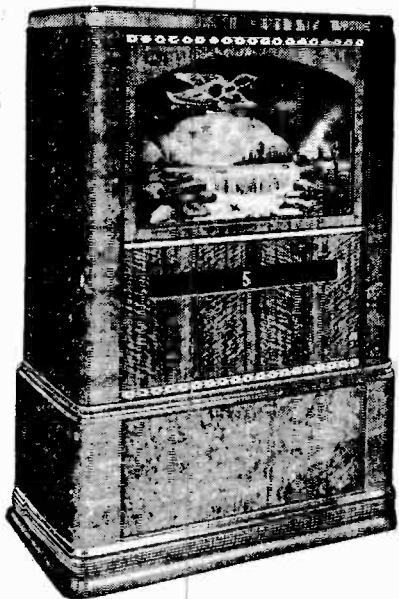
Rock-Ola's Shipping Room has been receiving careful attention, to be "cleaned out" daily, in preparation for the thousands of shipments which must pass through, of "ROCK-OLA'S NEW SENSATION" — "THE 1937 WORLD SERIES" . . .

A bombastic hustle and bustle of crates of 'ROCK-OLA'S NEW 1937 SENSATION' will be shipped every day from now on. Order yours well in advance, so that you can HAVE it when you WANT it. Why not get in touch with your Distributor RIGHT NOW?

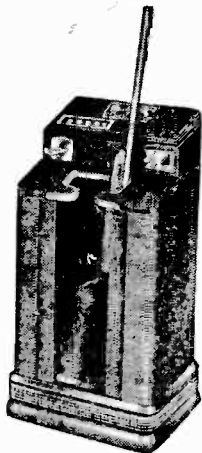
Rock-Ola's



★ TOM MIX RADIO RIFLE



Still making History, and What a History! That name "TOM MIX" — combined with the standard Rock-Ola Quality—distinguishes this Rifle from the ordinary. After all . . . there is only **ONE** "TOM MIX RADIO RIFLE."

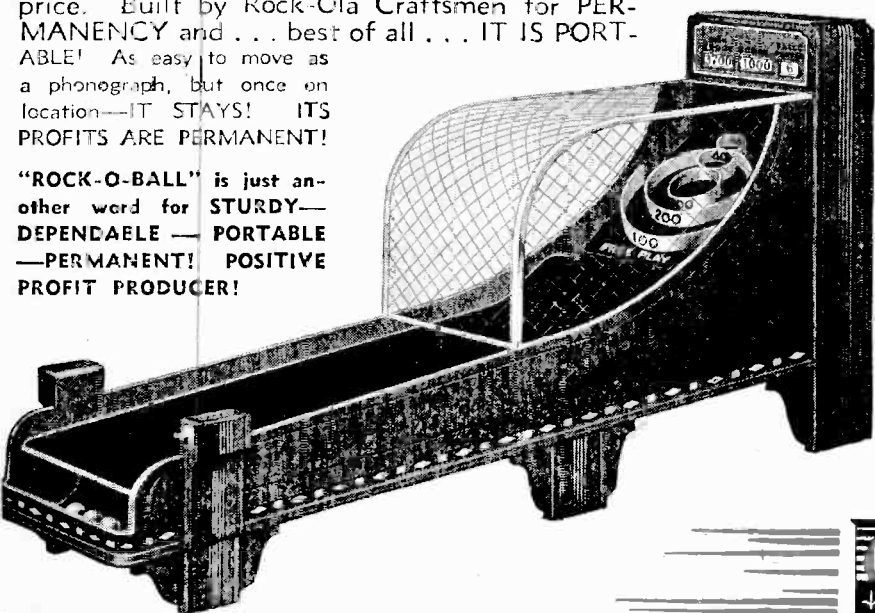


SEE IT AT THE "SHOW" AND LET YOUR DISTRIBUTOR SHOW YOU ITS DISTINCTIVE ADVANTAGES.

★ Rock-Ola's ROCK-O-BALL

You can **DEPEND** on the **DEPENDABILITY** of this "alley"—built to a principle, instead of a price. Built by Rock-Ola Craftsmen for **PERMANENCY** and . . . best of all . . . **IT IS PORTABLE!** As easy to move as a phonograph, but once on location—**IT STAYS!** ITS PROFITS ARE **PERMANENT!**

"ROCK-O-BALL" is just another word for **STURDY—DEPENDABLE—PORTABLE—PERMANENT! POSITIVE PROFIT PRODUCER!**



ROCK-OLA MFG. CORPORATION

300 N. KEDZIE AVE., CHICAGO, ILL.



GET THE BEST SPOTS!

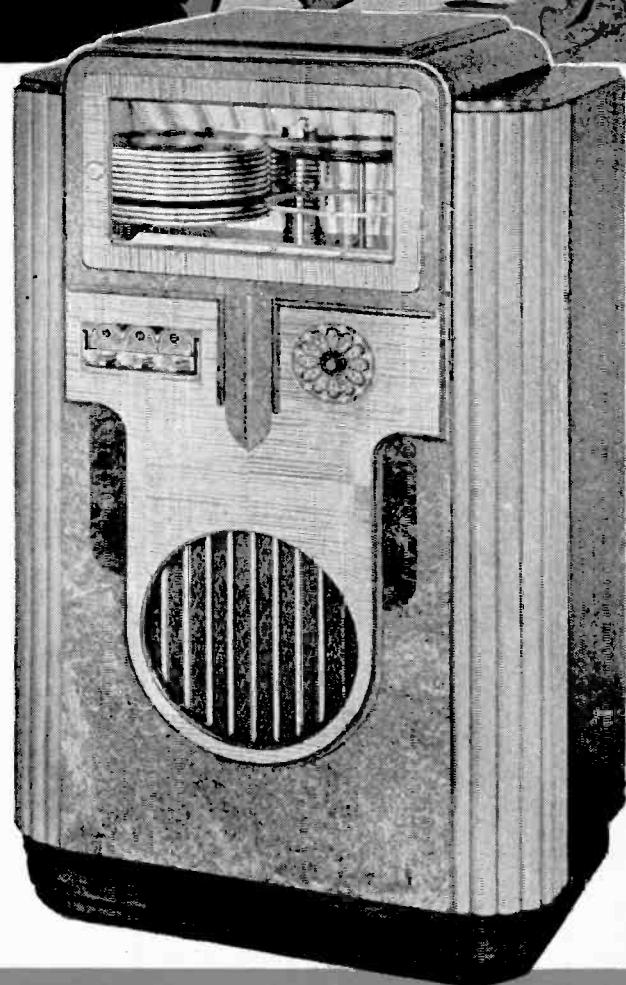


WURLITZER-SIMPLEX

GETS and HOLDS the BEST LOCATIONS

Whenever demonstrated to location owners, the magnificent tone of the Wurlitzer-Simplex meets with instant approval—results in an immediate installation. Wherever installed, it assures permanent satisfaction—perpetual big income for operators and location owners alike. Experienced operators will tell you—to get and hold the best spots, operate the finest automatic phonograph on the market. That's Wurlitzer-Simplex. Find out if there is room for another Wurlitzer-Simplex operator in your locality. Mail the coupon.

THE RUDOLPH WURLITZER CO., NORTH TONAWANDA, N. Y.
Canadian Factory: RCA-VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA

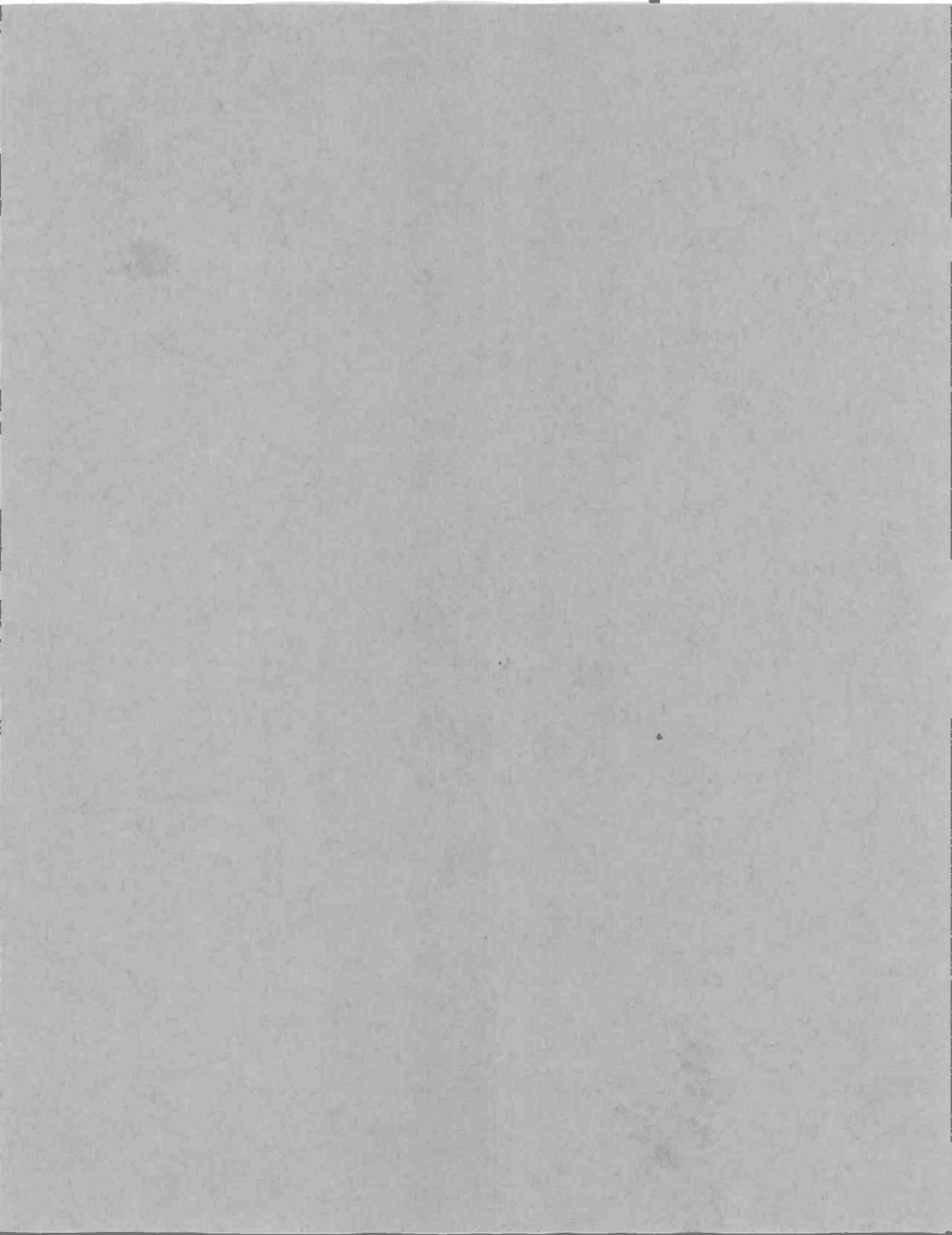


THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

Please let me know if there is room for another
Wurlitzer-Simplex Operator in my locality

Name.....
Street.....
City..... State.....
Present Occupation.....

SOLD ONLY TO OPERATORS



★ **ROCK-OLA'S**



Shipping Room at the close of the day!

BUT . . . Just before the "Gang" got through sweeping the Shipping Room thousands of crates had moved outward and onward to make Operators happy.

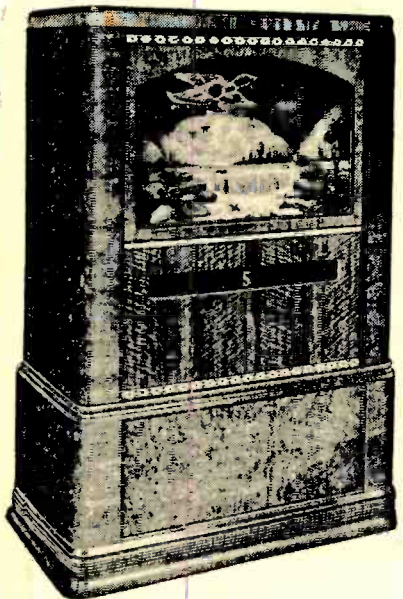
Rock-Ola's Shipping Room has been receiving careful attention, to be "cleaned out" daily, in preparation for the thousands of shipments which must pass through, of "ROCK-OLA'S NEW SENSATION" — "THE 1937 WORLD SERIES" . . .

A bombastic hustle and bustle of crates of 'ROCK-OLA'S NEW 1937 SENSATION' will be shipped every day from now on. Order yours well in advance, so that you can HAVE it when you WANT it. Why not get in touch with your Distributor RIGHT NOW?

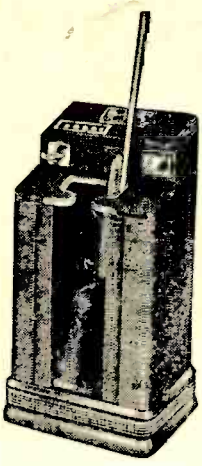
Rock-Ola!



★ TOM MIX RADIO RIFLE



Still making History, and What a History! That name "TOM MIX" — combined with the standard Rock-Ola Quality—distinguishes this Rifle from the ordinary. After all . . . there is only **ONE "TOM MIX RADIO RIFLE."**

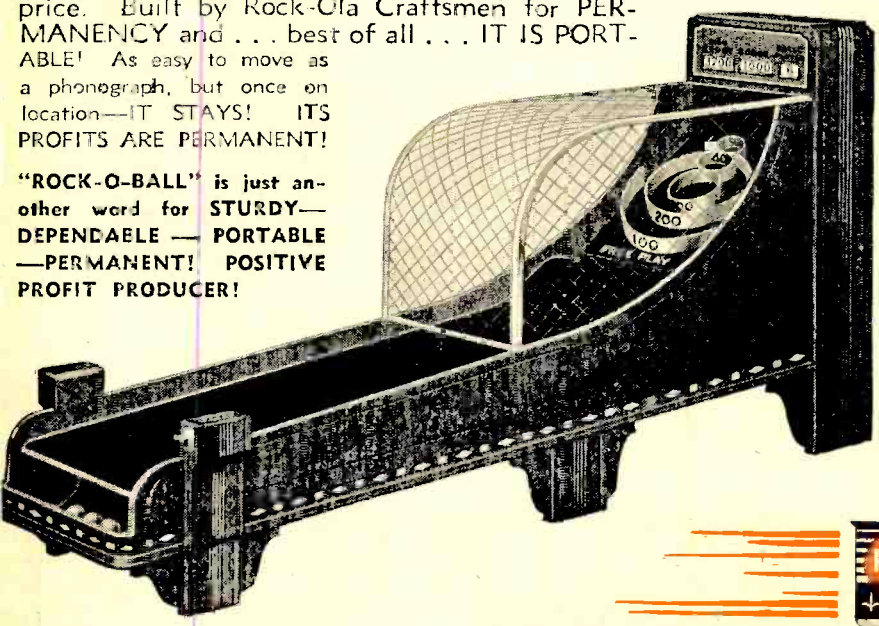


SEE IT AT THE "SHOW" AND LET YOUR DISTRIBUTOR SHOW YOU ITS DISTINCTIVE ADVANTAGES.

★ Rock-Ola's ROCK-O-BALL

You can **DEPEND** on the **DEPENDABILITY** of this "alley"—built to a principle, instead of a price. Built by Rock-Ola Craftsmen for **PERMANENCY** and . . . best of all . . . **IT IS PORTABLE!** As easy to move as a phonograph, but once on location—**IT STAYS!** ITS PROFITS ARE **PERMANENT!**

"ROCK-O-BALL" is just another word for **STURDY—DEPENDABLE—PORTABLE—PERMANENT! POSITIVE PROFIT PRODUCER!**



ROCK-OLA MFG. CORPORATION 100 N. KEDZIE AVE., CHICAGO, ILL.



GET THE BEST SPOTS!

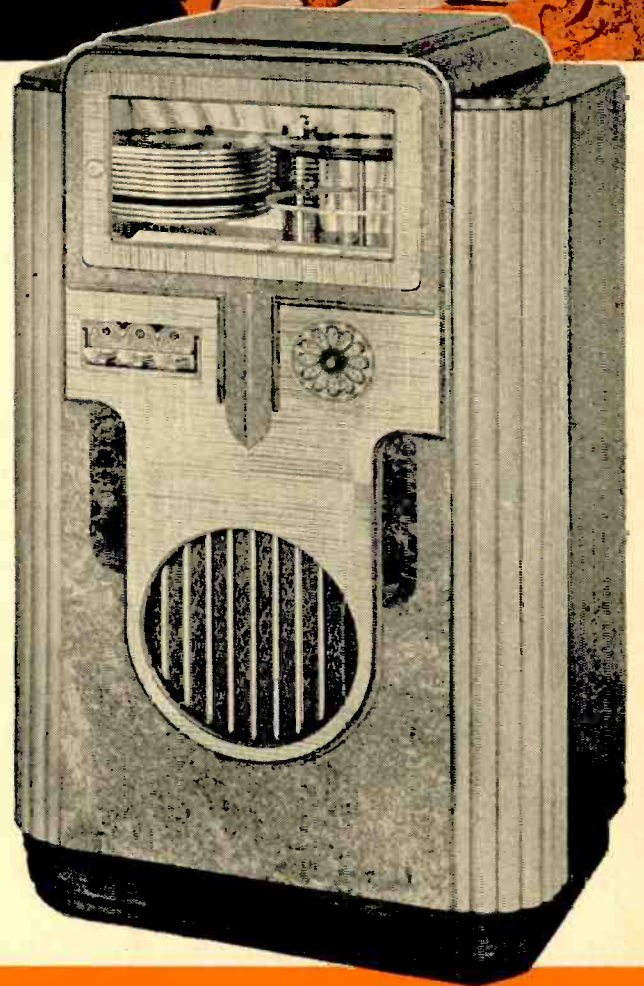


WURLITZER-SIMPLEX

GETS *and* HOLDS *the* BEST LOCATIONS

Whenever demonstrated to location owners, the magnificent tone of the Wurlitzer-Simplex meets with instant approval—results in an immediate installation. Wherever installed, it assures permanent satisfaction—perpetual big income for operators and location owners alike. Experienced operators will tell you—to get and hold the best spots, operate the finest automatic phonograph on the market. That's Wurlitzer-Simplex. Find out if there is room for another Wurlitzer-Simplex operator in your locality. Mail the coupon.

THE RUDOLPH WURLITZER CO., NORTH TONAWANDA, N. Y.
Canadian Factory: RCA-VICTOR CO., LTD., MONTREAL, QUEBEC, CANADA



THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

Please let me know if there is room for another
Wurlitzer-Simplex Operator in my locality

Name.....
Street.....
City..... State.....
Present Occupation.....

SOLD ONLY TO OPERATORS